



# Transforming Market Reach through Targeted Data

## Background



For over a century, Nielsen-Massey Vanillas has crafted the world's most exquisite vanilla extracts and culinary products. The third-generation family-owned company has solidified its reputation for excellence in the specialty and natural food channels. Yet, they envisioned an **expansion into broader food, drug, and mass markets** without sacrificing their commitment to quality.

## Challenge: **Expansion into New Markets**

The challenge for Nielsen-Massey was twofold: diversifying their market presence beyond their specialty sector and bridging their advertising efforts with consumer shopping behaviors at the store level. They required a sophisticated tool to **deliver specific messaging to targeted consumers in key markets**, and to gauge the market lift effectively.

## Solution: **Geo-Targeted Marketing with Destini Data**

Nielsen-Massey turned to their Destini Product Locator, which enables consumers to find where their products are available in-store. This solution, combined with their consumer data, allowed Nielsen-Massey to **build a targeted marketing strategy that zeroed in on zip codes with high concentrations of their ideal consumer and where their products were available.**

## Results

The impact was profound. By juxtaposing the performance, via their Signals store-level reporting platform, of targeted high-distribution zip codes with non-targeted ones, Nielsen-Massey could pinpoint which stores were eliciting the most substantial responses. This data also facilitated the **identification of high-quality accounts for new distribution** by overlapping their core consumer and retailer locations.

**Destini not only transformed Nielsen-Massey's market strategy, but also empowered them to tell a compelling story to their retailers.** They could now showcase their investments driving store-level velocity, reinforcing their commitment to their retail partners.

In recent years, **Nielsen-Massey has more than doubled their Average Cumulative Volume (ACV) in the market** - a triumph they attribute in part to their utilization of the Destini tool. Destini's powerful data-driven approach has bolstered Nielsen-Massey's market expansion without compromising their quality and reputation, proving to be an indispensable ally in their growth journey.

