SOLVE THE DIGITAL ADVERTISING PUZZLE

POSITION YOUR CAMPAIGN FOR SUCCESS

ON-TARGET DELIVERY

CROSS-PLATFORM PERFORMANCE

VIEWABILITY
Today’s digital audience is more difficult to reach than ever before. With so many platforms and outlets at their fingertips, consumers are everywhere. Marketers need measurement to understand the audience their ads are reaching.

**The Pathway to Effective Campaigns**

**Position Your Campaign for Success**

1. Understand the audience their ads are reaching.
2. Identify placements where their ads are seen.
3. Evaluate their cross-platform strategy.

**This Infographic** follows XYZ Cosmetics as they plan their advertising campaign for the next six months. As they execute against this media plan, we will see how access to in-flight audience insights ensures campaign success.

**Digital**
- Desktop + Mobile

**Traditional**
- Television

** Desired Audience**
- Age: 25-54

**FYI**

XYZ Cosmetics was created solely for illustration. The advertiser and campaign are for example purposes only.

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WHO IS MY AD REACHING?

As consumers explore endless amounts of media in the digital space, they are constantly bombarded with content and advertising. It is crucial for advertisers and publishers to measure how many ad impressions were seen by their defined audience, or the on-target percent of their digital campaign.

Realistically in today’s fragmented media space, it is impossible to achieve a 100% on-target rate. That said, realistic goals can still be established using Nielsen’s industry benchmarks, ensuring media buyers and sellers move forward towards a common goal.

WHAT BENCHMARKS SHOULD XYZ COSMETICS SET?

In order to set realistic goals for their digital campaign metrics, XYZ Cosmetics gains access to industry benchmarks calculated by Nielsen based on historical campaign data from Nielsen Digital Ad Ratings.

XYZ Cosmetics references the average on-target percent for CPG companies focusing on the defined audience for their campaign.

ON-TARGET PERCENT BENCHMARK
BY INDUSTRY & DEFINED AUDIENCE

TARGET:

AGE: 25-54

FOR REFERENCE:
this demographic makes up 27% of the total online population.

MEANING:
On average, CPG campaigns with a defined audience of women 25-54 achieve a 40% on-target rate.

WITH THIS BENCHMARK IN MIND, XYZ COSMETICS CAN SET A REALISTIC ON-TARGET GOAL FOR THEIR DIGITAL CAMPAIGN.
HOW CAN XYZ COSMETICS USE THIS DATA DURING THE CAMPAIGN?

Using in-flight data from Nielsen Digital Ad Ratings, XYZ Cosmetics and its partners can make in-flight decisions to optimize their ad spend and find their desired audience.

XYZ COSMETICS can work with Partner 3 in order to improve their placement and targeting during the campaign.

IS MY AD BEING SEEN?

With the power to click, ignore, and block ads all together, consumers are in control. Marketers must now understand not only how many times their ads were served, but also how many of those ads were actually seen by a human being.

WHAT MAKES AN AD “VIEWABLE”?

- AT LEAST 50% OF PIXELS ARE VIEWED FOR AT LEAST 1 SECOND BY A HUMAN
- FRAUDULENT VIEWS
  - Viewability is measured by human-traffic only. Sites are monitored for the use of:
    - Direct signs of ad stacking or stuffing
    - Suspicious population activity based on IP addresses
    - Bots or Spiders

VIEWABILITY DATA PROVIDED BY INTEGRAL AD SCIENCE
WHAT BENCHMARKS SHOULD XYZ COSMETICS SET?

Using industry norms, XYZ Cosmetics identifies that on average CPG campaigns achieve a viewable rate of:

\[ \text{52\%} \]

What does this mean?
On average, CPG ads are viewable 52% of the time.

With this benchmark in mind, XYZ Cosmetics can set a realistic viewability goal for their digital campaign.

HOW CAN XYZ COSMETICS USE THIS DATA DURING THE CAMPAIGN?

Nielsen Digital Ad Ratings measures viewability in-flight so XYZ Cosmetics and its partners can monitor their ad placements and ensure they are actually seen.

XYZ Cosmetics can work with Partner 1 to optimize their second placement on the site in-flight and achieve their viewability goal.

Partner 1 Placements

Viewable Rates

- Placement 1: 68%
- Placement 2: 23%
- Placement 3: 78%

Estimated 2014 Digital Ad Spend:

$42 Billion

Over 50% of ads remain unseen

= $21 Billion Wasted

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The launch of mobile measurement has provided pivotal insights to truly understand a campaign's total digital audience. Coupling this information with performance across computers and traditional television advertising enables marketers to understand how their audience consumes media across each screen.

Nielsen Total Ad Ratings couples Nielsen digital ad ratings with Nielsen’s industry standard TV ratings data to provide a highly accurate measure of campaign audience exposure on TV, online and across both mediums.
HOW CAN XYZ COSMETICS USE THIS DATA DURING THE CAMPAIGN?

XYZ Cosmetics and its partners can monitor their campaign using in-flight ratings data for each platform and see the duplicative audience across all devices.

**XYZ COSMETICS CAN UNDERSTAND THE INCREMENTAL AUDIENCE GAINED THROUGH EACH DEVICE, ALLOWING THEM TO EXTEND THEIR REACH.**

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer + Mobile</td>
<td>3%</td>
</tr>
<tr>
<td>Mobile Only</td>
<td>5%</td>
</tr>
<tr>
<td>Computer + Television</td>
<td>7%</td>
</tr>
<tr>
<td>Computer Only</td>
<td>10%</td>
</tr>
<tr>
<td>Television Only</td>
<td>35%</td>
</tr>
</tbody>
</table>

XYZ Cosmetics has reached 60% of women, 25-54, in the U.S.

THE WRAP UP

FOR MORE INFORMATION ON NIELSEN DIGITAL AD RATINGS, CONTACT US HERE

NIELSEN DIGITAL AD RATINGS are the industry’s only overnight campaign audience measurement tool for every digital screen – computers, mobile devices (smartphone and tablet, in-browser and in-app), and the unduplicated audience across both. Transact confidently with a Media Ratings Council accredited* solution that provides metrics by demographic, site, placement and viewability.

*Nielsen Digital Ad Ratings are accredited for unique users, demographics and viewability for computer measurement.

SOURCES: NIELSEN DIGITAL AD RATINGS DATA, INTEGRAL AD SCIENCE, EMARKETER