Reach/Frequency— the pillar of media planning and research—enables media planners and advertisers to identify the most optimal advertising mix before launching an actual online campaign. Nielsen NetView RF and Nielsen WebRF cover the complete media-mix optimization process, from identifying the right Web sites and building schedules, to optimizations and frequency distribution analysis.

How Nielsen’s Reach/Frequency Tools Work

Identifying Reach/Frequency enables media buyers to easily and quickly convert media plans from ad placements to the estimated number of people exposed to the campaign (Reach) and the average number of times they would be exposed (Frequency). Nielsen’s WebRF and Nielsen NetView RF tools allow you to discover this optimal advertising mix before you launch your actual campaign—saving you time and money.

Who Should Use Nielsen Reach/Frequency Planning Tools?

Advertising Buyers and Planners:
- Map campaigns for specified target audiences, identifying the pages and sites delivering the highest effective reach within a specified budget
- Gain insight into target audiences’ actual online habits, not modeled behavior. Combine groupings of Brands or Channels for promotion to many different demographic targets.

Marketers and Advertisers:
- Assess placement of online advertising and track how effectively budgets are being managed

Publishers:
- Position your site to demonstrate reach/frequency benefits to media planners
- For publishers who sell across multiple sites/channels, determine the best way to distribute impressions for a given advertiser

Nielsen Provides Two Online Reach/Frequency Tools for Media Planning:

**Nielsen NetView RF**
- Ideal for basic Nielsen Reach/Frequency analysis and media planning
- Reports are integrated within the Nielsen NetView interface, allowing you to seamlessly go from analyzing audience metrics to running R/F reports

**Nielsen WebRF**
- Iterative insights for power Reach/Frequency planners
- Optimization analysis that allows you to know how much to advertise on your target sites
Nielsen Reach/Frequency Measurement: Create Efficient and Effective Online Media Plans

Nielsen Reach/Frequency Product Features and Benefits

Innovative Methodology

Powered by the industry’s most advanced methodology and the largest panel of its kind on the market, our enhanced methodology hones in on more than 25,000 brands and channels allowing for deeper analysis and demographic granularity. Nielsen’s Reach/Frequency tools combine the depth and breadth of Nielsen’s syndicated Internet audience measurement service with IMS’ innovative methodology to provide a comprehensive and efficient marketing tool.

NetView monthly data is converted to a panelist-level file where Demographics, Projection Weights, and Page Views per Site Visited are provided for each panelist. Each desired site in your campaign goes through a ‘weighted lottery’ process to determine the assigned panelists and the number of impressions each would receive. You are then provided with the ‘campaign’ total audience that represents the unique panelists and sums up the impressions each panelist was assigned across all sites.

Key Metrics

- **Impressions**: Understand how efficient each site is at reaching the target audience with each impression, including the total number of impressions that your campaign budget will deliver and how many impressions are needed to reach your target audience.
- **Total R/F/GRP**: Discover how many unique visitors are reached by the number of total impressions you allotted for each site, as well as for the overall campaign.
- **Target R/F/GRP**: Learn how many unique visitors in your target demographic group are reached by your total ad impressions for each site and for the overall campaign.
- **Cost**: Determine campaign costs up front.

Choose your Target

- Using actual respondent-level data acquired by measuring users’ online activity, Nielsen R/F tools deliver real data—not modeling—so you can accurately reach your target audience.

Define Campaign Parameters

For more information, contact your Account Manager, e-mail us at sales.us@nielsen.com, or visit www.nielsen.com

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