

Nielsen Online Campaign Ratings

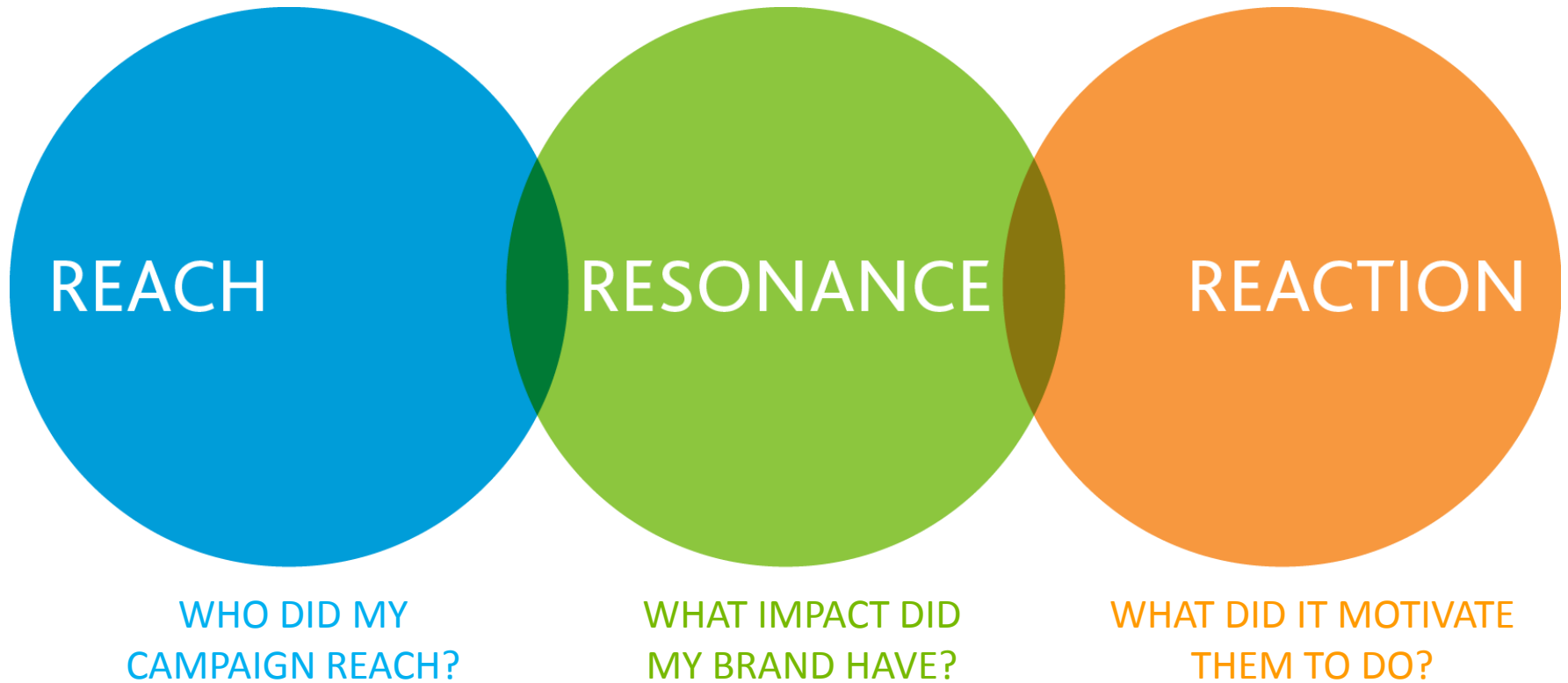
*Audience Reach, Frequency and GRP for
Online Ad Campaigns*

Nielsen Webinar
June 2011

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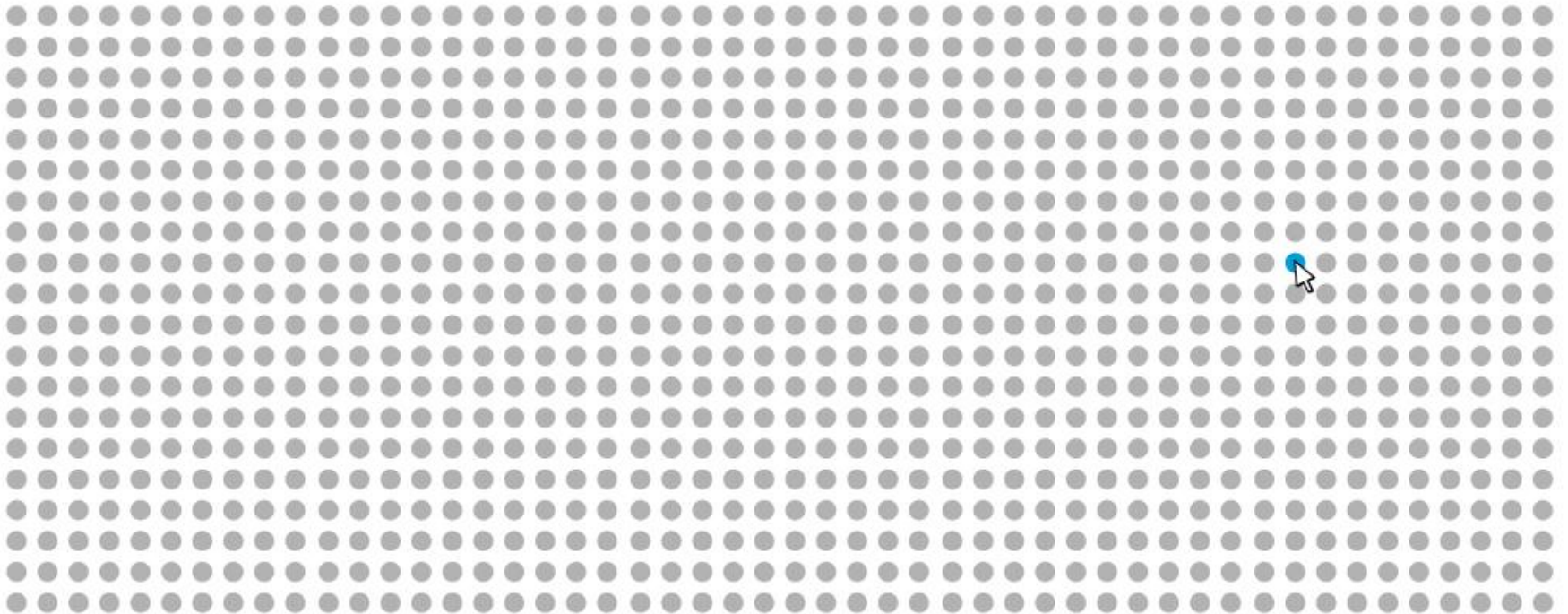
Advertising effectiveness



The unmeasured 99.9%

“An unmeasured medium is an inherently undervalued medium”

– Arthur C. Nielsen



Who are they?

What **impact** does advertising have on them?

Did the advertising drive more **sales**?

What is Nielsen Online Campaign Ratings?

Provides a new, highly accurate method to identify and measure audiences exposed to online ad campaigns

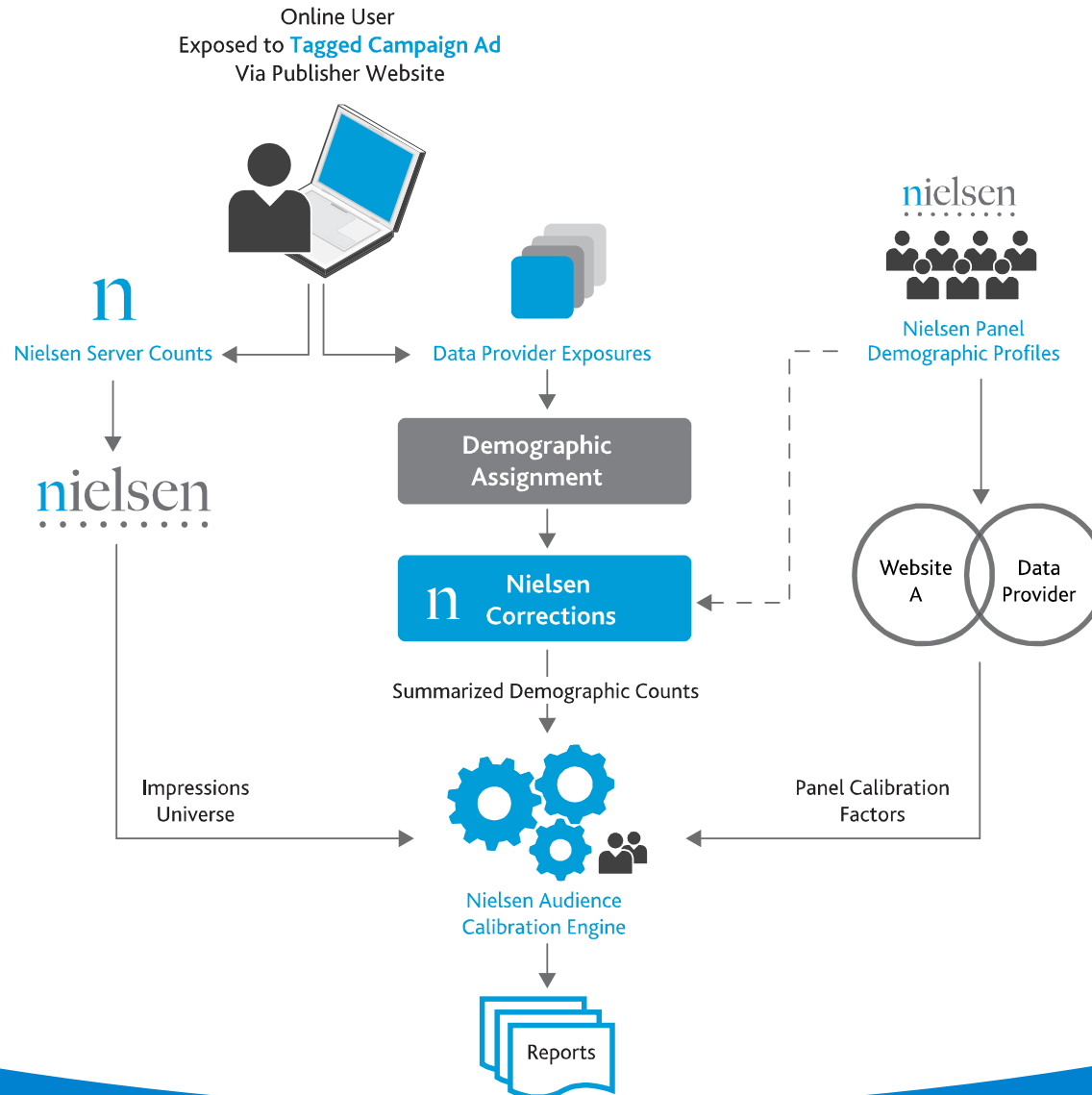
- **Accurately** identifies the audience exposed to an online ad campaign
- Uses actual **registered user demographics** from premium publishers to identify the audience.
- Gross Rating Points (GRPs) outputs for ad campaigns are **comparable** to Nielsen TV Ratings



The image shows a laptop screen displaying a table with columns: "Demo Group", "MRP (Pre-20)", "MRP (Post-20)", "Unique Audience", "Impressions", and "Audience Reach (%)". The table lists various demographic groups (e.g., Female 18-24, Male 25-34) and their corresponding metrics. A large green callout bubble on the right contains the text "30-50% sample coverage for actual user demographics". Below the laptop, the text "Nielsen Online Campaign Ratings User Interface" is centered.

Demo Group	MRP (Pre-20)	MRP (Post-20)	Unique Audience	Impressions	Audience Reach (%)
Female 18-24	25,000,000	18,100,000	-	-	0.8%
Female 18-34	6,800,000	5,000,000	5,400	4,400	0.04%
Female 18-50	6,200,000	5,500,000	10,000	43,200	0.04%
Female 18-65	6,200,000	5,100,000	30,000	108,000	0.03%
Female 21-24	6,800,000	4,300,000	37,000	102,000	0.04%
Female 25-34	10,000,000	7,000,000	81,000	200,000	0.07%
Female 35-44	6,800,000	6,000,000	62,000	107,000	0.07%
Female 45-54	16,000,000	9,500,000	31,000	100,000	0.03%
Female 45-65	16,000,000	9,500,000	30,000	100,000	0.04%
Female 65-74	15,000,000	9,000,000	30,000	100,000	0.03%
Female 75-84	16,000,000	14,000,000	100,000	200,000	0.07%
Female 85+	21,000,000	15,100,000	100,000	200,000	0.07%
Female Total	100,000,000	70,000,000	247,000	507,000	0.05%
Male 18-24	6,800,000	6,800,000	-	-	0.04%
Male 18-34	21,200,000	16,000,000	1,000	3,000	0.01%
Male 18-50	6,100,000	5,000,000	4,000	8,000	0.01%
Male 18-65	6,000,000	5,000,000	10,000	32,000	0.03%
Male 21-24	6,800,000	6,800,000	10,000	40,000	0.03%
Male 25-34	10,000,000	7,000,000	20,000	60,000	0.03%
Male 35-44	6,800,000	7,000,000	20,000	60,000	0.03%
Male 45-54	16,000,000	9,500,000	25,000	80,000	0.03%
Male 45-65	16,000,000	9,500,000	20,000	60,000	0.03%

How it works



Gain assurance

Trustworthiness	<ul style="list-style-type: none">• Accuracy– On average, sample coverage ranging from ~40-60%• Heritage – 80 years serving advertisers and media companies.
Specificity	<ul style="list-style-type: none">• Sample” size enables measurement of national / local; large / small campaigns.
Integration	<ul style="list-style-type: none">• Ability to combine TV + Web + Mobile.• Provides foundational data for planning, MMM, and ad effectiveness modules.
Privacy	<ul style="list-style-type: none">• Delivering breadth of reporting & accuracy; high standards of consumer privacy.
Security	<ul style="list-style-type: none">• Methods / practices which maintain security for publishers and advertisers.
Ease of use	<ul style="list-style-type: none">• Integration with ad serving and other agency / publisher toolsets.
Timeliness	<ul style="list-style-type: none">• Overnight delivery. Same platform as Nielsen TV ratings.
Scalability	<ul style="list-style-type: none">• Capacity to process more than 3B+/day impressions in Q3 2011.
Cost	<ul style="list-style-type: none">• Ability to deliver at acceptable pricing to both advertisers and publishers.
Globalization	<ul style="list-style-type: none">• Assets and methods are extensible to key markets globally.

Beta program

Objectives

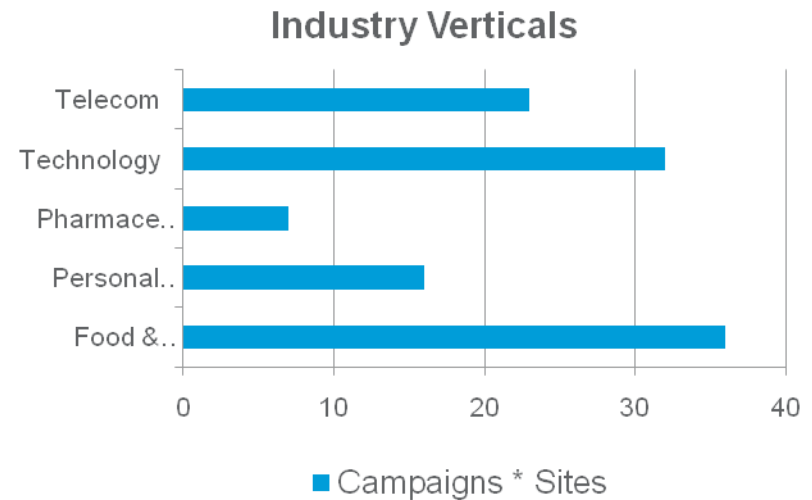
- Methodology /Technology Validation
- Client Trials
- Benchmarking

Learnings

- High sample coverage (42% on average)
- Test campaigns/publishers exhibited varying levels of success in delivering target audiences
- Average frequencies varied widely across demographic groups

Key Statistics

- 20+ advertisers
- 100+ publishers
- 60+ campaigns



The combination of sites across many campaigns resulted in 100's of individual campaign * site observations for this analysis.

Total Non-Facebook campaign = ~40

Sample report

Women's Personal Care Product
Campaign Target: Females 18-34

Demo Group	US Pop (2+)	Unique Audience	Audience % Share	Impressions	Impr % Share	Audience Reach (%)	Average Frequency	GRP
F 2-14	26,300,000	172,904	5.48%	283,777	3.98%	0.66%	1.64	1.08
F 15-17	6,260,000	110,673	3.51%	177,337	2.40%	1.77%	1.60	2.83
F 18-20	6,350,000	205,557	6.51%	478,145	6.70%	3.24%	2.33	7.53
F 21-24	8,110,000	230,868	7.32%	530,099	7.43%	2.85%	2.30	6.54
F 25-29	10,080,000	169,079	5.36%	408,095	5.72%	1.68%	2.41	4.05
F 30-34	9,940,000	102,129	3.24%	231,001	3.24%	1.03%	2.26	2.32
F 35-39	10,160,000	77,107	2.44%	199,916	2.80%	0.76%	2.59	1.97
F 40-44	10,590,000	91,868	2.91%	268,043	3.76%	0.87%	2.92	2.53
F 45-49	11,230,000	78,066	2.47%	220,092	3.09%	0.70%	2.82	1.96
F 50-54	11,180,000	80,557	2.55%	328,846	4.61%	0.72%	4.08	2.94
F 55-64	18,730,000	114,284	3.62%	364,489	5.11%	0.61%	3.19	1.95
F 65+	22,440,000	90,705	2.87%	267,287	3.75%	0.40%	2.95	1.19
FEMALE TOTAL	151,370,000	1,523,798	48.29%	3,757,126	52.68%	1.01%	2.47	2.48
M 2-14	27,540,000	164,948	5.23%	164,351	2.30%	0.60%	1.00	0.60
M 15-17	6,510,000	111,266	3.53%	169,801	2.38%	1.71%	1.53	2.61
M 18-20	6,450,000	180,738	5.73%	397,725	5.58%	2.80%	2.20	6.17
M 21-24	8,260,000	238,542	7.56%	362,241	5.08%	2.89%	1.52	4.39
M 25-29	10,210,000	226,389	7.17%	517,084	7.25%	2.22%	2.28	3.06
M 30-34	9,990,000	135,324	4.29%	288,089	4.04%	1.35%	2.13	2.88
M 35-39	10,070,000	96,134	3.05%	179,342	2.51%	0.95%	1.87	1.78
M 40-44	10,350,000	101,509	3.22%	206,606	2.90%	0.98%	2.04	2.00
M 45-49	10,840,000	77,094	2.44%	176,786	2.48%	0.71%	2.29	1.63
M 50-54	10,650,000	65,991	2.09%	132,585	1.66%	0.62%	2.01	1.24
M 55-64	17,370,000	118,537	3.76%	241,115	3.38%	0.68%	2.03	1.39
M 65+	17,200,000	115,554	3.66%	539,452	7.56%	0.67%	4.67	3.14
MALE TOTAL	145,440,000	1,632,025	51.71%	3,375,177	47.32%	1.12%	2.07	2.32
TOTAL	296,810,000	3,155,823	100.00%	7,132,303	100.00%	1.06%	2.26	2.40

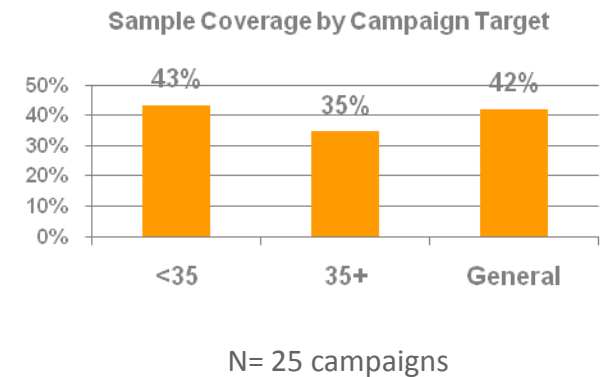
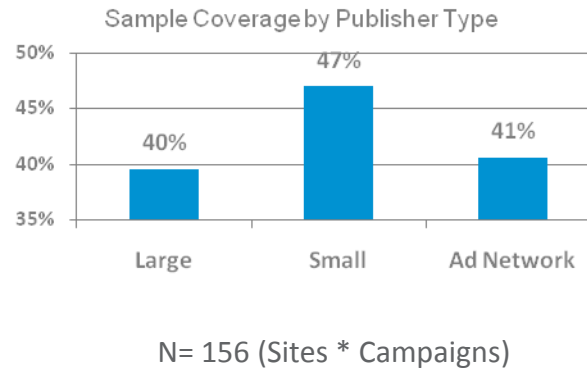
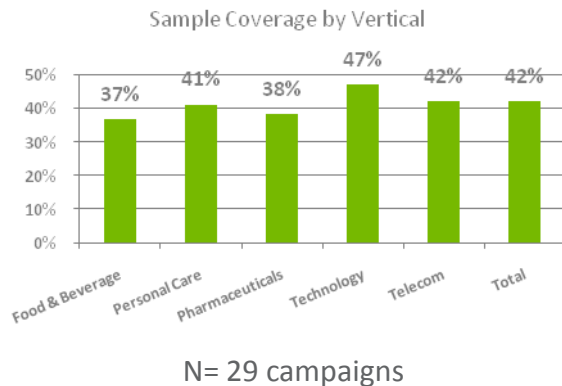
23% of delivery reached the target audience

51% of audience was Male

Sample coverage

Sample coverage...

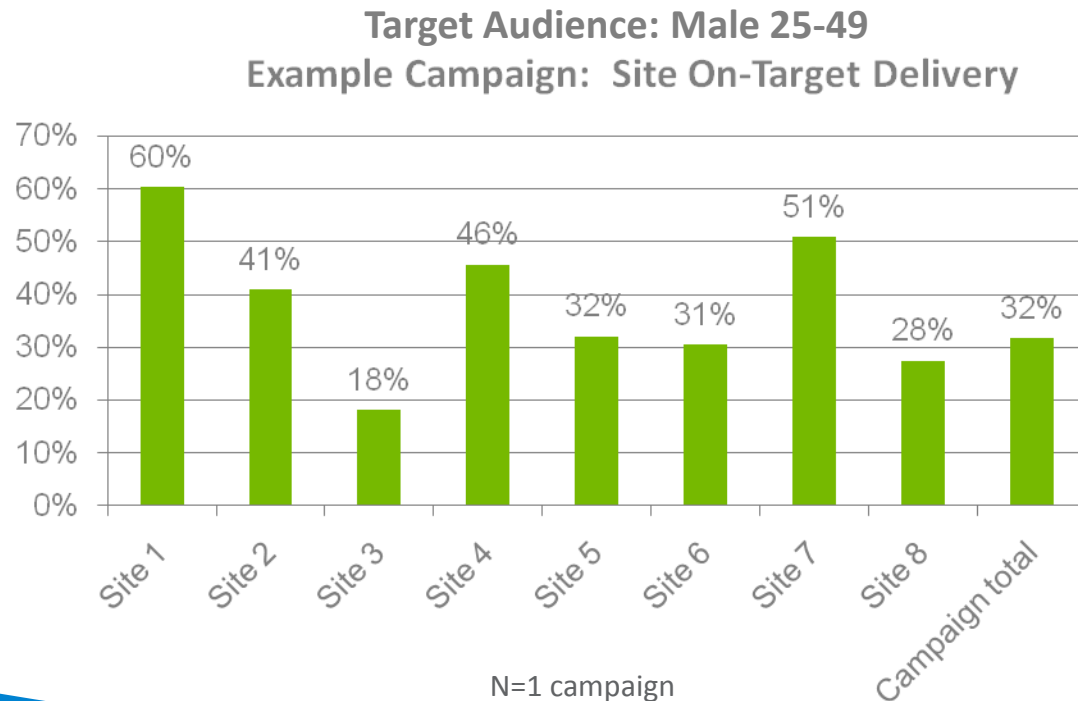
- Consistently high across all advertiser brand verticals
- High for all publisher types, even higher for smaller sites
- Remained high even for campaigns targeting older population



Stats Exclude On-Facebook Campaigns

Target delivery

- **Finding:** Individual sites within a single campaign often delivered the target audience with differing degrees of precision
- In the example campaign below, the overall campaign % On-Target was 32%, with individual sites as high as 60% and as low as 18%



Available reports

Reports

(v1.00)

- Demo Group (Audience Report)
- Site (Campaign Site Report)
- Day (Daily Reach Build Report)

(v1.01)

- DMA (DMA Report)

Standard Report Metrics

- US Pop Base
- Unique Audience
- Ad Impressions
- Audience Reach (%)
- Avg. Frequency
- GRP

Market Mix Model Extracts (v1.1)

Attributes:

- Campaign
- Week/Month
- Ad Format
- Site
- Placement
- Demo Group
- DMA

Metrics:

- Ad Impressions
- GRP
- Online GRP

Competitive advantage

Using actual demos • Taps into actual demographics at the time of the impression

Sample coverage • Features 30-50% sample coverage

TV integration • Built on same platform as Nielsen TV currency

Accurate unique audience, Reach and Frequency • Resolves cross-machine, browser duplication using unique registration data from data providers

Integrity, Trustworthy, Unbiased • Nielsen's 80+ years of industry service

Product roadmap for Nielsen Online Campaign Ratings

Reports
Audience Profile (Campaign)
Audience Profile (Site)
Campaign Site Summary

Delivery: Web-based UI

Schedule: Daily by 12pm

Scope: Online Ad

Campaigns: Display media
(Banners, Rich, Video)

Aug 2011
R1.0

New Reports
DMA Report
Daily Reach Build
Marketing Mix Model data
extracts

New Features:
API for data delivery
Graphical Dashboard reports
in UI
Email alerts and report
delivery

Est. Q4 2011
R1.1

Under Consideration...
Expansion into new
demographic data points
(e.g. Nielsen Claritas)
Additional data providers
Global expansion
Cross-Media integration
New Ad Formats (e.g.
mobile)

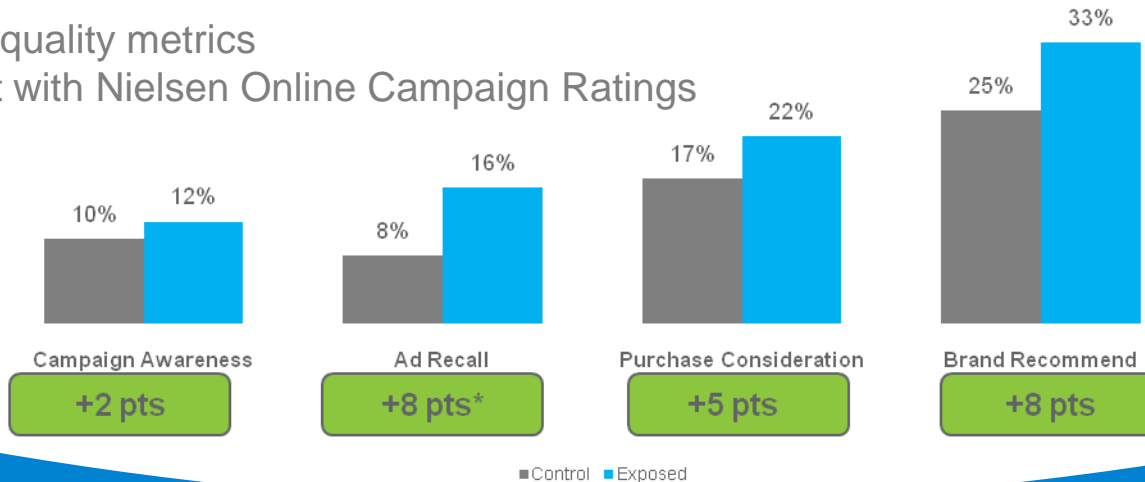
2012 +
Future releases

Consistent metrics with Nielsen Online Brand Effect

- Nielsen Online Brand Effect measures attitudinal impact of online ads via polls on Facebook
- Leverages the same tag employed for Nielsen Online Campaign Ratings
- Shared measurement platform results in synchronized demos for Nielsen Online Brand Effect and Nielsen Online Campaign Ratings



- Fast, high quality metrics
- Consistent with Nielsen Online Campaign Ratings



Nielsen Online Campaign Ratings overview

- Superior method in identifying ad campaign audiences
- New opportunities for online advertising

The next steps:

1

Beta
program
launched
March 2011

2

Key
insights
revealed
June 2011

3

Taking orders
July 2011

4

Product
Launch
August 2011

Thank you!

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