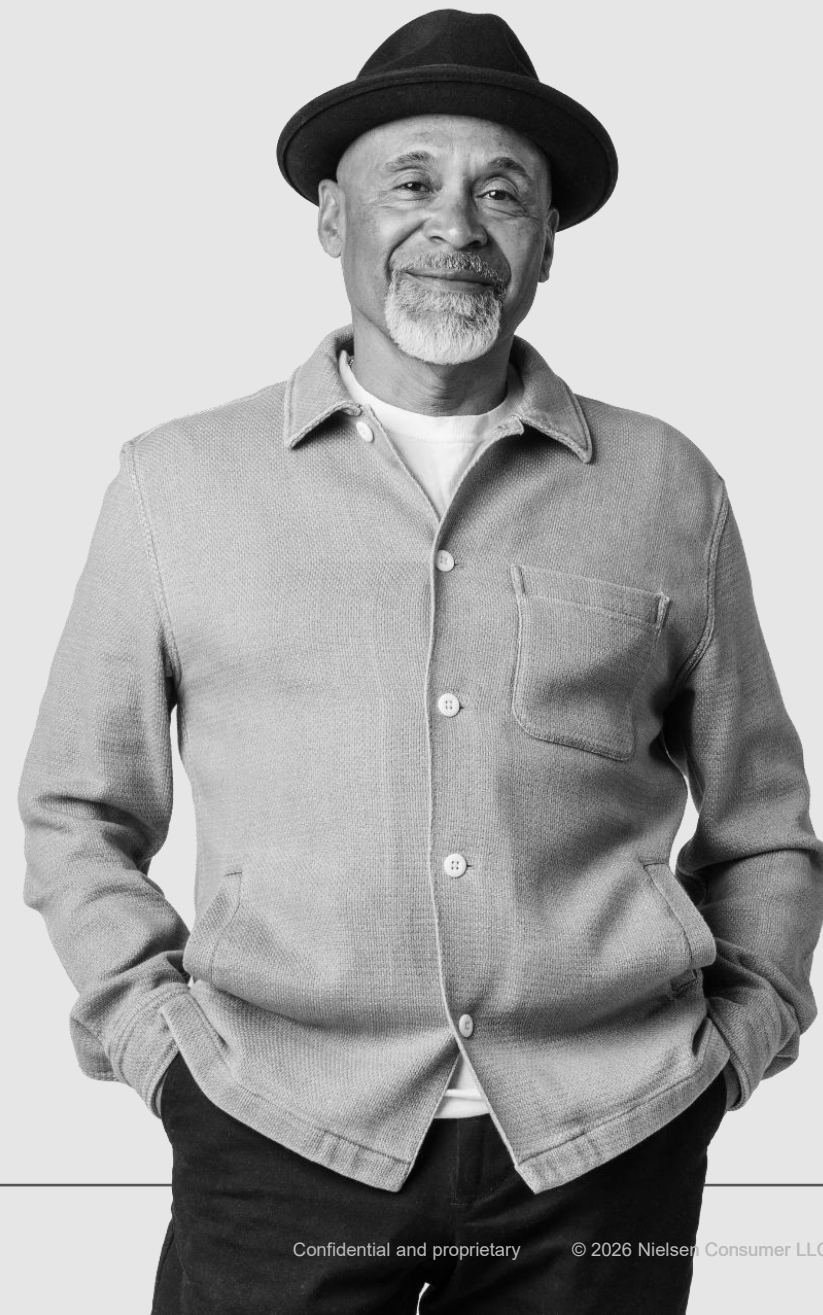


Insight Summit 2026

Conversational
Commerce: A
Generational Shift,
Already Underway



What do we know from earlier generational shifts

- 1 Social – 2008
- 2 Mobile – 2010
- 3 Retail Media – 2018
- 4 Conversational - 2020s
- 5 AI → Agentic Shopping - 2025

None replaced what came before, each added another layer.

In today's fragmentated landscape what drives incremental value?

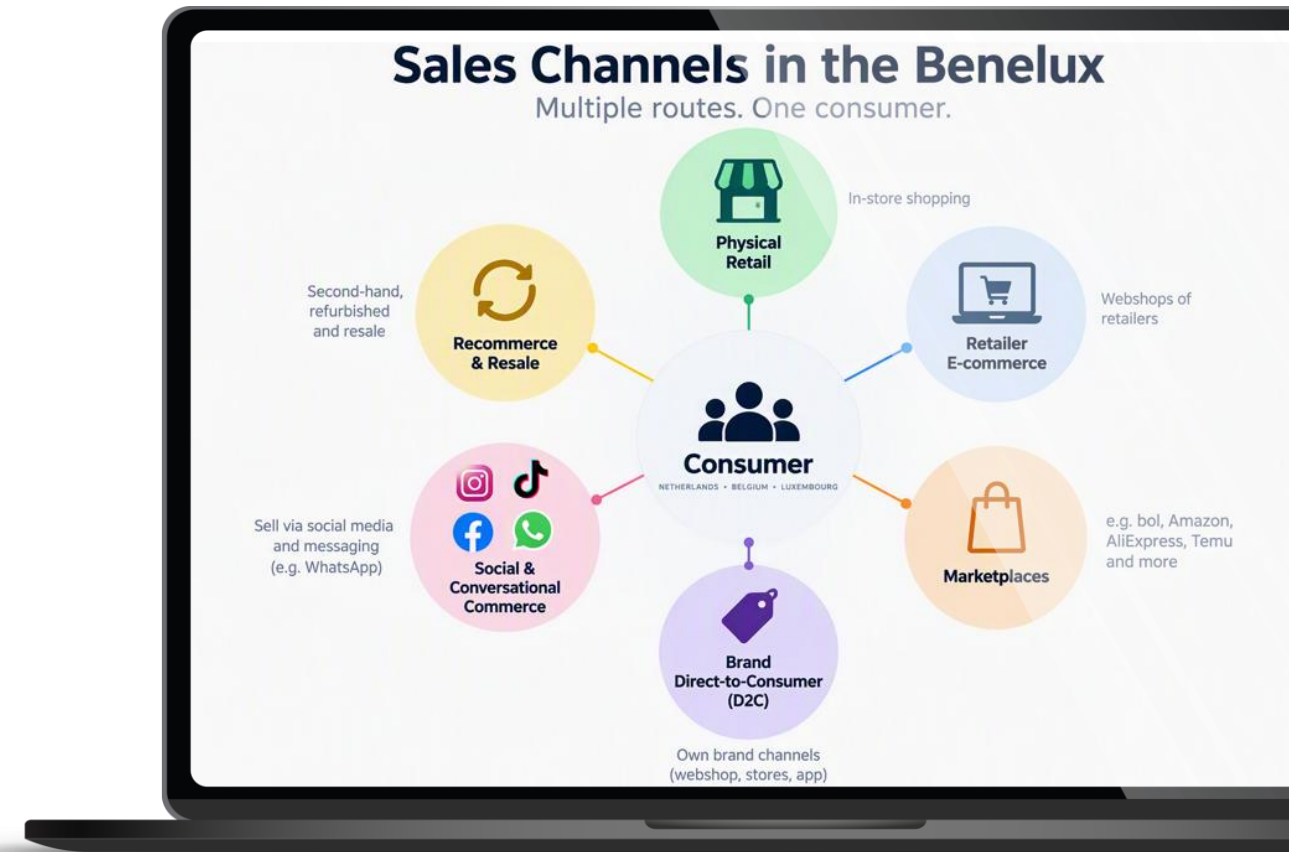
20 touchpoints

*Involved in brand-consumer
interactions on average*

6 to 8 social networks

Per user

NIQ Retail Pulse 2025



Growth is created by the entire commercial system

Different commercial levers influence growth through different roles and time horizons, or doing it all at the same time

Create Demand



Build **memory**, **relevance** and preference among **future** buyers

Convert Demand



Turn active **consideration** into commercial **action**

Sustain Demand



Strengthen the **experience** and the **likelihood** of future **purchases**

One **commercial outcome** is shaped by different levers, operating **across** different **objectives** and **time** horizons.

Counting activity is easy. **Isolating** incremental **contribution** is **not**.

The methods are complementary. Their connection is the weakest link.

Follow the journey

Attribution

What preceded conversion?
+ Fast, granular and actionable

- Limited to observable signals and platform boundaries

Prove causal impact

Marketing Lift

What did this intervention cause?
+ Focused causal evidence

- Limited to a defined test

Understand the system

Marketing Mix Modelling

What drove the total outcome?
+ Broad, holistic, and cross-channel

- Historical, modelled and traditionally periodic

The weakest link

Different data → Different refresh cycles → Separate decisions

Shared data foundation:

Weekly store-level sales · Price · Discounts · Distribution · Competitor activity

**Marketing does not
need another tool.
It needs a new
cadence.**

INTRODUCING

NIQ *Cadence*TM

Marketing effectiveness, made simple.

NIQ Cadence™ connects evidence to decisions at the rhythm of the market

Turning periodic measurement into a continuous decision cycle

Stream.

Unify **every data and market input**, always available as **a live current**.



Measure.

Quantify business **outcomes** and **opportunities** across connected signals.



Act.

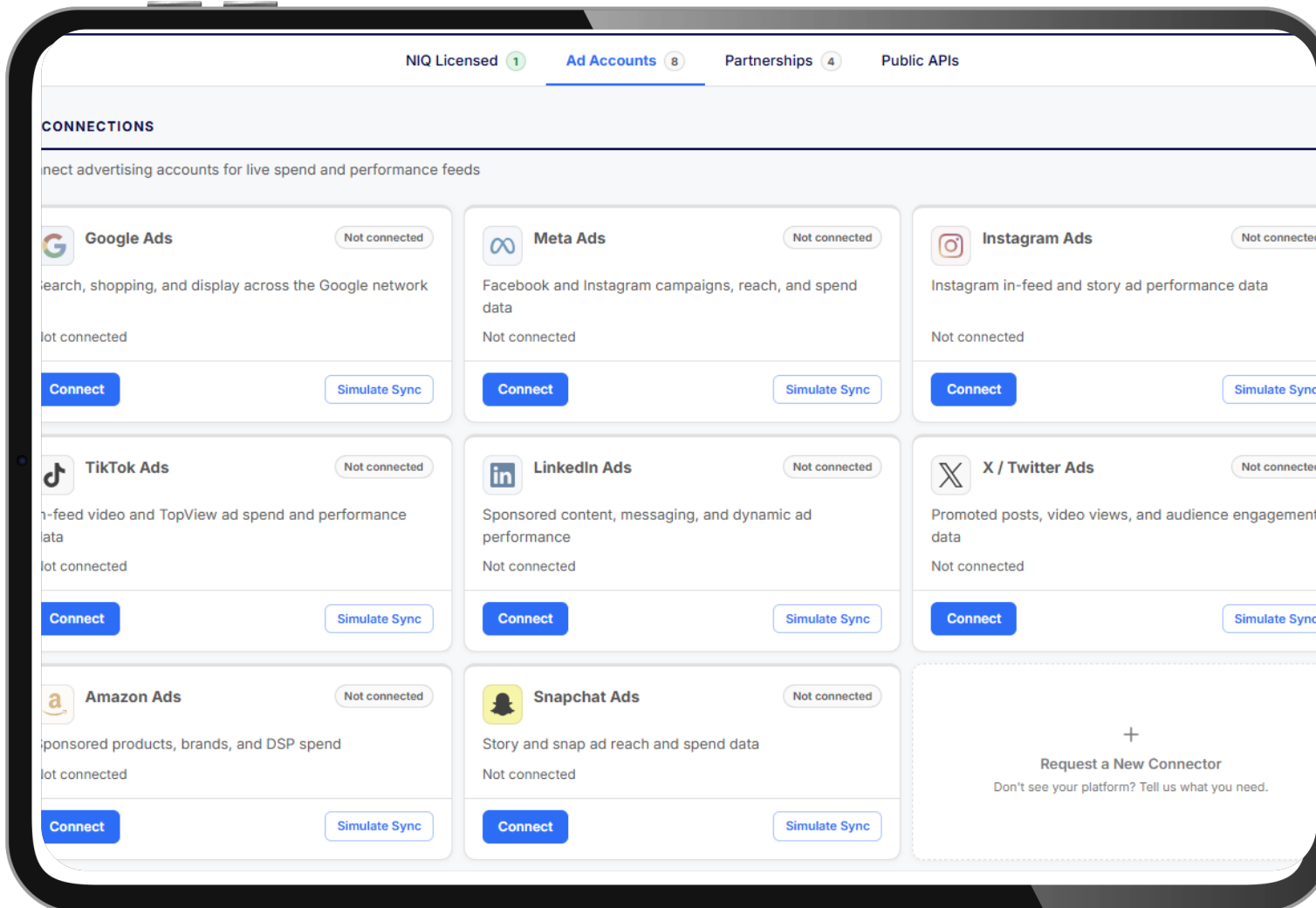
Activate the next **move**, orchestrated by a team of 19 AI agents working in concert.

Decisions while they **still matter**.

Faster insight
More confident planning
Evidence-based action

NIQ Cadence™ is data-agnostic and model-agnostic

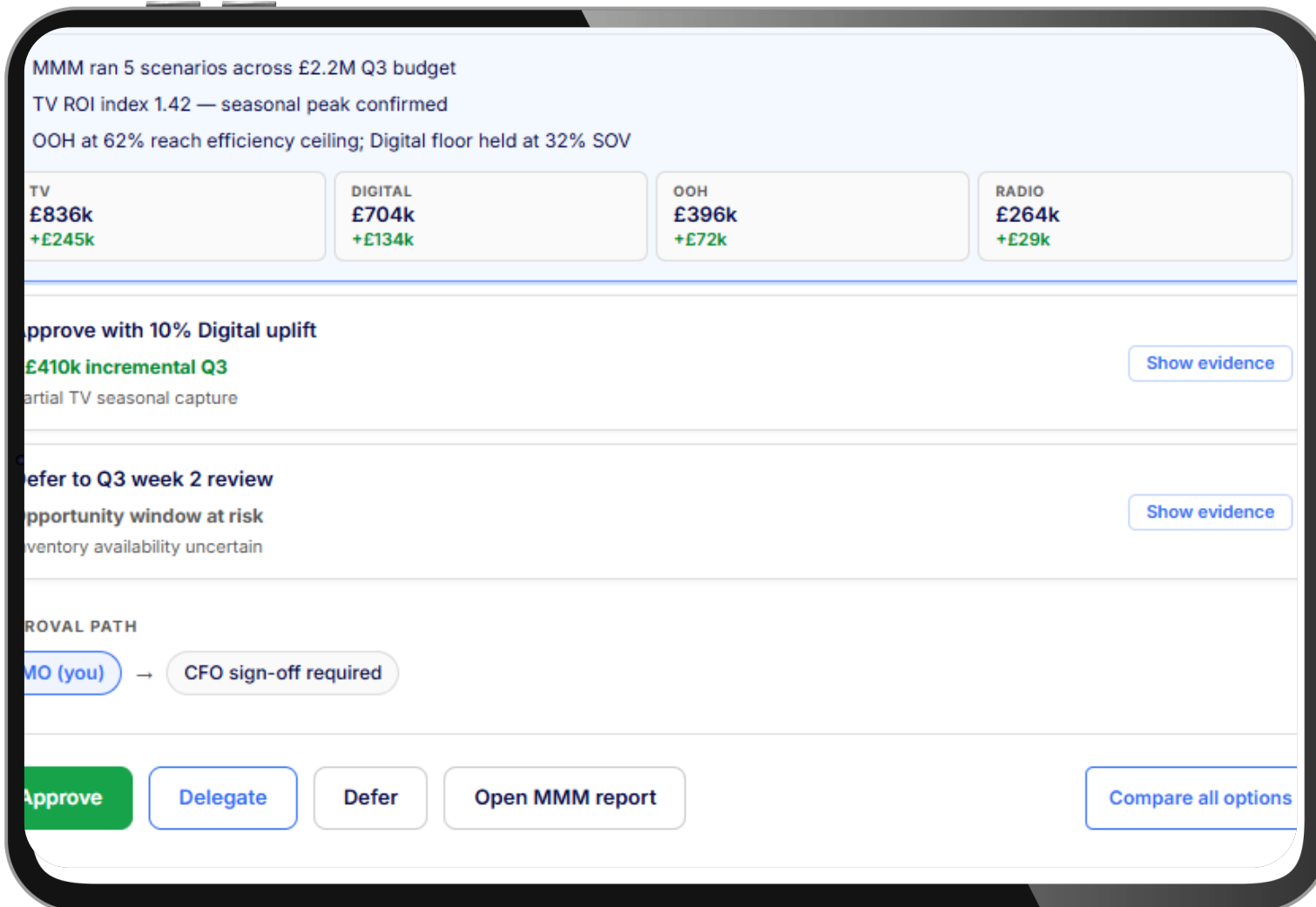
The strongest model is only as valuable as the data connected to it



From market-wide
point-of-sale
data to **digital**
media platforms
and **agency data**,
NIQ Cadence
connects the
evidence.

Keeping evidence in rhythm with the market

Connected data becomes more valuable when every new signal feeds the next decision



Generational shifts create opportunity for those who learn faster.

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Peter Teekens

NielsenIQ

Insight Summit
2026