

GROW BRAND ADVERTISING SALES WITH DIGITAL BRAND EFFECT

NIELSEN DIGITAL BRAND EFFECT

As a publisher, you have an increasingly complex media landscape to navigate. This fuels the need for **Nielsen Digital Brand Effect**, a solution that allows media sellers to quickly and cost-effectively improve the performance of brand advertising campaigns running on their online and mobile properties.

WIN NEW BUSINESS

By providing relevant metrics and delivering superior results

GROW DEAL SIZE

By including brand measurement and optimization for larger investments

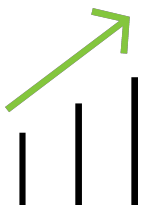
JUSTIFY PRICING

For premium units and build guarantees to increase CPMs

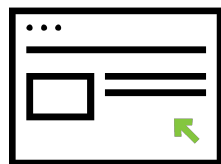
“Digital Brand Effect’s technology platform allows all campaign partners to collaborate around the same data, facilitating communication and giving us the ability to truly maximize Brand Lift in real-time.”

Senior Director, Sales Development, Platform

WHY NIELSEN DIGITAL BRAND EFFECT



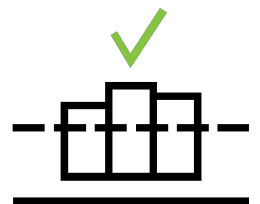
Measure and optimize performance in-flight, using classic brand lift metrics



Use dashboard to measure performance, creatives, sites/apps, segments, placement, frequency and viewability



Collaborate directly with agencies to improve results and monitor your relative performance on the plan



Compare campaign performance against market brand lift norms

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