

# NIelsen ONLINE CAMPAIGN RATINGS

THE ISSUE:

**50%** OF ONLINE CAMPAIGN  
ADS MISS THEIR  
INTENDED AUDIENCE



THE FRAMEWORK:

## MARKETING EFFECTIVENESS

What's working? What's not?  
Marketing isn't rocket science,  
but there is a science to it.

### THE 3Rs OF ADVERTISING EFFECTIVENESS:

REACH:

Who did the programme reach?

RESONANCE:

Did it change attitudes?

REACTION:

Did it change behaviour?

THE OPPORTUNITY:

ACHIEVE THE  
MOST ACCURATE  
MEASUREMENT  
OF YOUR  
ONLINE REACH  
AND  
PERFORMANCE



#### BENEFIT #1

The most

**ACCURATE**

audience demographic and  
unique measurement based on  
industry standard



#### BENEFIT #2

Highly automated,

**FAST**

delivery platform with updated  
reports available daily



#### BENEFIT #3

Cross-industry ability for

**SCALABLE**

measurement of any campaign  
at virtually any campaign size



#### BENEFIT #4

Results in metrics

**COMPARABLE**

to TV and other media



Want to know more?

**CONTACT US**

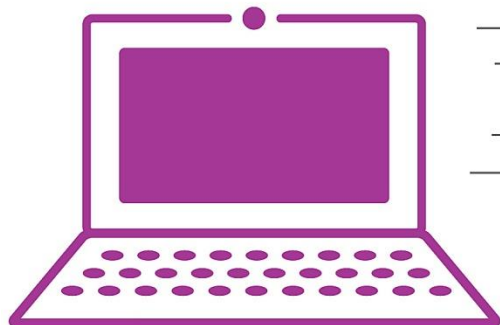
[phil.sumner@nielsen.com](mailto:phil.sumner@nielsen.com)

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# HOW IT WORKS: 5 STEPS TO BETTER ONLINE MEASUREMENT WITH GRPs

## NIELSEN ONLINE CAMPAIGN RATINGS

Advertisers, agencies and publishers want an accurate and consistent process for evaluating who and how many are exposed to their advertising campaign in order to deliver strong return on investment (ROI), comparable with other media.



1 TAG



We tag the ads in your campaign.

2 DATA



Panel

Server

Registered user data of data providers

3 PRIVACY



Panel and server intelligence are combined with demographic data to transform impressions into a clearer picture of who views online ads, without compromising privacy.

4 INSIGHT



We fuse this data to combine who saw your ad with its frequency to deliver a standardised measurement of your audience, via a Gross Ratings Point.

5 DASHBOARD



Daily reports are available through a web based user interface.

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