

# Bringing Clarity to the Online World

Nielsen's Internet media, market research and buzz measurement products help you understand, measure and respond to your online consumers. Innovative proprietary tools, syndicated services and custom analytics provide actionable insights to help define your business objectives and power your online strategy.

## Nielsen AdRelevance

Nielsen's AdRelevance provides online advertising intelligence, including details on the leading websites carrying advertising, analysis of individual online campaigns, insight into the latest trends and the top advertisers by spend and impressions.

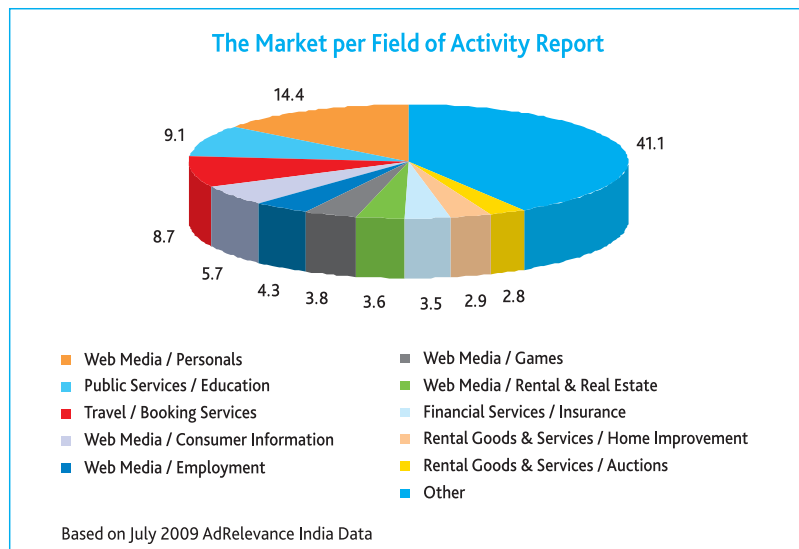
## How can I use Nielsen AdRelevance?

### If you are an Advertising Agency

- Compare campaigns in the sectors of your choice by different criteria, including the sites where advertising is placed, the creative used, campaign frequency, and the number of impressions achieved
- Assess which sectors and advertisers are the most active
- Determine which websites competition is using for their online campaigns, their media schedules and how many ad impressions they are receiving
- Understand the average ad spend in a sector to ensure that your clients are making the maximum impact for their budget

### If you are a Brand Owner

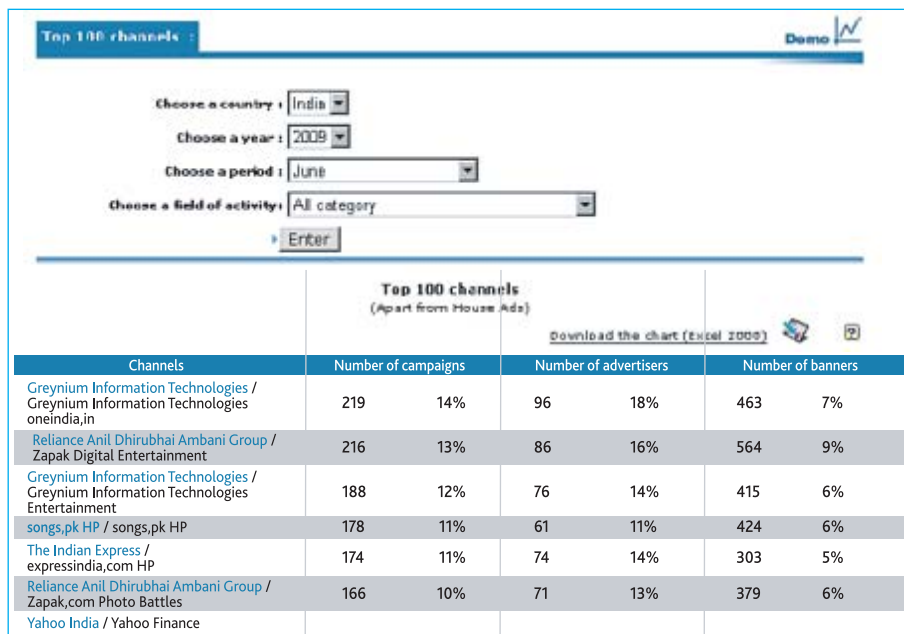
- Get regular updates on the online advertising activities of your competitors, including the actual creative used, websites advertised on, number of ad impressions and their ad spend
- Identify the most suitable websites for your own advertising campaigns
- Maximise your online advertising budget by identifying which websites will achieve the highest number of ad impressions



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## If you are a Site Publisher or Ad Network

- Use the service to identify new business opportunities by understanding which advertisers are running campaigns, where, and how frequently
- Assess individual market sectors to understand which are spending the most on their advertising
- Compare advertising on your competitors websites with your own
- Understand which companies are the most active players on specific websites, by market sector and which are the top spenders



## Online Advertising Effectiveness

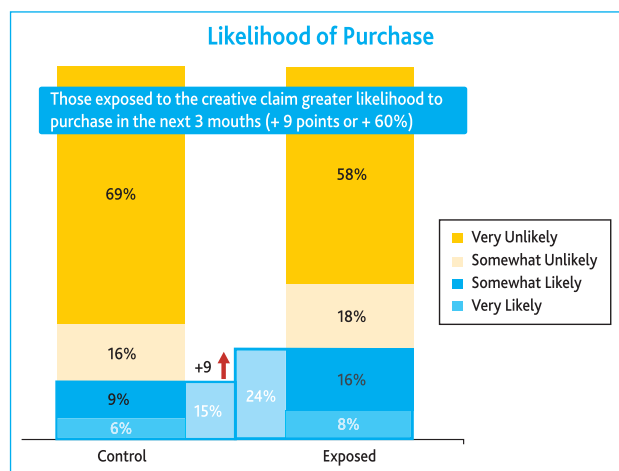
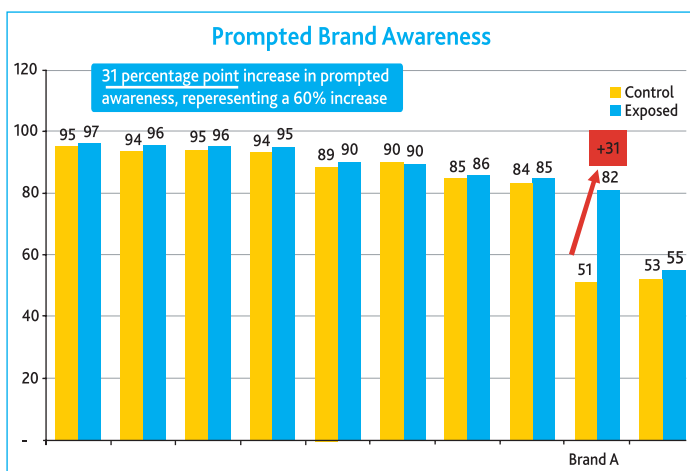
Nielsen Online's new Online Ad Effectiveness Product provides content publishers, advertisers and agencies with an effectiveness measurement solution beyond simple click-through using a standardised design and questionnaire. The product

can uniquely measure the success of an online ad campaign across proven campaign success metrics including:

- Brand Awareness
- Brand Favorability
- Brand Consideration
- Purchase Propensity
- Brand Recommendation

- Execution Impact
- Placement Impact
- Frequency of Exposure

The Online Ad Effectiveness Product utilises unique technology to capture statistically identical control and exposed groups. Our simultaneous methodology isolates online efforts to provide a true measure of **Online Ad**



For more details on these products and services please contact Sunila Benjamin at [sunila.benjamin@nielsen.com](mailto:sunila.benjamin@nielsen.com) or call at +918025329000.