



> Helping you make informed business decisions

SOMETIMES YOU NEED CUSTOM ANALYSIS TO ADDRESS YOUR KEY BUSINESS ISSUES.

The value our analytical services provide is the crystal clear insight derived from analysing literally millions of numbers using the best market research tools available, including NetView, SiteCensus, Market Intelligence, AdRelevance and WebRF. With the unique combination of pure web analytics and panel audience measurement, supported by answers that can only be gained through online surveys and traditional qualitative research methods, our analytical services are unparalleled in their understanding of online behaviour and consumer motivations.

Nielsen//NetRatings Analytic Modules address key commercial issues by drawing on multiple data streams for a unique perspective on matters affecting sales, audience engagement and brand awareness.

> Conversion Analysis Module

How effective are your current online acquisition, retention, and conversion tactics?

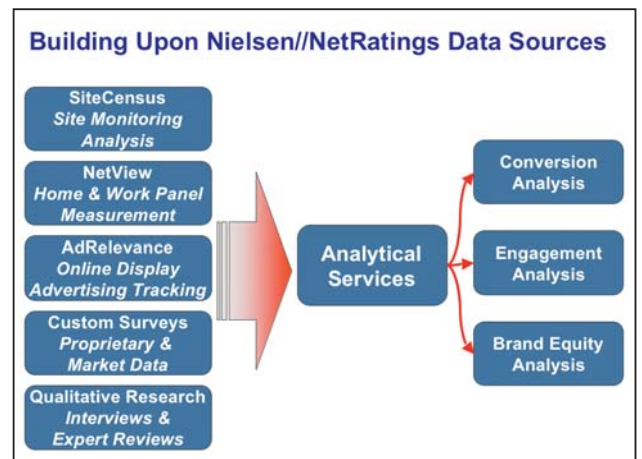
> Engagement Analysis Module

Measure user engagement and its effect on retention and loyalty – both online and offline.

> Brand Equity Analysis Module

How strong is your online brand and how can you capture more market share?

Nielsen//NetRatings uses the highest quality information derived from proven methodologies to ensure that our research contains the most accurate and reliable data available. These methodologies include the world's largest Internet panel generated through random digit dial (RDD), tens of thousands of user surveys, spidering technology that constantly probes the Internet for the latest online ads, and other sources. We have in-house website usability experts, and researchers specialising in the conduct of qualitative and quantitative studies designed specifically to address website evaluation issues and online user needs.



“Nielsen//NetRatings custom Analytical Services have delivered crucial third-party insights and analysis we've needed to answer fundamental business questions.”

Janay Collins
Product Manager
MSN

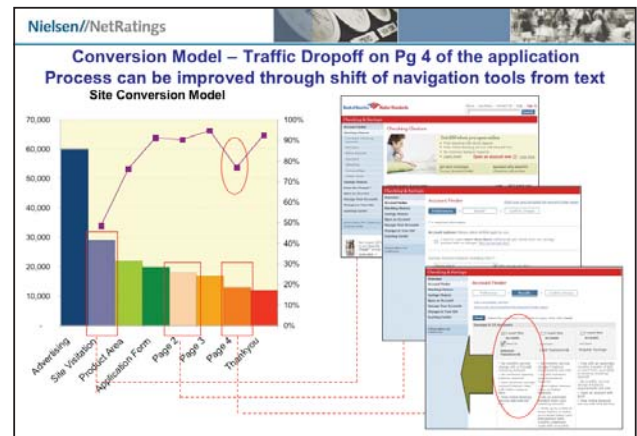


Conversion Analysis Module

How effective are your current online acquisition, retention, and conversion tactics?

Evaluate conversion effectiveness and analyse your acquisition, retention, and conversion tactics. In doing so, you improve your site's ability to inform, persuade and sell to its target audience. Equally, understand how online conversion rates are impacted by site design, advertising messages as well as promotional and competitor activity.

This analysis will not only refer to SiteCensus, AdR and NetView data, but will also involve survey work to understand both the purchaser (demographics) and their decision making at each stage in the online and offline process (including drop-out points).

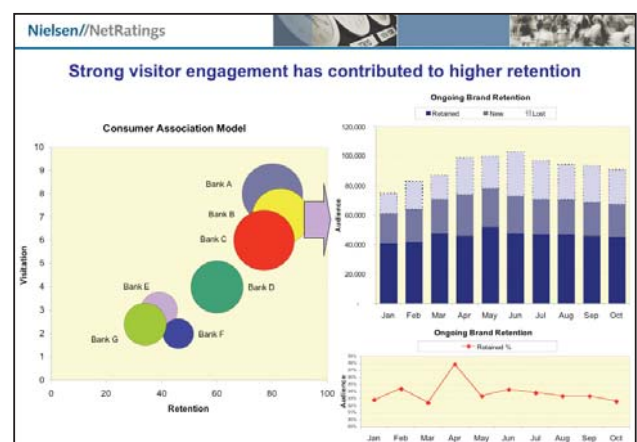


Engagement Analysis Module

Measure user engagement and its effect on retention and loyalty – both online and offline.

Understand on-site user behaviour within the context of off-site click-streams, including visits to competitor sites, application usage, and other destinations which impact, either directly and indirectly, on the engagement level of your site's customer base. This ascertains how valuable an 'engaged' user is and how this translates into customer loyalty. In turn, this ultimately impacts the thinking around site design and how online market share can be maximised.

These two click-streams can be complemented by user feedback to understand the motivations behind a consumer's need to be online in the first place, as well as customer churn rates between competitor sites and product-specific issues which might drive the consumer to 'shadow-shop'.

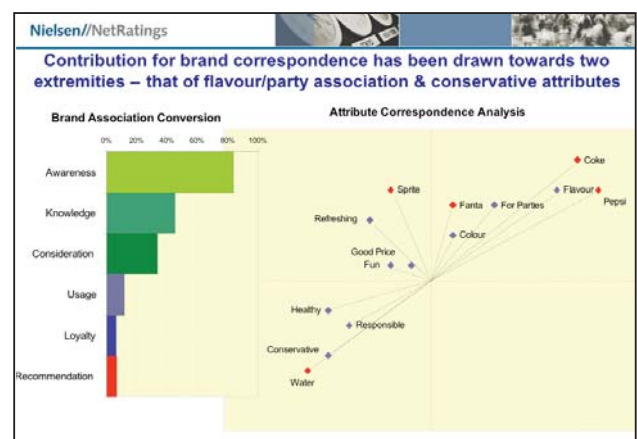


Brand Equity Analysis Module

How strong is your online brand and how can you capture more market share?

Understand the confidence and trust an audience has in your online brand to deliver on its core promises as a business. This is in the context of evaluating your competitors' web presence and your comparative market position. Custom information can provide insights into advertising and marketing activity within your specific industry. A key question this module answers: are the brand attributes sought by consumers (e.g. reliability, transparency, ease of use, market leadership etc.) being fulfilled online by your brand, and to what degree?

There is both a strong quantitative and qualitative research component to this module. However, aside from the quality of this research, the key differentiator of this module is the way it compares the research work with actual online behaviour – both on-site (SC) and off-site (NetView).



Syndicated Reports

Nielsen//NetRatings publishes a range of market reports and indices, including the Business Banking report, the Online Classifieds report, the Internet Report, eGeneration and our monthly Online Retail Monitor. This portfolio is constantly being updated to reflect changing business opportunities and risks, so please ask about our most recent titles.

One number is a start, two numbers give context, but three numbers provide direction

For more information please contact our representative in your country. Contact details can be found by selecting your country on the homepage of the Nielsen//NetRatings website.

www.nielsen-netratings.com