

MAXIMIZE RETURN ON DIGITAL ADVERTISING SPEND

NIelsen DIGITAL BRAND EFFECT

As an agency, your goal is to maximize your investment on ad spending in an increasingly crowded media landscape. This fuels the need for **Nielsen Digital Brand Effect** — a collaborative, cross-platform solution that allows agencies to quickly and cost-effectively improve their online and mobile brand advertising performance, increasing effective media spend and maximizing the value of their ad investment.

WIN NEW BUSINESS

By maximizing client return on advertising spend

DEVELOP RELATIONSHIPS

With consultative clients by providing actionable recommendations

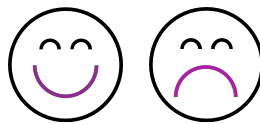
IMPROVE PERFORMANCE

Of your media plan through real-time, collaborative optimization of brand lift

WHY NIelsen DIGITAL BRAND EFFECT



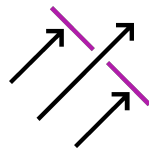
Configure campaign in online dashboard and traffic tags



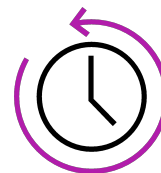
Consumer sentiment is captured through a web-poll



Brand lift and viewable brand lift is calculated using a test/control methodology



Break out by creative, site or app, segment, placement, frequency, and performance



Results are displayed in a web-based dashboard in real-time

For more information contact your Nielsen representative or visit www.nielsen.com