

# Providing online advertising intelligence for advertisers, agencies and publishers

**NIELSEN ONLINE ADRELEVANCE PROVIDES ONLINE ADVERTISING INTELLIGENCE, INCLUDING THE TOP ADVERTISERS BY SPEND AND IMPRESSIONS, DETAILS ON THE LEADING WEBSITES CARRYING ADVERTISING, ANALYSIS OF INDIVIDUAL ONLINE CAMPAIGNS AND INSIGHT INTO THE LATEST TRENDS.**

Nielsen Online AdRelevance provides daily updated online advertising intelligence for fourteen European countries and six Asia Pacific markets. Countries covered in Europe are Austria, Belgium, Denmark, France, Germany, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and United Kingdom. Markets covered in Asia Pacific are Australia, China, HongKong, Japan, New Zealand and Singapore.

The service crawls more than 5,000 websites in Europe and Asia Pacific all day every day, providing indispensable market intelligence. AdRelevance provides insight into who is advertising online, on which sites campaigns are running, the duration and frequency of campaigns, as well as an archive of the creative content of the individual campaigns.

## How can I use Nielsen Online AdRelevance?

### If you are an Advertising Agency

- > Compare campaigns in the sectors of your choice by different criteria, including the sites where advertising is placed, the creative used, campaign frequency, and the number of impressions achieved
- > Estimate how much competitors are spending on their online campaigns, and how many ad impressions they are receiving
- > Understand the average ad spend in a sector to ensure that your clients are making the maximum impact for their budget
- > Assess which sectors and advertisers are the most active

### If you are a Brand Owner

- > Get regular updates on the online advertising activities of your competitors, including their ad



spend, number of ad impressions, websites advertised on and the actual creative used Identify the most suitable websites for your own advertising campaigns

- > Maximise your online advertising budget by identifying which websites will achieve the highest number of ad impressions

### If you are a Site Publisher or Ad Network

- > Use the service to identify new business opportunities by understanding which advertisers are running campaigns, where, and how frequently
- > Assess individual market sectors to understand which are spending the most on their advertising
- > Compare advertising on your competitors websites with your own
- > Understand which companies are the top spenders, and which are the most active players on specific websites, and by market sector



### Up-to-the-minute Research

One of the unique features of the Nielsen Online AdRelevance service is its ability to capture and provide information in real time. The site is updated daily, providing vital market and competitive intelligence to you as it happens. You can even choose to receive daily updates to ensure you have up to the minute information on the activities of your competitors, and market sectors.



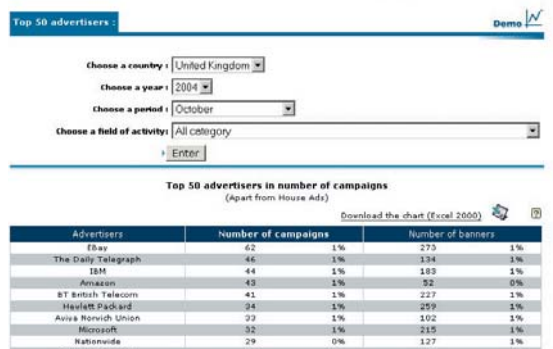
As well as being available online, all the reports can be downloaded into Excel, allowing you ultimate control and flexibility in how you manipulate and present the data. The service has been designed to be simple to use, easy to navigate, and the reports have been created to give you access to information on a range of data, in a clear, step-by-step format.

#### > Monthly Ad Spend and Impressions

Use this research to understand the activities of the players in your market, to reveal where they are advertising, and when. Rankings are provided of the top advertisers, the top spenders, biggest number of ad impressions, by both sector, sub-sector, and overall. This information is available monthly.

#### > The Daily Alert Service

If you choose this option, you will receive an update e-mail every day with details on the latest



advertising campaigns as they break. Each user can choose to select alerts on up to ten advertisers, ten sites and four sectors. The alerts are located on your own log-in page, and are stored for two weeks.

#### > Keyword Search and Sponsored Links

As the online advertising industry evolves, the Nielsen Online AdRelevance service has grown to meet the needs of our clients. We have devised these reports to allow you to see what advertising is booked against a particular keyword search e.g. "credit card", "insurance", "loans", "sports car", and what sponsored links are posted.

#### My Nielsen Online AdRelevance

You can create your own customised reports to give you the most relevant information for your business. Reports can be created and changed easily, allowing real flexibility in the way you choose to have the research delivered.

- > Choose alerts to be sent to you when a particular advertiser, site or sector launches a new campaign
- > Select a customised list of advertisers, sites or market sectors and create reports as and when required.

For more information, please call us on +44 (0)207 014 0590 or send an e-mail to [info\\_uk@netratings.com](mailto:info_uk@netratings.com)

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