



Caddle Announces New Nielsen Partnership

Posted by [Derek A. Lackey, Editor](#) / March 06, 2018

We are pleased to announce our inaugural membership as a featured partner in the Nielsen Connected Partner Program in Canada.

The Nielsen Connected Partner program will allow clients and approved Connected Partners to spend less time on data management and data alignment and more time focused on garnering value from Connected Partner insights. Grounded in Nielsen data, the Connected Partner Program will allow Connected Partners and clients to bridge their insights through a mutual data source and integrate Connected Partner tools and technology into existing workflows. The result is a solution that will enrich the capabilities and insights for both clients and Connected Partners, with every interaction.

Caddle is thrilled to be named a Nielsen Connected Partner. As Nielsen is an industry leader, it was an obvious next step for our business to join this initiative, says Ransom Hawley, CEO of Caddle. Caddle is an innovative research company, providing consumer insights through our Mobile Focus Group platform. By leveraging our joint assets, we will be able to collaborate on innovative solutions, ultimately, offering better data solutions and insights for our clients.

Caddle allows you to test your ideas in real-time through a mobile consumer research platform that offers users cash-back to connect with your products and services through polls, ads, social media and rich e-coupons. In return you will gain powerful consumer insights that can be used to increase distribution, convert consumer that purchase competitors, and improve targeting & measurement of programmatic advertising.

Through the Connected Partner Program, Nielsen's data will be integrated to provide a more comprehensive view of your most valuable consumers and their category.

Looking for more information on the [Nielsen Connected Partner Program](#)?

Looking for more information about [Caddle](#)?