

Nielsen//NetRatings AdIntelligence

The global standard for Internet measurement and analysis



ENSURE A TRUE RETURN ON YOUR ADVERTISING INVESTMENTS

AdIntelligence measures the true return on your ad investment by analysing ad interaction right through to a user's behaviour once on your website. In addition, all reports can be viewed in detail across campaign, creative and which placements are most effective in motivating the user to visit your website.

This is the first truly independent marketing effectiveness solution that allows direct comparisons from a campaign, creative and placement perspective.

This information can then be analysed against your own key performance indicators to ensure maximisation of marketing effectiveness. AdIntelligence combines award winning technology to deliver actionable information in a flexible, interactive tool that meets the needs of your business objectives.

AdIntelligence Benefits

> Track unlimited campaigns

AdIntelligence tracks all forms of online creative, inclusive of banners, rich media, search engine, pay per click, email, affiliates, video.

> Measure beyond the click

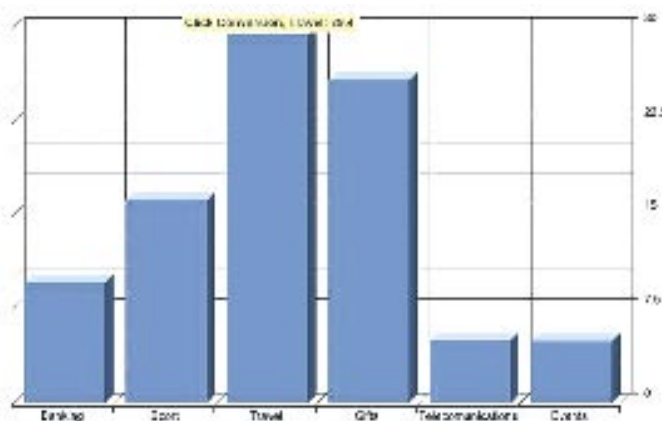
AdIntelligence seamlessly integrates with SiteCensus measurement tagging to provide rich detail about your campaign users. This enables you for example to measure which creative was most effective on which site, through to a analysing the full details of a user's online journey.

> Fully Independent

AdIntelligence uses a third party independent methodology. Its creative tags can be used across all ad serving platforms. This removes the need to have multiple result tags from different ad servers and vendors on your fulfillment page, which ultimately decreases page weight and loading times.

> True Return on Investment

AdIntelligence offers a detailed key performance indicator analysis for internal and external campaigns based on over 30 different reporting metrics per campaign, creative and placement. Generated campaign revenues can be measured against variable and fixed campaign costs in an interface which is fully customisable per relevant metrics and per individual user.



Campaign summary: click conversion

Nielsen//NetRatings AdIntelligence



AdIntelligence Features

The AdIntelligence product consists of eight modules, each containing specific reports covering campaign, creative and placements.

Modules

- > Key performance indicators module
- > Creative module
- > Results module
- > Return on investment module
- > iPath module
- > Trend module
- > Operation systems /browsers module
- > Administration module

Key Reports

- > Campaign
- > Creative
- > Placement
- > Key performance indicator
- > Ad views
- > Clicks
- > Mouseovers
- > Click rate
- > Top creative
- > Placement paths
- > Margin
- > Results
- > Revenue per result
- > Margin per result
- > Return on investment
- > Cost
- > Unique browsers
- > Ad view frequency
- > Session duration
- > Click conversion

Report ID	Start Date	End Date	Views	Clicks	Click Rate	Revenue	Cost	ROI
1	2010-01-01	2010-01-31	1,000,000	10,000	1.0%	\$10,000	\$10,000	0.0%
2	2010-02-01	2010-02-28	2,000,000	20,000	1.0%	\$20,000	\$20,000	0.0%
3	2010-03-01	2010-03-31	3,000,000	30,000	1.0%	\$30,000	\$30,000	0.0%
4	2010-04-01	2010-04-30	4,000,000	40,000	1.0%	\$40,000	\$40,000	0.0%
5	2010-05-01	2010-05-31	5,000,000	50,000	1.0%	\$50,000	\$50,000	0.0%

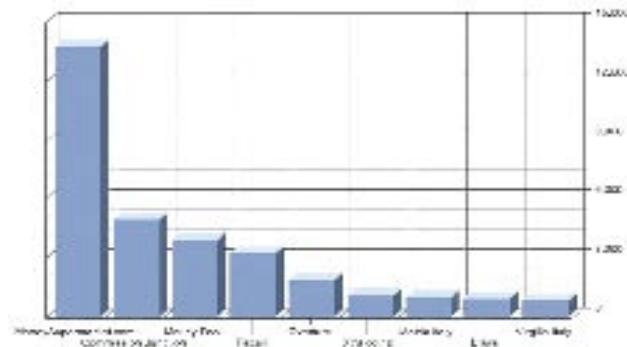
Campaign summary: details by date

Report ID	Start Date	End Date	Views	Clicks	Click Rate	Revenue	Cost	ROI
1	2010-01-01	2010-01-31	1,000,000	10,000	1.0%	\$10,000	\$10,000	0.0%
2	2010-02-01	2010-02-28	2,000,000	20,000	1.0%	\$20,000	\$20,000	0.0%
3	2010-03-01	2010-03-31	3,000,000	30,000	1.0%	\$30,000	\$30,000	0.0%
4	2010-04-01	2010-04-30	4,000,000	40,000	1.0%	\$40,000	\$40,000	0.0%
5	2010-05-01	2010-05-31	5,000,000	50,000	1.0%	\$50,000	\$50,000	0.0%

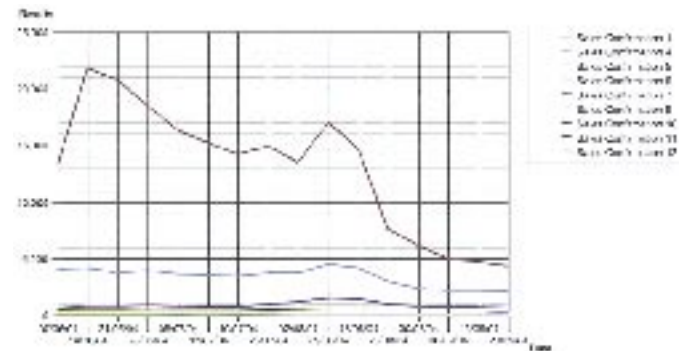
iPath: from creative to result

Report ID	Start Date	End Date	Views	Clicks	Click Rate	Revenue	Cost	ROI
1	2010-01-01	2010-01-31	1,000,000	10,000	1.0%	\$10,000	\$10,000	0.0%
2	2010-02-01	2010-02-28	2,000,000	20,000	1.0%	\$20,000	\$20,000	0.0%
3	2010-03-01	2010-03-31	3,000,000	30,000	1.0%	\$30,000	\$30,000	0.0%
4	2010-04-01	2010-04-30	4,000,000	40,000	1.0%	\$40,000	\$40,000	0.0%
5	2010-05-01	2010-05-31	5,000,000	50,000	1.0%	\$50,000	\$50,000	0.0%

Placement and creative by result



Result by placement



Weekly result trending

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on website usage, online advertising, consumer attitudes and competitive analysis.

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