Ad Networks, Agency Trading Desks & DSP’s
Reach Advertisers’ preferred audiences of cooked users

Web Users
See relevant ad content from media alliances if they are in the chosen Nielsen Audience Segments

Agencies
Layer Nielsen Audience Segments onto their online campaign buys to more efficiently and strategically reach their desired audience

eXelate, Nielsen’s DMP
Aggregates and stores cookies that form Nielsen Audience Segments and delivers them to media alliances

Advertisers
Determine ideal audiences for their brands and products based on value and propensities

Digital Identifiers
Append Nielsen’s behaviors to cookies and device IDs through either onboarding or look-a-like modeling

Nielsen Audience Segments
Measure audience offline behaviors like TV viewership, credit card spend, and auto purchases.

Web Users
See relevant ad content from media alliances if they are in the chosen Nielsen Audience Segments

Agencies
Layer Nielsen Audience Segments onto their online campaign buys to more efficiently and strategically reach their desired audience

eXelate, Nielsen’s DMP
Aggregates and stores cookies that form Nielsen Audience Segments and delivers them to media alliances

Advertisers
Determine ideal audiences for their brands and products based on value and propensities

Digital Identifiers
Append Nielsen’s behaviors to cookies and device IDs through either onboarding or look-a-like modeling

Nielsen Audience Segments
Measure audience offline behaviors like TV viewership, credit card spend, and auto purchases.