# UNDERSTAND THE TOTAL IMPACT OF BRANDED CONTENT

Nielsen Branded Content Effectiveness specializes in evaluating and comparing the effectiveness of branded content for all types of content creators and publishers. Leveraging Nielsen's rich TV content testing history and experience, our studies measure effectiveness and engagement that help you optimize your overall customer experience across any content, including hard to measure social media, video, blog posts, static images and more.

Match Nielsen's unparalleled survey standards with customizable questions to understand the impact of your branded content and how it compares to other advertising types. Determine the most effective characteristics of branded content to prove the value of branded content integrations and build lasting brand impact. For a high-level study, ask about Nielsen's Branded Content Effectiveness Lite solution.

With **Nielsen Brand Content Effectiveness:**

- **Eliminate** the need for online tagging or impression requirements for more robust coverage
- **Understand** the immediate impact of content on your brand
- **Improve** performance with the widest range of questions and comparable learnings available
- **Stand out** from the competition using the most accurate, trusted metrics
- **Apply** best practices over time to optimize future ROI and strengthen brand health

KEY BENEFITS
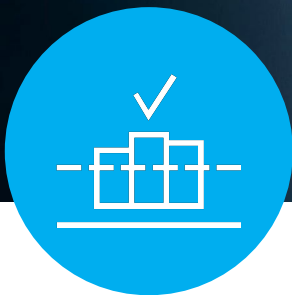
INDUSTRY BENCHMARKS
Measure content engagement & effectiveness against key metrics, comparable with industry benchmarks

CONSUMER IMPACT
Gain a comprehensive view of consumer reaction to branded content across all platforms, audiences & markets

QUANTIFIABLE RESULTS
Prove partnership value with ease of consistent results

METRICS

Ad Efficiency Metrics
• Ad Recall
• Familiarity
• Affinity
• Purchase Intent
• Recommendation Intent
• Brand Attributes
• Brand Fit

Content Effectiveness Metrics
• Overall Rating/Enjoyment
• Intent to View
• Uniqueness
• Intent to Share
• Host/Character Likeability
• Integration
• Content Elements

SAMPLE INSIGHTS

Overall Rating	Intent To View	Intent To Share	Uniqueness
65%	50%	38%	56%
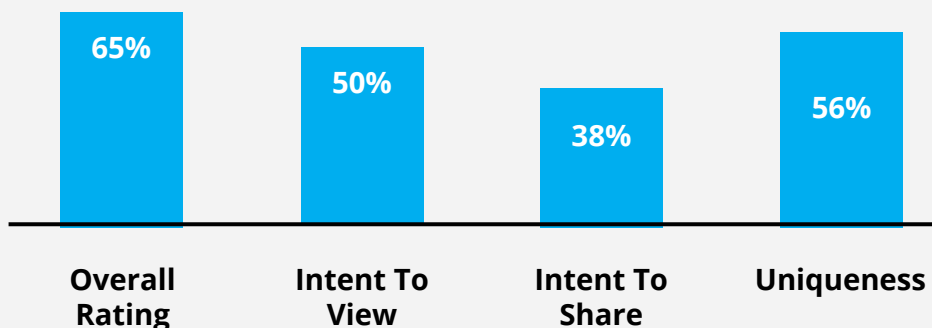
Read as: over 60% of users gave the branded content a high overall rating, and a majority considered the content to be unique

For more information, please contact your Nielsen account manager

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