

LEARNING PATH: AGENCY AND ADVERTISER CLIENTS

This path is intended for Agency and Advertiser clients who are new to the industry and/or new to the Nielsen Ad Intel application. These courses will give the foundation needed to get an understanding of how to navigate the system, recommended uses for the different report types available, and how to run basic reports.

In order to complete the Nielsen Ad Intel: Agency and Advertiser Clients Learning Path, complete the following list of learning activities.

Click a purple link to register for a course.

[NIELSEN AD INTEL: OVERVIEW](#) – RECORDED SESSION

[NIELSEN AD INTEL INTRO: SUMMARY REPORTS](#) – INSTRUCTOR-LED SESSION

[PRODUCT SEARCH](#) – RECORDED SESSION

[ADINTEL: DIGITAL TRAINING FOR AGENCY AND ADVERTISER CLIENTS](#) – INSTRUCTOR-LED SESSION

For access to all Nielsen Ad Intel learning materials, and to register for upcoming classes, visit the [Nielsen Ad Intel page of the Client Learning Site](#).