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What Channels Are Available From Nielsen/IRI? This is one of our most frequently asked questions! It sounds like a simple one but, as with most things involving syndicated data, the answer is not so simple. In this post, I'll provide an overview of which types of retailers are available from the syndicated data vendors.

How To Get Started with Nielsen/IRI - CPG Data Tip Sheet

the Nielsen Answers user interface standard in order to drive consistency across all products. This Nielsen Answers User Interface Standards Guide is intended to provide you with the information you need to design applications that comply with this policy.

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Nielsen Retail Analytics

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