



## New Zealand AdRelevance

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### Nielsen Online

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## About Nielsen Online

**Nielsen Online**, formerly **Nielsen//NetRatings**, is part of The Nielsen Company, a market-leading information and media company with more than 41,000 employees in 100+ countries around the world. Nielsen Online provides a global standard for internet audience measurement, online advertising and information gathering intelligence.

With high quality, technology-driven products and services, Nielsen Online delivers leading internet media and market research solutions globally, enabling clients to make informed business decisions regarding their Internet and digital strategies.

It is estimated that we cover 70% of the world's internet users. We measure 15 billion page impressions per month and over 435 million visitors through 10 data centers worldwide.

Nielsen Online was adopted as the national standard for online measurement in New Zealand in 2002 as agreed by Online Publishers Group (Now the IAB). Since then we have continued to evolve our products and services to exceed client expectations. Nielsen//NetRatings, now Nielsen Online acquired 'RedSheriff' in March 2004 and through New Zealand sites alone we monitor over 51 million page impressions on a daily basis.

## Why is AdRelevance Important and What is it?

"Internet ad spending will have grown **six times faster than traditional media** between 2006 and 2009--from \$24.4 billion to \$42.9 billion--and its share of the total ad market will jump from 5.8 percent to 8.7 percent, according to [March statistics released by ZenithOptimedia](#), a London-based media services company"

In New Zealand, as reported in the recent IAB/PriceWaterhouseCoopers IAB Insight (based on actual online advertising revenue) , Online Display advertising expenditure increased by 53% Quarter 2 2008 over Quarter 2 2007.

Being armed with accurate and timely information is crucial for any business to grow and flourish. Nielsen Online's AdRelevance is an online advertising intelligence tool that collects essential data regarding online display advertising activity. Crawling over 450 sites in NZ, it is available by logging onto an online interface. AdRelevance will assist you to:

- Quantify the size of various online advertising categories
- Identify what online campaigns competitor sites are getting
- Identify who are the most active online advertisers over time
- Identify which sectors are growing their online spend
- Receive access to a data base of thousand of online creatives
- Drill down into details of online campaigns placed by brand owners



## Methodology

The AdRelevance spider crawls a set of pre-defined, ad supported URLs in New Zealand (currently 450 approximately) 23 hours per day, searching for click counters (ad codes).

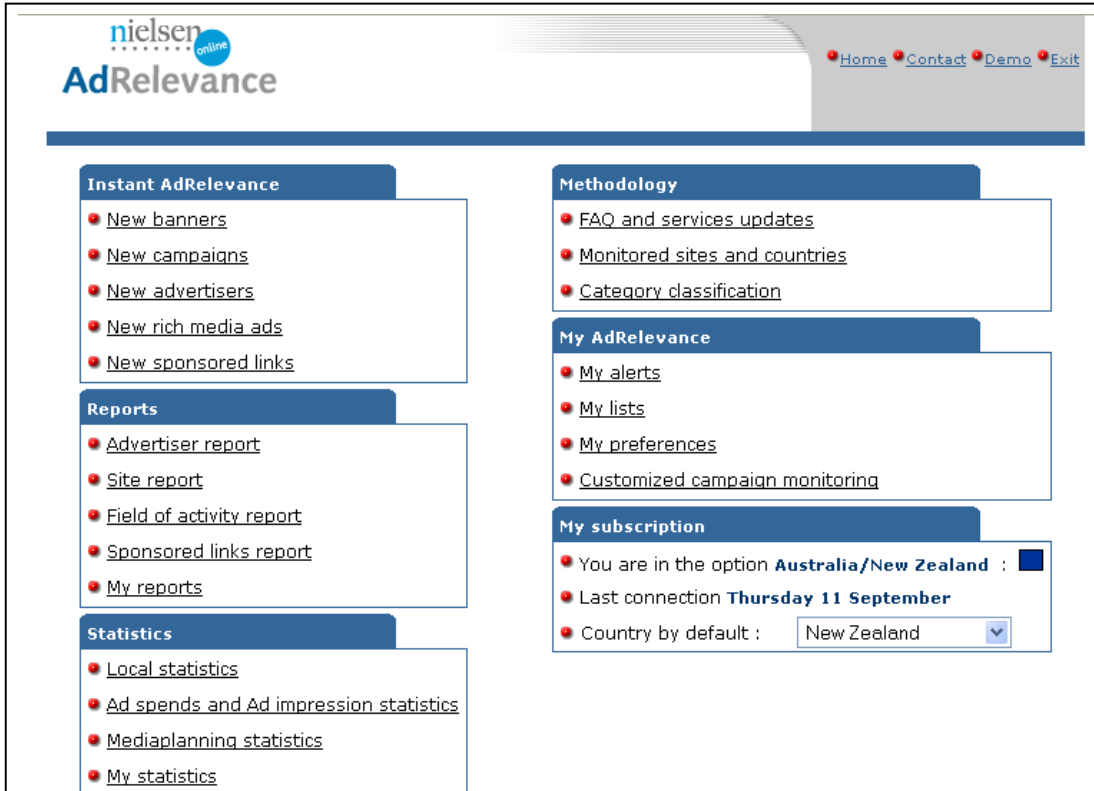
The spider can identify the following ad formats: GIF/JPEG, Animated GIF, HTML, Macromedia Flash, Java. All banner sizes are also collected including buttons, skyscrapers, 468x60 standard banners, and Pop Ups.

Once the spider identifies an advertisement it saves the page URL, clicks on the link to obtain the destination URL, and also downloads a copy of the creative. The AdRelevance coding team then classifies each ad and campaign according to the set of industry categories

Ad impressions are calculated by using the site's page impression data together with a share of voice ("SOV") factor.

- Ad Impressions = (total daily site page impressions) X (% impressions per page) X (banner page SOV)
- Page impression data is sourced from Market Intelligence, or NetView in relevant markets
- Share of Voice is calculated by the crawlers reloading pages to identify the rotation for each banner unit on each page viewed per day.
- Advertising spend estimates *can* be manually created by applying market spend factors to the number of impressions. In the New Zealand market, (due to an IAB/Industry decision), no estimate of advertising spend is included in the interface.

## AdRelevance – Benefits and Snapshot of Reports



The screenshot displays the Nielsen AdRelevance website interface. At the top left is the Nielsen AdRelevance logo. At the top right are navigation links: Home, Contact, Demo, and Exit. The main content area is divided into several sections:

- Instant AdRelevance:**
  - New banners
  - New campaigns
  - New advertisers
  - New rich media ads
  - New sponsored links
- Reports:**
  - Advertiser report
  - Site report
  - Field of activity report
  - Sponsored links report
  - My reports
- Statistics:**
  - Local statistics
  - Ad spends and Ad impression statistics
  - Mediaplanning statistics
  - My statistics
- Methodology:**
  - FAQ and services updates
  - Monitored sites and countries
  - Category classification
- My AdRelevance:**
  - My alerts
  - My lists
  - My preferences
  - Customized campaign monitoring
- My subscription:**
  - You are in the option **Australia/New Zealand** :
  - Last connection **Thursday 11 September**
  - Country by default :

### Instant AdRelevance

Instant AdRelevance ensures you are kept up to date with recent advertising activity that has happened over the last week, or 48 hours.

### Statistics

The statistics section provides valuable information on aggregated market trends. Includes

- Overall market trends; number of campaigns; number of advertiser; number of banners (creatives)
- Top Categories – by activity
- Top 100 Advertisers – overall and by category
- Top 100 Sites
- All reports can be run based on campaigns or ad impressions

## Reports

The reports section provides the ability to query the database for information on a specific site, advertiser or industry

Each campaign can be broken down by media schedule showing ad impressions and dates by individual site


Media planners can use this help determine effective placements for their clients

Publishers can use this to determine on which competitor websites clients are advertising

Creative messages can be evaluated to help determine positioning strategies


<b>Campaign</b>	Toyota New Zealand - Home	
<b>Advertiser</b>	Toyota	
<b>Field of activity</b>	Automotive / Manufacturers	
<b>Period</b>	From 08/06/2008 until 14/07/2008 => 37 days	
<b>Link to target</b>	<a href="http://www.toyota.co.nz">http://www.toyota.co.nz</a>	<a href="#">Breakdown</a>
<b>Sites</b>	APN - nzherald.co.nz/homepage, APN - nzwww.co.nz, Fairfax - stuff.co.nz homepage, Fairfax - stuff.co.nz/business, Fairfax - stuff.co.nz/news, Fairfax - stuff.co.nz/travel, Fairfax - stuff.co.nz/weather, Fairfax - Waikato Times, Fonterra - rd1.com, TVNZ - tvnz.co.nz	
<b>Ad impressions (000)</b>	1,999	



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## Email Alerts

Email alerts enable users to be notified as soon as a specified advertising activity occurs

Alerts can be set up to notify the user:

- When a new campaign of a given advertiser has started
- When a new advertiser has appeared within a defined field of activity
- When a site has a new advertiser



## AdRelevance Categories

### Auctions & General Classifieds

#### Automotive

Automotive / Classifieds  
Automotive / Information  
Automotive / Manufacturers  
Automotive / Sales and Service

#### Communications

Communications / Corporate  
Communications / ISPs  
Communications / Mobile Applications and Content  
Communications / Mobile Phones  
Communications / VOIP

#### Community and Not For Profit

#### Computers & Electrical

Computers & Electrical / Computers  
Computers & Electrical / Computers - Operating Systems  
Computers & Electrical / Corporate  
Computers & Electrical / Digital Cameras  
Computers & Electrical / Gaming Consoles  
Computers & Electrical / Handhelds, MP3s & Mobile  
Computers & Electrical / Home Theatre  
Computers & Electrical / Information  
Computers & Electrical / Kitchen & Laundry  
Computers & Electrical / Laptops  
Computers & Electrical / Printers & Photocopiers

#### Education & Learning

#### Employment

#### Energy & Raw Materials

#### Entertainment

Entertainment / Bars, Clubs and Restaurants  
Entertainment / Gambling and Sweepstakes  
Entertainment / Games  
Entertainment / Kids  
Entertainment / Music  
Entertainment / Ringtones  
Entertainment / Sport  
Entertainment / Venues and Events  
Entertainment / Videos & Movies

#### Fashion

#### FMCG

FMCG / Beauty/Cosmetics  
FMCG / Beverages - alcoholic  
FMCG / Beverages - non-alcoholic  
FMCG / Corporate  
FMCG / Food  
FMCG / Haircare/Toiletry  
FMCG / Household products & cleaners  
FMCG / Sundry FMCG

#### Finance

Finance / Business Loans  
Finance / Corporate  
Finance / Credit Cards  
Finance / Debit Cards  
Finance / Home Loans  
Finance / Information  
Finance / Insurance & Superannuation  
Finance / Online payments  
Finance / Personal Loans  
Finance / Savings & Investments  
Finance / Share dealing services

#### Government/Political

#### Health/Pharmaceuticals

Health/Pharmaceuticals / Products  
Health/Pharmaceuticals / Services

#### Home & Garden/Building

#### Introductions

#### Media

Media / Corporate  
Media / Internet  
Media / Print  
Media / Radio  
Media / TV  
Media / Webmail & Messaging

#### Other Manufacturers/Wholesale/B2B

#### Real Estate

#### Retail

Retail / Clothing & Accessories  
Retail / Corporate  
Retail / Dept Stores/Shopping Centres  
Retail / Duty Free  
Retail / Electrical  
Retail / Fast Food  
Retail / Homewares  
Retail / Online multi-category e-commerce  
Retail / Sports  
Retail / Sundry Retail  
Retail / Supermarkets/food/alcoholic  
Retail / Toys

#### Search Engines & Directories

#### Sundry Services

Sundry Services / Business  
Sundry Services / Personal

#### Travel & Accommodation



### **AdRelevance Cost and Subscription Details**

Options included full access via a subscription to the online interface or regular reports. Subscriptions are for a minimum of 12 months and access can be given to a number of individuals within the company by login details through a secure interface.

Subscriptions / access to the interface are available with full access to all categories or up to five categories.

Contact us for a subscription package to suit your needs, prices are on application

### **Training**

Training is included FREE of charge upon sign up.