## Nielsen Connected Partner Solutions

Boost your product sales with immediate access to market data.

Nielsen retail-measurement data enables you to identify purchase patterns in the market quickly and easily. Having immediate access to Nielsen data lets you know when promotions are working and where changes need to be made so that you can better drive sales. Speed is important because if there is a delay in your ability to access this information, you may have already lost a significant amount of revenue.

Spring enables you to access your Nielsen data from within our industry-leading sales and merchandising mobile applications. Now your reps can quickly identify opportunities, resolve issues, help fine-tune your business strategies and record the actions they take, all within the context of their daily store visit plans.

Field reps are provided a list of potential issues in the store and can be prompted to indicate what was found and what was done to address these issues. When reps capture this information in the application, back-office dashboards and reports are updated in real time, enabling managers to understand issues in the field and make more immediate strategic decisions about their business.
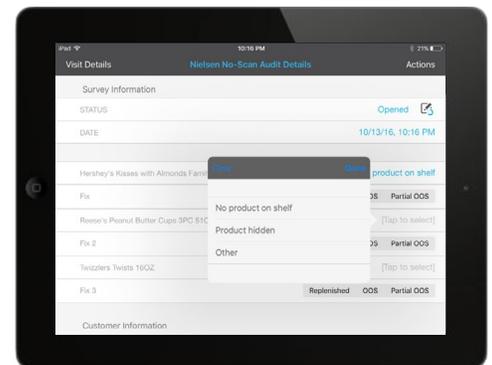
Resolve no-scan issues right at the shelf.

> " **Having immediate access to Nielsen data lets you know when promotions are working and where changes need to be made.** "

# Sell more with localized insights for every store visit.

Spring integrates with GPS technology to provide your reps with localized 'Mobile Selling Stories' based on both data collected in the app and Nielsen Panel and POS data. This provides highly relevant data for your reps that enables them to be more consultative with each store manager. You can designate the information your field reps receive based on specific region, outlet type or store branch. You can also create sales sheets based on current sales numbers and Nielsen retail measurement data. Reps can then access this localized information as they travel to different stores and put together relevant, customized pitches for different store managers.

By unlocking insights from Nielsen retail-measurement data, Mobile Selling Stories help your team leverage current trends to increase sales. This information lets you see how competitors and adjacent categories are performing, as well as identify patterns in regional markets. Reps can use this information to identify top-performing products in specific locations or see how much revenue a store has lost because a product was out of stock. They can then pair this information with upcoming promotions and projected sales volume to sell more products.

Save time at the shelf with instant data collection.

Spring's applications can be integrated with Nielsen's Mirrow Image Recognition technology to streamline critical merchandizing tasks in the field. By eliminating the need for manual data entry, this dramatically reduces the time needed to conduct shelf audits. Reps simply take a picture of the shelf to capture and record the necessary information using Spring's mobile**Retail** app. Each store's shelf data is then delivered to the back office so managers can determine what actions, if any, must be taken to fix issues in the store. Future releases will enable the data to be returned to the field rep within minutes of taking the image, immediately notifying them of the actions that must be taken.
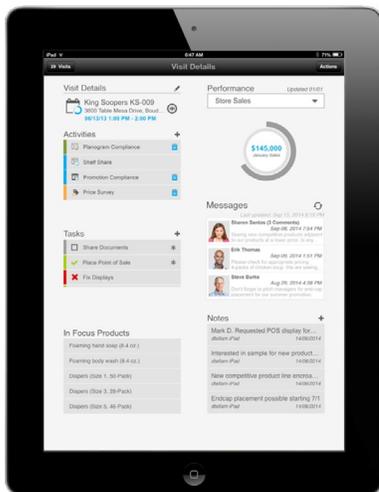
See your store KPIs update in real time.

> **"** Reps can use this information to identify top-performing products in specific locations or see how much revenue a store has lost because a product was out of stock.**"**

About Spring

Spring Mobile Solutions is a global leader in mobile applications and reporting tools for the consumer goods industry. Our solutions help CPG companies drive revenue and increase market share by transforming the way they sell, merchandize and deliver their products.

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spring