

850+

The #1 predictor of consumer purchase behavior now comes in 850+ flavors, whenever you want them. Programmatic buyergraphic audiences are here. Need a crash course?

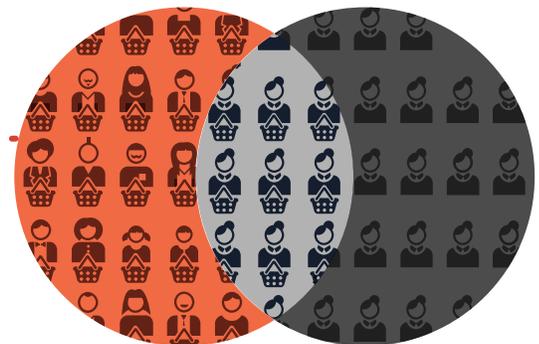


WHAT ARE BUYERGRAPHICS?

Buyergraphic audiences are segmented based on their past purchase behavior. This is important, as many brand buyers cannot be identified through traditional demographic targets.

A recent 10-brand study showed **up to 60% of sales volume fell outside their demographic targets.**

Source: *Deconstructing Demographics*, Catalina (2012)



BRAND BUYERS

BRAND DEMO

WHERE DO THEY COME FROM?

NCS has the largest multi-outlet dataset for CPG retail household purchasing in the U.S. with 90MM+ households of loyalty card data of 1.5MM UPCs. The best part? All of our data is commingled to reveal a consumer's behavior across retailers.

HOW CAN I USE THEM?

Our audiences are at your fingertips: activate them in any DSP, DMP or trade desk powered by eXelate, a Nielsen company. Any questions? Get in touch:



hello@ncsolutions.com

[@NCSolutions](#)

BUYERGRAPHICS MEET DATA DRIVEN MEDIA PLANNING

Size Representation Matters

Certainly, you'd expect any data vendor to have scale in their dataset. But it's equally vital for that scale to represent itself across all retailers if you aim to overcome targeting bias. NCS boasts the industry's most representative dataset.

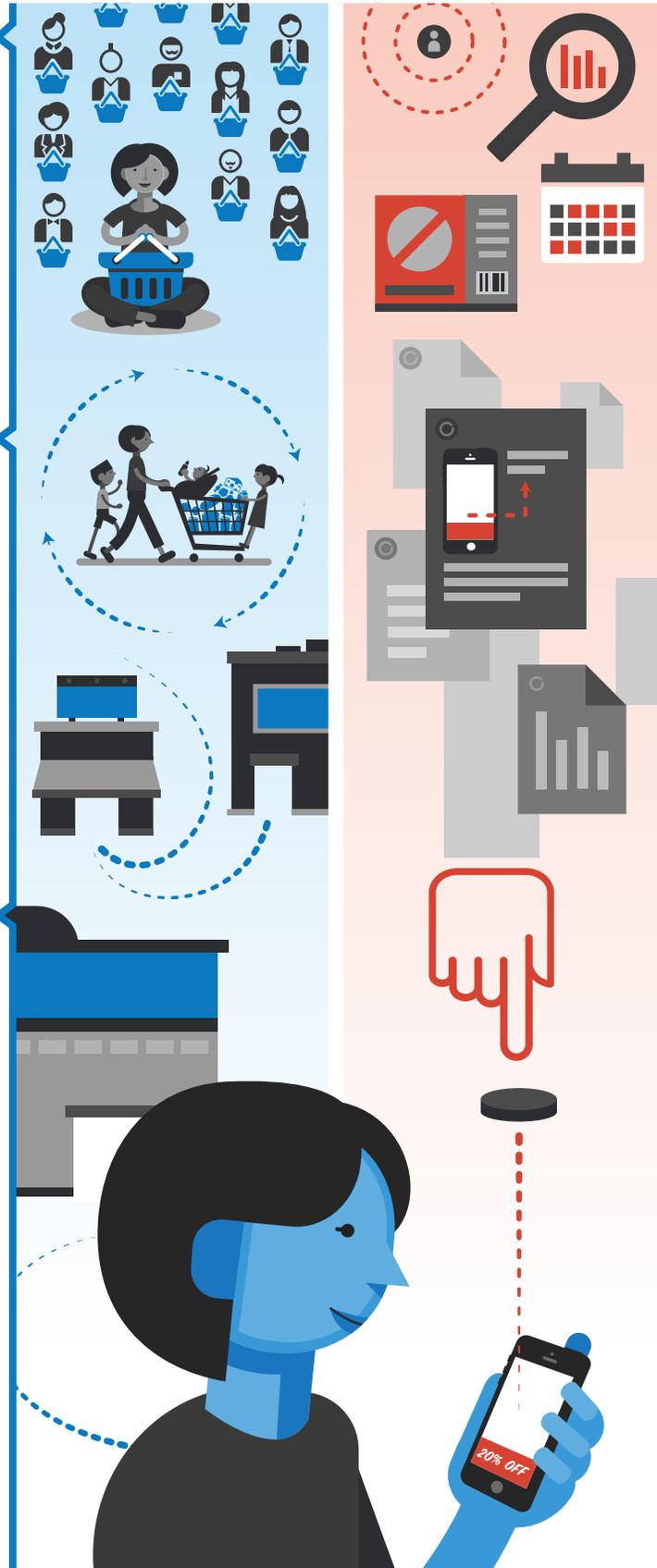
History Repeats Itself

The greatest predictor of future purchases is past purchases.

Knowing your consumers' buying history, frequency, and affinity over the course of a year is pivotal to impacting their behavior today. Depending on campaign type, we can go back through more than two years of purchase history.

Let's Mingle

Commingling. Fancy word, big value. If a vendor's data sources don't mingle, they end up misrepresenting the same consumer as multiple people. NCS commingles all data sources for a holistic view of the consumer.



The Best-Laid Plans

Whatever your campaign goal, we've built our audiences to deliver what works. Looking for penetration? Activate lapsed buyer segments, as well as light buyers of your brand and competing brands. Avoid non-buyers and competitive heavies.

Data Can Be Pretty Too

Let our thousands of case studies inform best practices in the messaging and creative for your campaign. For instance, penetrating market share succeeds with coupon banners, whereas new product intros fare better with rich media.

Right Time, Right Place, Right Context

All of the above insights are jam-packed into your programmatic buy, helping you to deliver media efficiently and tie results back to actual retail sales.

Get started here:

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