



AN UNCOMMON SENSE
OF THE CONSUMER™

DATA SOURCES

BUY SEGMENTS

Nielsen Buyer Insights

Nielsen Buyer Insights (NBI) leverages data from 80% of credit card and 30% of debit card/ACH transaction activity to help reach consumers of specific stores, brands and restaurants. NBI segments enables online targeting of these consumers across several categories, including travel, retail, auto, tech, restaurants, finance, and movies.

JD Power

Nielsen Auto segments blends auto dealership sales data from JD Power with Nielsen's PRIZM lifestyle segmentation to provide insights through over 400 make and model-level segments in addition to overarching categories.

Scarborough

Scarborough survey data leverages over 90,000 consumer surveys in 77 local DMAs to provide insight into the American consumer. This in turn is used to create Digital Audiences in several verticals; including finance, lifestyle, restaurants, retail, and travel.

GfK MRI

An interview panel of over 26,000 US adults-- measuring media use, product consumption, lifestyles, and attitudes. GfK MRI provides information on consumption of over 6,000 products in 550 categories.

Nielsen Technology Track

An annual survey taken by over 35,000 respondents over mail and internet, the Technology Behavior Track measures behaviors associated with voice, data, and video consumption-- capturing information from online and offline households.

Nielsen Mobile Insights

With 75,000 respondents per month, Nielsen Mobile Insights is the industry standard for mobile behavior data. Nielsen Mobile Insights provides audiences based on consumer's desires for alternative service providers and device manufacturers.

Nielsen Financial Track

Nielsen Financial Track provides product-usage information for over 100 financial products, including basic banking, investment services, and online/mobile banking usage.

MEDIA SEGMENTS

Nielsen Television Measurement

The data is sourced from our panel of 55,000 people representative of the United States, for which each of their television viewership is measured on an individual level with the Nielsen People Meter. Our TV panel measurement methodology is MRC accredited, and is used as the currency for the television advertisement industry.

Nielsen Moviegoer Survey

The product of movie studios and the Nielsen Research Group. This annual survey collects behavioral information based on how people consume movies. Beyond genres and movies viewed, the survey also covers behaviors like Netflix streamer and amusement park goer.

LIFESTYLE SEGMENTS

PRIZM

Lifestyle segmentation system that yields rich and comprehensive consumer insights to help you reveal your customer's preferences.

P\$YCLE

Household segmentation system that groups consumers into 58 segments based on income producing assets and a wide variety of financial and investment behavior.

ConneXions

Household segmentation system that groups consumers into 53 segments based on voice, video and data consumption, as well as consumer technology adoption.

IPA & Net Worth

Buckets consumers based on their income producing assets and net worth

Scarborough

Scarborough survey data leverages over 90,000 consumer surveys in 77 local DMAs to provide insight into the American consumer. Scarborough lends insights on eco-friendly product usage, charitable donations, major life changes, media consumption, and lifestyle characteristics.

GfK MRI

An interview panel of over 26,000 US adults-- measuring media use, product consumption, lifestyles, and attitudes. GfK MRI provides information on exercise, eco-friendly behavior, and political party affiliation.

Nielsen Energy Track

The Nielsen Energy Behavior Track measures household level energy consumption, analyzing over 200 variables including adoption of "green" initiatives and monthly utility spend.

Nielsen Insurance Track

Nielsen Insurance Track provides product usage information for insurance products and services— which is leveraged to create audiences related to health insurance plan usage and sentiments.

