



AN UNCOMMON SENSE
OF THE CONSUMER™

GROW DIGITAL BRAND ADVERTISING SALES

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 media sellers to quickly and cost-effectively improve the performance of brand advertising campaigns running on their online and mobile properties, maximizing value delivered and increasing the sales opportunities.

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

Use an intuitive dashboard to measure performance against the campaign's primary marketing objective in real-time, as well as campaign creatives*, sites or apps, segments, frequency*, and viewability.* When agencies are also using the solution, you can collaborate directly with them to improve results and monitor your relative performance on the plan.

Media sellers on licenses can also compare campaign performance against market normative brand lift data, evaluating their campaigns against others 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

- Win new business by providing relevant metrics and delivering superior results
- Grow deal size by including brand measurement and optimization for larger investments
- Justify pricing for premium units and build guarantees to increase CPMs

For more information contact your Nielsen representative at 866-864-1244 or visit www.nielsen.com

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

