

## NCSOLUTIONS FACT SHEET

### Company Overview

NCSolutions (NCS), headquartered in New York City with teams dispersed throughout the US, and founded in 2010, is the leading company for improving advertising effectiveness across all media for the consumer packaged goods (CPG) and related ecosystems.

The company provides end-to-end advertising solutions for brands, agencies, retail media networks, and TV platforms. We help brands and their agencies **target** the right audiences based on in-store or online purchase behaviors, **optimize** campaigns while in-flight to make sure they are driving sales, and **measure** the resulting incremental sales and return on advertising spend using these insights. We also **enable** advertisers to access our powerful purchase insights however they need them to conduct their own analysis.

NCS is the only company to offer the deep industry expertise, scientific rigor, leading-edge technology, and agile solutions that are required in today's market to drive stronger advertising outcomes on every platform, channel, and device.

### Our Expertise

Brands and advertisers face an increasingly dynamic marketplace, making it challenging to keep up and drive effective campaigns. Over the last year, 45% of consumers feel they can't afford the same lifestyle as in the past\*. As consumer purchase behavior shifts, brands find brand loyalty is at risk. At the same time, consumers have more media options than ever before, making it hard for advertisers to know how to maximize stretched budgets.

NCS can provide journalists and media outlets with a deeper and more nuanced understanding of consumer buying behavior and sentiment. Our experts offer extensive knowledge of how advertising works.

- **NCS Purchase Insights:** Our data scientists use proprietary modeling strategies along with the latest in machine learning technologies to make the connection between the media households consume and the consumer products they buy.
- **Consumer sentiment:** We keep a finger on the pulse of consumer expectations and expected behavior by surveying U.S. consumers.

- **How advertising works:** For more than a decade, NCS has been a leader in advancing the advertising industry. Our studies on advertising and how it works have deepened the industry's understanding of consumer behavior and advanced advertising solutions.

\*NCSolutions Consumer Sentiment Survey, June 2022

## Products and Solutions

- **Target** solutions allow advertisers to define audiences based on consumer purchase behavior and activate across all platforms and devices.
- **Optimize** solutions offer advertisers a robust set of levers to adjust campaigns mid-flight. Brands can also use NCS purchase insights to optimize their programmatic advertising in the bid stream with their demand-side platform.
- **Measure** solutions allow advertisers to combine ad exposure with purchase data, connecting advertising with results at the cash register in an extensive post-campaign analysis. Next Gen Sales Effect helps advertisers be more agile in dynamic markets and have greater insight into the elements of their campaigns that are driving incremental sales and return on ad spend (ROAS).
- Our **Enablement** solution, CPG Insights Stream, provides privacy-safe, purchase insights for CRM enhancements, attribution, customer profiling, detailed data analytics, look-alike modeling and more in the advertiser's data environment.

## Fast Facts

- Founded in 2010 as a joint venture with Nielsen as the majority owner
- Alan Miles appointed CEO in July 2022
- Headquarters in New York City with teams dispersed across the US
- Award-winning research on brand and advertising strategy
  - Ground-breaking advertising effectiveness research: [How Advertising Works](#), including new insights on the [impact of advertising frequency on incremental sales](#)
  - Patented methodology to measure the long-term effects of advertising
  - Patent pending for improving marketing strategy with purchase-driven planning by understanding how media impacts a campaign vs. how creative impacts a campaign
- Partners include DIRECTV, DISH Media, Google/YouTube, Innovid, LiveRamp, Meredith, Pinterest, Snapchat, Snowflake, The Trade Desk, TikTok, and Yahoo.
- NCS is the first measurement company to use **proprietary machine-based learning technology** to power its next generation of **Measure, Optimize, Target, and Enablement** solutions, which provide faster results and advance the industry towards interval time-based results.
- Media organizations turn to NCS frequently for data and insight on consumer sentiment, purchasing behavior, and insight into how advertising works.

## Executive Management Team

- Alan Miles, Chief Executive Officer
- Jeff Doherty, Chief Product Enrichment Officer and Chief Operating Officer
- Dan Malmed, Chief Revenue Officer
- Deirdre McFarland, Senior Vice President, Marketing & Communications
- Kathryn Witt, Senior Vice President and General Counsel
- Katherine Vale, Senior Vice President, Finance
- Heather Britton, Senior Director, Human Resources

## Social Media

