



nielsen

# FROM FRAGMENTED DATA TO INTEGRATED ECOSYSTEM

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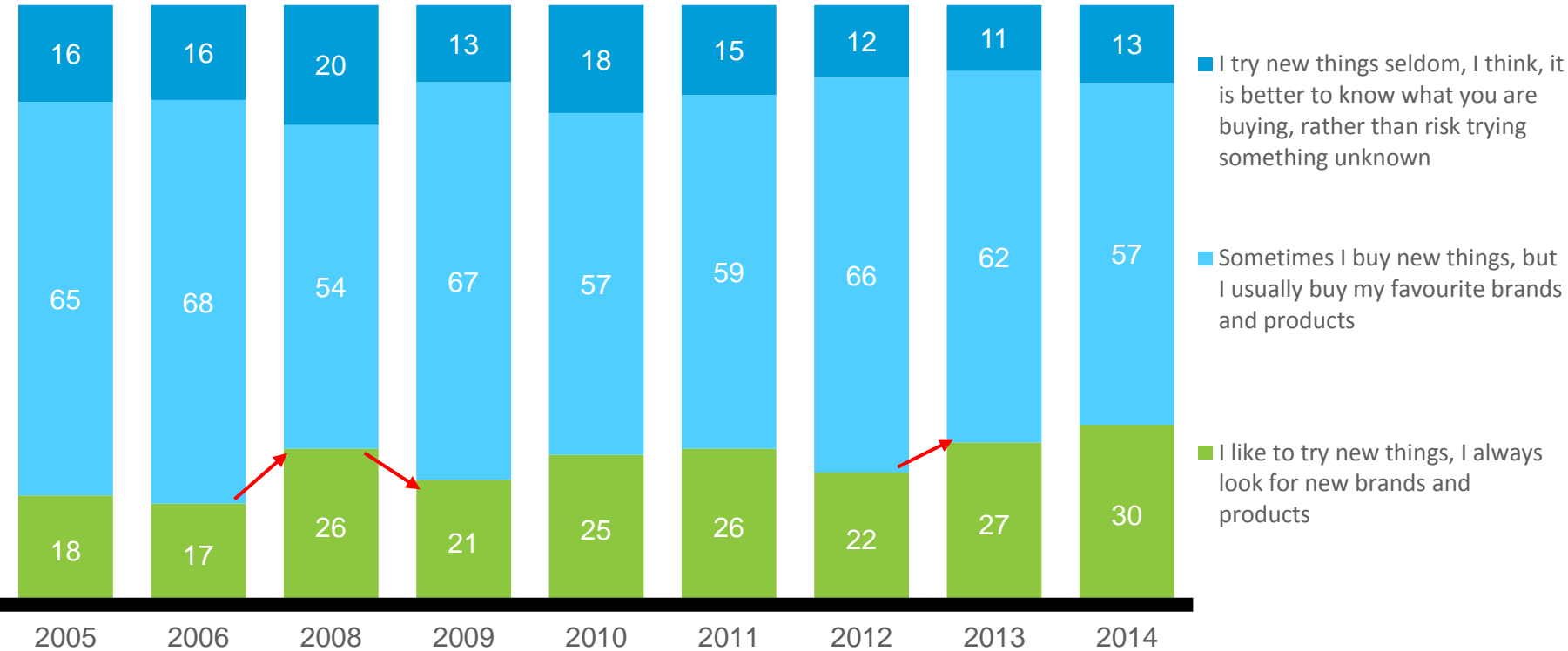
NIELSEN





20 NEW SKUs ARE  
ONLY 17% OF THEM  
INTRODUCED TO  
ARE SUCCESSFUL  
MARKET EVERY DAY

# IN FACT, MOST CONSUMERS ARE NOT KEEN ON CHANGING HABITS QUICKLY





OVER 30 NEW OR RENOVATED  
AUTO MODELS ARE INTRODUCED  
ON RUSSIAN MARKET  
EACH YEAR

# BUT OUR PREFERENCES STAYED THE SAME FOR 4Y

PURCHASE INTENT. TOTAL RUSSIA. TOP 2 BRANDS



2009



2010



2011



2012

# WHAT IS REALLY CHANGING DRAMATICALLY IS THE NUMBER OF MEDIA TOUCH POINTS AMONG COMPANIES & CONSUMERS



# RUNNING FOR CONSUMER DATA COMPANIES HAS ALREADY CREATED APPROACHES TO MEASURE DIFFERENT FRAGMENTED PIECES OF DATA



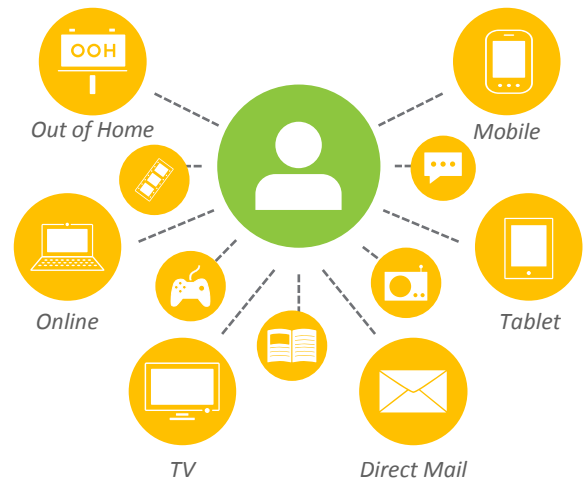
# BUT WHAT IS REALLY NEEDED FOR MAKING SENSE OF ALL DATA POINTS IS A HOLISTIC MULTISOURCE INTEGRATED APPROACH





# MAPPING THE NEW CONSUMER JOURNEY FROM THE IMMENSE MEDIA LANDSCAPE

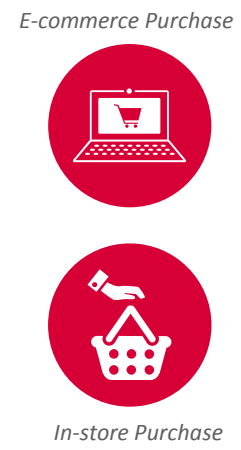
## MEDIA TOUCHPOINTS



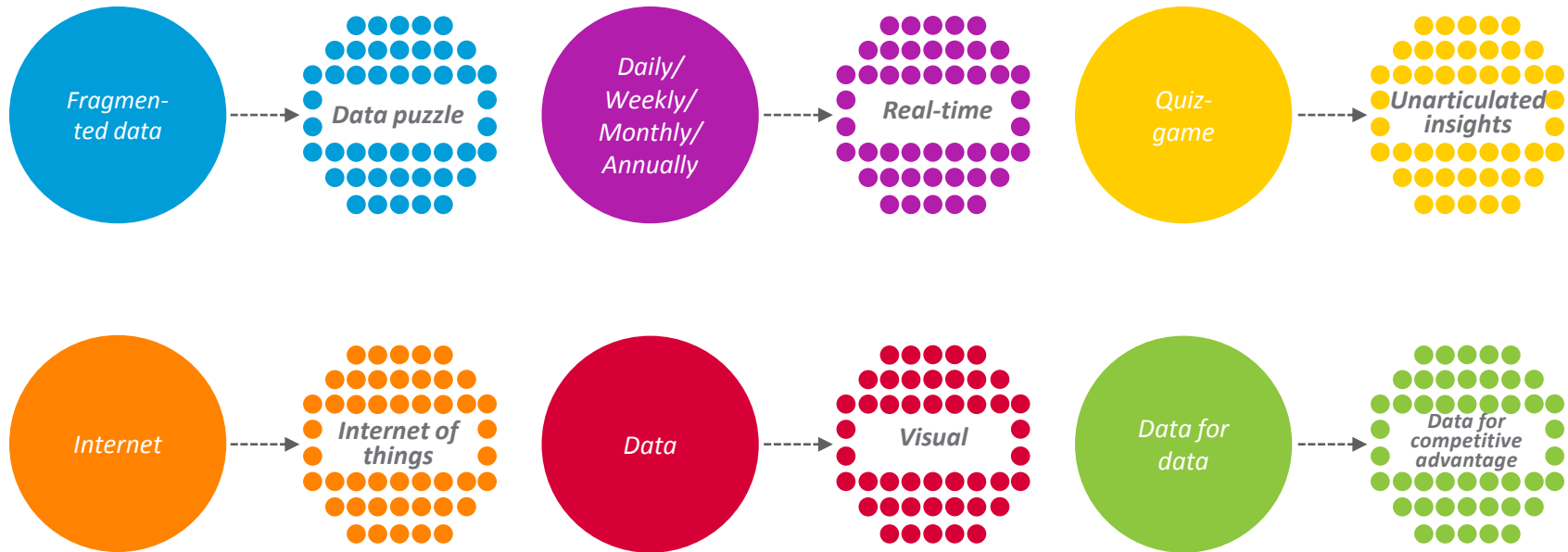
## SHOPPING BEHAVIORS



## PURCHASE BEHAVIOR



# CHANGING THE WAY HOW WE CAN ACQUIRE, ANALYZE & USE THE DATA



An abstract graphic on the left side of the slide. It features a dark grey cone-like shape with a grid of thin, multi-colored lines (red, green, blue, yellow) that curve around it. Several colored dots (yellow, green, purple, red) are placed at various points on the grid, with thin lines extending from them towards the right.

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