

UNCOVER THE FLOW OF AD DOLLARS

WHAT IS IT?

Consumers today have access to more media content across more platforms than ever before. How can you monitor ad activity and differentiate your brand from competitors?

Ad Intel provides the most complete source of *cross-platform* advertising intelligence available today. With intuitive software, review and compare ad activity across media, company, category or brand, and tap into over 20 years of historical data.

Ad Intel will help you determine:

- How much each advertiser is spending
- When, where and how many ads are placed across platforms
- Which creatives are being used
- How well a media plan fared in comparison to competition
- What new advertiser campaigns launched and across which categories

WHY AD INTEL?

Granular Advertising Insights

- Gather insight into an advertiser’s media weight by reviewing Impressions or GPRs, detailed by a set of demographics and household characteristics
- Evaluate an advertiser’s media weight and spend in comparison to other companies, categories or brands

NEW Advanced Ad Intel Digital Module

- Gain transparency into digital ad delivery, creative (video and display), and spend with the help of Nielsen’s industry-recognized partner, Pathmatics
- Uncover where ads are placed, impressions, CPMs and estimated advertiser spending
- Understand how every ad impression makes the journey from publisher to viewer, whether direct or non-direct

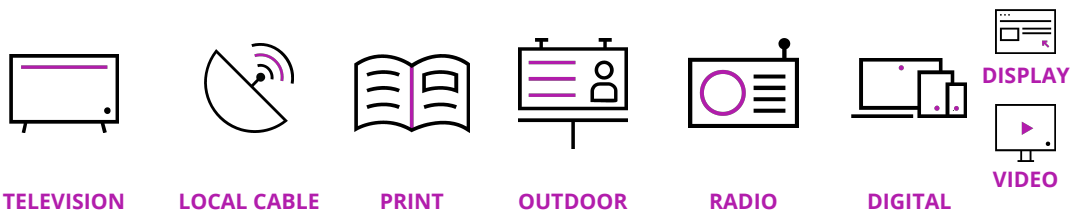
Intuitive Software, Report Creation & Alerts

- Access critical information immediately with predefined and customizable templates

KEY BENEFITS

- Discover how your ad activity compares to the competition
- Find out where, when and how competitors are targeting ad dollars across all platforms and media
- Strengthen our competitive advantage with alerts that signal changes in industry advertising activity
- Spot opportunities to differentiate yourself from competitors

*Track ad activity across the entire media landscape - across **22 different media types and throughout 210 Nielsen Designated Market Areas (DMAs)***



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