Insights to Drive Online Retail Strategies and Success

Nielsen Solutions for Online Retailers

Nielsen's NetRatings and BuzzMetrics comprehensive, independent measurement tools and custom research provide a range of integrated solutions for retailers and e-commerce marketers to quantify, understand and respond to online consumer behavior.

Leveraging unparalleled knowledge in consumer-generated media (CGM) and Internet audience measurement through syndicated services, dashboards and custom research and surveys, Nielsen gives you critical intelligence to support your business imperatives, including competitive analysis, demographic targeting, site performance, advertising effectiveness, attitudes and perceptions, spending data and more.

Consumer-Generated Media (CGM) Measurement:
Consumers are Talking about Your Brand—Are You Listening?
CGM is today's fastest-growing online media segment, and in this era of consumer control, building and maintaining brand loyalty and advocacy can be the single-most important driver of your brand's growth potential. BuzzMetrics services, supported by expertise in measuring and analyzing online buzz, deliver key insights including:

- How consumers feel about your brand, site or product—in their words
- How to leverage online discussions and postings to increase your sales potential
- What events, trends, promotions or issues are influencing consumer perceptions and buzz around your brand—or your competition
- How effective your traditional and non-traditional marketing campaigns are in spurring consumer action or reaction
- Ways to leverage CGM to improve brand credibility—and ultimately drive sales

Audience and Advertising Measurement:
Measure the Impact of Your Online Investments
Nielsen's Internet audience, demographic and advertising measurement services help retailers and marketers understand, measure, and respond to their online consumers. Syndicated services and custom analytics provide data to help you differentiate your product, target and engage your audience, define your business objectives and successfully execute your online strategy.

- Examine Web audiences by site, demographic profile and behavior
- Identify your target audience, where they go, and what they do online
- Understand the overlap between your online and offline customers
- Optimize your online advertising strategy and track your competitors' moves
- Identify underlying sales drivers through custom research and surveys
- Understand your marketing impact across online and offline media

More than 2,000 clients worldwide—including leading e-retailers, advertisers, publishers and agencies—subscribe to Nielsen's NetRatings and Nielsen BuzzMetrics services to help them meet their business objectives.
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Nielsen delivers comprehensive innovative research, syndicated services and custom analytics solutions to help retailers and e-commerce marketers effectively identify, measure and engage their prime online audience.

Site Performance and Competitive Analysis

- Measure and analyze Web site traffic against your category or competitive set
- Determine where your competitors get their visitors, customers and dollars
- Use site analytics—usage, time spent and other loyalty indicators—to better understand your customers' behavior and preferences
- Develop content strategies to better meet consumer needs

Retail Effectiveness

- Increase upsell and cross-sell opportunities to strengthen your sales cycle
- Gain a comprehensive view of the online retail channel covering consumers, brands, retailers and promotion and pricing practices
- Integrate sales, consumer profiles and attitudinal data
- Achieve visibility into distribution gaps, competitive strongholds, and pricing disparities
- Conduct multi-channel retail studies to learn which channels consumers use, and how they use them
- Boost ROI and drive sales through multi-channel retail analysis

Advertising and Marketing Effectiveness

- Evaluate advertising effectiveness, including impressions, click rates and cost vs. revenue analysis
- Understand which marketing and promotional campaigns are converting and driving sales
- Identify the best sites to reach your target audience
- Gauge the offline impact of your online campaigns
- Measure pre- and post-campaign sentiment

Online Consumer Behavior

- Measure consumer attitudes that drive sales and brand choice
- Conduct segmentation and customer satisfaction studies
- Audit, track and analyze feedback from online consumers
- Analyze why and how consumers respond to your competitors' advertising, products and services
- Develop strategies for reaching consumers with different levels of Internet usage (heavy, medium, light)
- Evaluate customer satisfaction
- Uncover the most effective ways to attract and retain customers

Insights in Action: Minimizing Superstore's Losses to Competitor

Nielsen worked with a multi-channel superstore to provide data insights and recommendations on their performance across key consumer behavior metrics. Additionally, we were asked to help our client identify, understand and quantify lost sales due to shopping cart abandonment or other factors.

Nielsen developed a comprehensive tracking and reporting methodology across key categories for the retailer. Also included within the tracking methodology was a systematic look at the retailer’s loss to key competitors within the category, which helped quantify the retailer’s strength and weaknesses. These strategic insights and recommendations helped minimize their loss and gain competitive business.

Nielsen online measurement and brand management tools for retailers:

- Nielsen AdRelevance
- Nielsen @Plan
- Nielsen NetView
- Nielsen NetEffect
- Nielsen BuzzMetrics
- Nielsen SiteCensus
- Nielsen VideoCensus
- Nielsen Homescan® Online
- Nielsen Custom Research and Analytics
- E-Commerce Landscape Studies

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

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