



NIELSEN AD INTEL

The keys to unlocking ad intelligence

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 historical data.

Ad Intel will help you determine:

- How much each advertiser is spending
- When, where and how many ads are placed across 23 various media types
- Which creatives are being used
- How well a media plan fared in comparison to competition
- What new advertiser campaigns launched and across which categories

What's new?

Search is the newest media type to be included and measured in Ad Intel. Nielsen Ad Intel Search information is powered in part by The Search Monitor and reports ad placements, estimated ad spend, impressions, CPC and CTR data, where applicable, for desktop and mobile paid, organic, and product listing/shopper ads on Google & Bing, with future sights on Amazon reporting as a Shopper Search Engine.

Digital data expansion

Digital advertising is a cornerstone of any marketing campaign. Starting in October 2020 Ad Intel digital data is amplified through a collaboration with BIScience and their AdClarity ad intelligence solution. This more robust digital data provides increased coverage, smarter data collection with a more representative snapshot of advertisers' digital ad buys producing better industry alignment. This enhanced Ad Intel Digital service enables an increased level of measurement and visibility into advertising spend which gives marketers and advertisers greater flexibility to measure their ad performance and create more dynamic advertising plans.

Increased coverage

The broadened Ad Intel Digital data coverage (20K+ sites) captures more advertisers, campaigns, and creatives, measuring more ad types and platforms. High ad counts across sites with comprehensive coverage of advertisers, campaigns, and creatives provides more accurate representation of each advertisers' share of voice within each publisher.

Programmatic path

Ad Intel Digital data provides an expanded view of the programmatic marketplace with in depth media buy analysis of ads whether bought Programmatically or Directly by the Advertiser. This exposure arms our clients with an understanding of how every ad impression makes the journey from publisher to advertiser in each ad deployment.

Enhanced data collection

BIScience AdClarity is an advanced and scalable advertising intelligence platform that collects data through their cross device opt in human panel and their proprietary virtual panel. The technology uses AI to interact with a website to systematically discover relevant pages and ad placements providing higher coverage of advertisers, campaigns, and creatives.

Expanded reporting capabilities

Provides insights into the premium digital video space by increasing coverage to not only pre-roll video but also mid, post-roll, and outstream video on all devices, where available. This includes expanding mobile video coverage beyond just YouTube to any mobile site supporting video ads.

Key benefits



Discover how your ad activity compares to the competition



Strengthen your competitive advantage with alerts that signal changes in industry advertising activity



Find out where, when and how competitors are targeting ad dollars across all platforms and media



Track competitive advertising across the entire media landscape with 23 different media types throughout all Nielsen Designated Market Areas (DMAs)

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