



AN UNCOMMON SENSE
OF THE CONSUMER™

NACDS-NIELSEN SYNDICATED DATA PROGRAM

FREQUENTLY ASKED QUESTIONS

WHAT IS IT?

This is a program for NACDS associate members that provides syndicated data to help those members gain a better understanding of the competitive marketplace and to position their products accordingly.

WHAT IS THE SOURCE OF THE PROGRAM?

This invaluable information is provided by Nielsen as an NACDS member benefit. For more information on this and other member benefits, visit www.nacds.org and select Membership.

WHO SHOULD USE THE SYNDICATED DATA PROGRAM?

The Syndicated Data Program is designed to assist small- and medium-sized CPG manufacturers and pharmaceutical companies better understand and position their products for market through the use of market- and product-related syndicated data.

HOW CAN THIS BENEFIT IMPACT MY BUSINESS?

This information will help clients understand where your product fits in the market, the competition you face, the price points you need to hit, and the volume you can expect. It also leads you to perform necessary due diligence about things like how truly differentiated your product is versus that of your competition.

CAN SOMEONE TEACH ME HOW TO USE THIS INFORMATION?

Yes. Nielsen offers complimentary online training courses. In addition, your representative can walk you through your report.

WHAT SYNDICATED DATA WILL I RECEIVE?

Your Nielsen representative will work with you to determine the report that meets your business need. In many cases, your \$2,000 membership coupon will cover the entire fee.

ONCE THE REPORT IS ORDERED, HOW LONG WILL IT TAKE TO RECEIVE?

Approximately 2 weeks.

TO GET ACCESS TO THIS SYNDICATED DATA YOU MUST:

- Be an NACDS member in good standing
- Be a CPG manufacturer or pharmaceutical company
- Have annual sales not exceeding \$200 million

ADDITIONAL INFORMATION

As long as these requirements are fulfilled, you will be eligible to participate in this program annually, for as long as it is in force.

The program is not available to brokers, consultants or any other service members.

For more information contact your Nielsen representative:
By Phone 800-553-3727
By Email Nielsen.Solutions@nielsen.com

Please refer to the NACS-Nielsen Syndicated Data Program

