

Accessing the Market At A Glance (M@AG) app

Purpose and access

The Market At A Glance app consists of several reports designed to help you understand market dynamics and NielsenIQ's Retail Measurement Service (RMS) information in select countries or categories. For more information on the reports within this app, refer to the **Using the Market At A Glance Reports** job aid.

To request access to Market At A Glance, send an email to the NielsenIQ support team at maagapp@nielseniq.com.

Be sure to include:

1. Your corporate email address (the system will not accept a personal email address)
2. Your country name

Typically, access is granted within three business days.

Once you've been given access, you can view Market At A Glance from your computer:

1. Log into **Nielsen Insight Studio**. Enter your email address and password, and select **Log in**.
You can also access it from the **My Tools** menu in the Answers Portal.

Welcome to Nielsen Insight Studio

Email Address

Password

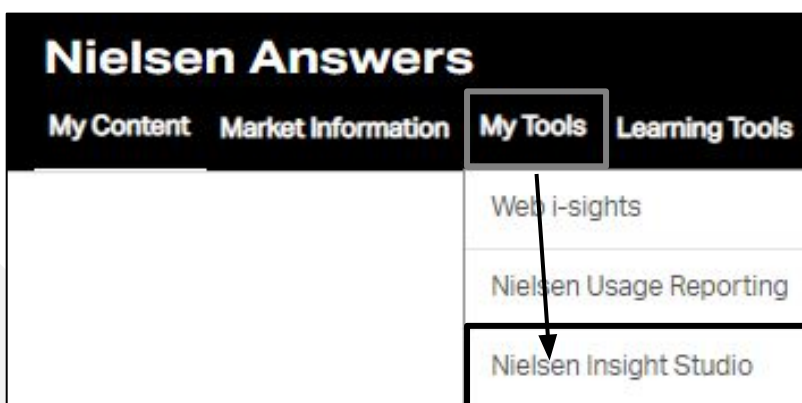
Remember me

1 **Log in**

[Forgot Password / New to Nielsen](#)

[Need support information](#)

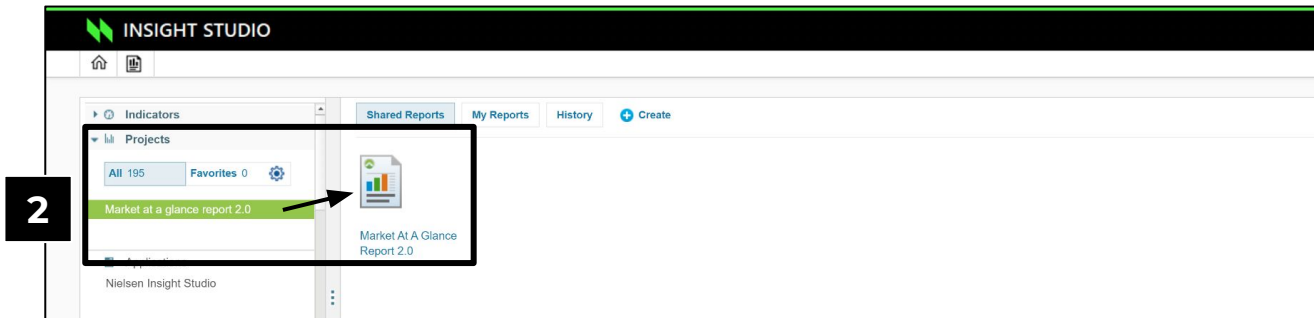
[Continue with single sign on](#)



Accessing the Market At A Glance (M@AG) app

View Market At A Glance from your computer (continued)

- From the dashboard, select the **Market At A Glance Report 2.0** project and select the **Market At A Glance Report 2.0** report.



- M@AG opens in a new window.

