



Accurate Site Performance, Benchmarking and Competitive Analysis

# Nielsen Market Intelligence

Nielsen's Market Intelligence provides insights into the competitive online landscape through independent, near real-time performance ranking and audience demographic profiling of audited Web and Mobile sites and Video Streaming activities, irrespective of audience size, visitor location or device.

Utilizing Nielsen's unique browser-based measurement methodology, Market Intelligence provides business effectiveness metrics, including unique browsers, page impressions, frequency and session duration to build comprehensive census-based pictures of actual domestic and global traffic to audited Web sites.

Combining Nielsen's Web site measurement service SiteCensus, and the online advertising tracking service Campaign Analysis, Market Intelligence delivers a fully incorporated and holistic view of the online market.

### You'll Benefit From:

- **Accurate and timely data**  
The most statistically correct, near real-time daily, weekly and monthly unique browser, impression and duration metrics
- **Independent, Credible Validation**  
Market Intelligence's accurate and rich data provides potential advertisers, media buyers and investors with credible, reliable data and insight into your site's performance and reach
- **Support Strategic Decisions**  
Rich data and actionable insights to support your business objectives including product launches, marketing campaigns, partnerships and community-building

### Market Intelligence Provides Insights on:

- How your competitors' sites perform in your local market—and how your site compares
- Which site has the strongest traffic to their channels, in a range of near real-time frequencies
- Which Web sites or content your visitors are most attracted to
- The geographical location of your visitors and your competitors' visitors
- The demographic breakdown of your—and your competitors'—video content

**Market Intelligence Ranking Report**  
Market: Total Traffic - By Category

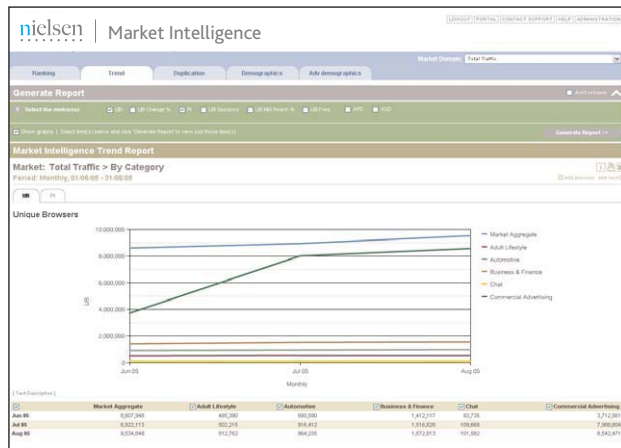
Rank	Change	Change %	Sessions	Mkt Share %	Freq	APV	ASD		
1	1	0.00	302,738,000	17,454,163	0.00	4.89	00.24	02.01	
2	2	0.00	188,000	108,940,261	23,916,474	0.00	1.63	00.30	02.04
3	3	0.00	43,648,211	24,110,204	0.04	0.50	00.40	01.22	

Ranking report

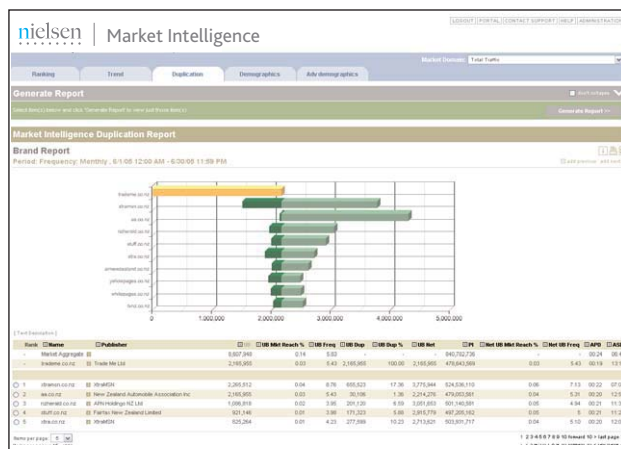
# Market Intelligence

## Reports and Features

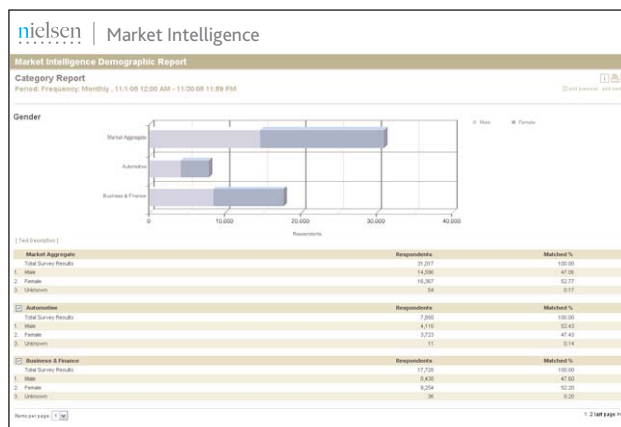
- Key metrics include unique browsers, page impressions, average frequency, page duration, session duration on both text-based and video or streaming content
- Metrics reported in near real-time on a monthly, weekly, and daily basis
- Ranking reports and trend data viewable and downloadable by publisher, brand, industry category and site
- Geo Target reports identifying the geographical location of all visitors by Country and Region
- Duplication reports into the reach and frequency between publishers, brands, industry categories and sites
- Demographic profiling of online visitors by publisher, site and channel
- Advanced demographic targeting reports, delivering key metric insight into your target audience
- Reports can be easily exported and included in your customer presentations and sales kits



Trending report



Duplication report



Demographics report

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