



AN UNCOMMON SENSE  
OF THE CONSUMER™

# MAXIMIZE RETURN ON DIGITAL ADVERTISING SPEND

## WITH NIELSEN DIGITAL BRAND EFFECT

### MEASURE AND OPTIMIZE BRAND LIFT

Nielsen Digital Brand Effect is a market-leading campaign measurement and optimization solution that allows agencies to quickly and cost-effectively improve their online and mobile brand advertising performance, increasing effective media spend and maximizing the value of their ad investment.

Our real-time, collaborative technology platform allows everyone with a stake in the campaign to measure and optimize performance in-flight, using classic brand lift metrics such as awareness, attitudes, favorability, intent, and preference.

Using an intuitive dashboard, agencies and media plan participants can measure performance against the campaign's primary marketing objective, as well as key performance drivers – creative\*, site or app, segment, and frequency\*, and viewability\* – in real-time, providing opportunities to collaborate directly to optimize results.

For online campaigns, you can also compare campaign performance against market normative brand lift data, evaluating performance against other campaigns with similar objectives or categories.

### HOW IT WORKS

1. Configure campaign in online dashboard and traffic tags
2. Consumer sentiment is captured through a web-poll
3. Brand lift and viewable brand lift generated by the advertising is calculated using a test/control methodology
4. Results, in total and broken out by creative\*, site or app, segment, frequency\*, and lifetime performance, are displayed in a web-based dashboard in real-time

Nielsen Digital Brand Effect can be paired with in-depth creative diagnostic solutions and TV solutions to measure and optimize the effectiveness of your overall brand marketing strategy across all screens.

### KEY BENEFITS

- Improve media plan performance through real-time, collaborative optimization of brand lift and viewable brand lift metrics
- Develop consultative client relationships by providing actionable recommendations
- Win more business by maximizing client return on advertising spend

For more information contact your Nielsen representative at 866-864-1244 or visit [www.nielsen.com](http://www.nielsen.com)

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\*Not available for mobile web and mobile in-app campaigns not using the concurrent methodology

