Quickly and Accurately Measure the Effectiveness of Your Online Ad Campaigns

Nielsen BrandLift

As today’s marketers seek to create deeper engagement between their brands and online consumers, they’re increasingly challenged to quickly and accurately demonstrate marketing impact.

Nielsen BrandLift bridges the gap in the marketer and consumer conversation by strengthening the consumer voice to directly inform marketers about the immediate impacts of their online ad campaigns. The results are timely, scalable and transparent and, when coupled with even deeper levels of audience metrics and analysis, can deliver unparalleled insight into consumer response to your online advertising campaign.

Now through a launch partnership with Facebook, marketers can effectively assess the impact of online advertising campaigns. Nielsen BrandLift delivers:

**Accuracy** – Combining Facebook’s reach and the authenticity of its profile data with Nielsen’s measurement expertise, Nielsen BrandLift provides exceptionally accurate advertising performance analysis

**Speed** – Insights and results are delivered to advertisers remarkably fast, enabling rapid campaign optimization

**Ease** – Poll-based surveys are simple to create and implement, taking much of the upfront work out of the typical creation process

**Key Features and Benefits**

- **Unique audience insights**
  - Granular audience demographic and psychographic segmentation
  - Seamless integration with the Facebook user experience and straightforward research design ensures high participation/response rates and timely results
  - By leveraging the depth and accuracy of the anonymous Facebook user profile data, Nielsen BrandLift enables the discovery of new insights related to the increasingly social nature of communication and information/content sharing on the Web today

- **Transparent, Nielsen-designed methodology**
  - Large sample size, allowing for robust analysis
  - Nielsen-analyzed data using industry best-practice methodologies

- **Comparison of study results to norms database by category (where available)**
  - The norms database allows side-by-side comparisons of Nielsen BrandLift metrics and other online and offline ad effectiveness metrics

In today’s era of consumer control, brand marketers require faster, more accurate campaign measurement that goes beyond CTRs to deliver a deeper understanding of consumer engagement.

Nielsen and Facebook, two of the world’s most innovative, recognizable companies—each with extensive portfolio of technologies, methodologies and expertise from which to draw—have partnered to provide marketers with credible, accurate and timely measurement of their online advertising effectiveness and consumer engagement.
**Nielsen BrandLift: Next Generation Ad Effectiveness Measurement**

Launching on the Facebook platform, Nielsen BrandLift’s powerful measurement capabilities leverage Facebook’s scale and innovative data collection and Nielsen’s rigorous survey design. Nielsen BrandLift quantifies the impact of ad campaigns on Facebook users by measuring brand attitude and usage, including awareness, message association, brand favorability and purchase consideration.

**How Nielsen BrandLift Works**

Nielsen BrandLift uses opt-in polls on Facebook’s homepage to measure the impact of display advertising on consumer attitudes, brand awareness and purchase intent.

1. **Ad displayed to user**

2. **Example poll**

3. **Nielsen BrandLift reports**

A comprehensive PowerPoint deliverable highlighting the study results associated with the audience target(s) criteria and standard/custom brand effect metrics

- Results for up to four standard brand attitude and usage questions via single-question surveys and two custom single and/or dual-question surveys
- Delivered within seven business days of end of final survey
- In-depth presentation of findings

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For more information or to get started on your Nielsen BrandLift campaign, contact your Nielsen or Facebook Account Manager, or e-mail sales.us@nielsen.com

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