# A Global Marketing Research Firm

Nielsen is a global, independent measurement and data company, providing customers with data about what consumers watch and what they buy. We served them with a customized mobile app, meant for delivering a complete and trusted view of users, competitors, and market to their customers.
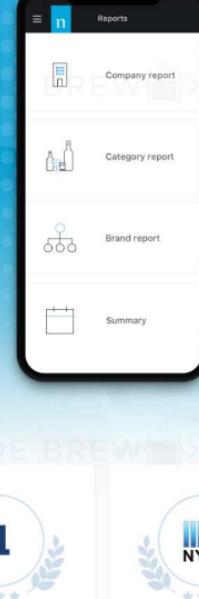
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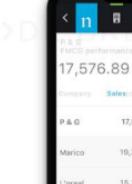
Forbes
Forbes World's Most Innovative Companies
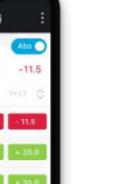
DiversityInc
Top 50 Companies for Diversity

-1
Market research firm

NYSE
New York Stock Exchange

Facilitating Ease Of Access To Performance

Challenge : Nielsen wanted to provide customers with an ease to access their performance

Solution : Code Brew facilitated their users with quick access to Nielsen RMS monthly top line information. This was made possible by developing a new code at both backend and frontend. Their customers could scan for industry, category and brand performance from anywhere.

Impact : With simply accessible information their customers could keep a track of their businesses. This led to 73% increase in customer satisfaction for Nielsen.

Ability To Filter & Retrieve Correct Data

Challenge : Their customers were facing problems in searching the required data

Solution : For this, Code Brew added an advanced filter feature to Nielsen's RMS QuickView. It was then made simpler for their customers to view the channel wise and zone wise data.

Impact : It made filtering an effortless task which assisted Nielsen's customers boost their efficiency. Due to this, 68% increase in customer engagement was observed.
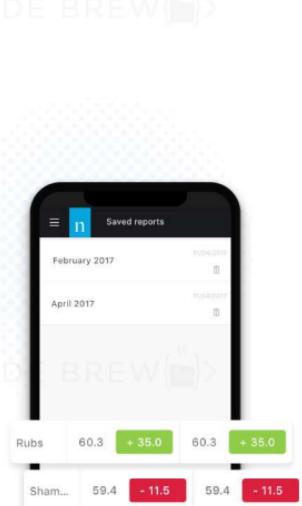
Enabling A Secured Data Access

Challenge : Nielsen required a highly secure solution to avoid any kind of data threats

Solution : Code Brew created an advanced and secured login system. The system was developed to work efficiently with Nielsen's ecosystem and keep their users data protected from unauthorized access.

Impact : It was highly helpful in reducing the risk of data breaches for their confidential and sensitive information.
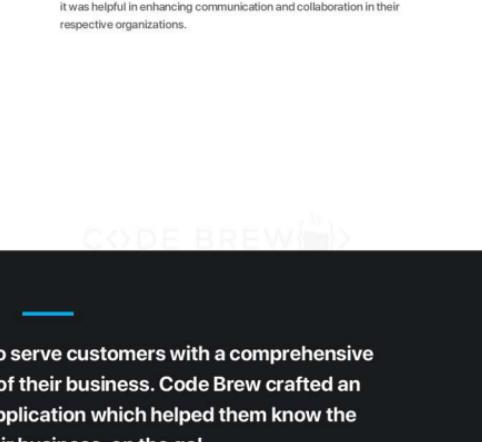
A Better View At Competitors Landscape

Challenge : Nielsen wanted to keep their customers updated with their competition

Solution : Code Brew made it possible for their customers to get a summary of their top gaining and losing markets with just a few taps. They could easily compare their company performance vis-à-vis competitors.

Impact : It benefited customers identify potential opportunities, streamline their operations and maximize profits for their businesses.

Empowering Business Decisions With Effective Communication

Challenge : Nielsen desired to boost decision making & collaboration for their customers

Solution : Code Brew made it easy for them to check their business performance at a glance. Along with this, they could download, save, and share them with their peers via email.

Impact : This made their customers take better business decisions. Also it was helpful in enhancing communication and collaboration in their respective organizations.

Nielsen was looking forward to serve customers with a comprehensive solution to get a better view of their business. Code Brew crafted an intuitive and user-friendly application which helped them know the pulse of their business, on the go!

$6.5 B
Annual Revenue

46 K
Employees

$1.6 B
Total Funding

100+
Countries Covered
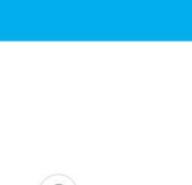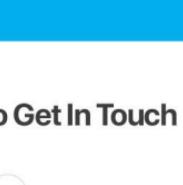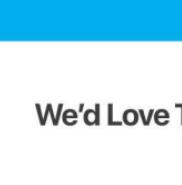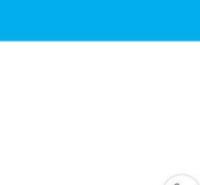
Does your business require a customer-centric app? Want to help them boost their business performance, providing them with easily accessible information?

We can help you build better customer relationships through best-in-class mobile experiences.

Get In Touch

We'd Love To Get In Touch