

# Measure the Effectiveness of Online Advertising

## Online Advertising Measurement Solutions

Tracking the effectiveness of your online advertising is a critical factor in business success and optimising your marketing budget. Nielsen utilises market leading technology to give you a third party independent holistic view of how your interactive advertising is tracking. We take the complexity out of online ad measurement—whether you are interested in direct response advertising or understanding the branding impact of your campaigns. Simple report outputs help you understand the true return on investment for your campaigns by placement and creative.



### 1. Direct Response Campaigns

These campaigns typically drive the consumer to a specific action such as to click on a link, download a document, submit registration details or make a purchase. Such advertisement can include:

- Search engine ad words
- Promotional email
- Buttons or banners on a website
- Sponsored website links

At Nielsen, we utilise a real time Campaign Analysis service to help you understand the key metrics of campaigns regardless of the ad server, web placement and ad type. Simply log in to our online interface to understand the effectiveness of your campaigns by creative, ad type and placement location. These will be compared against your pre-defined KPIs and online marketing budget. The results are collected utilising a client-side tagging approach ensuring ad views will not be counted unless the ad is served in the browser window.



# Online Advertising Measurement Solutions: Measure the Effectiveness of Online Advertising

## 2. Understanding Brand Effectiveness

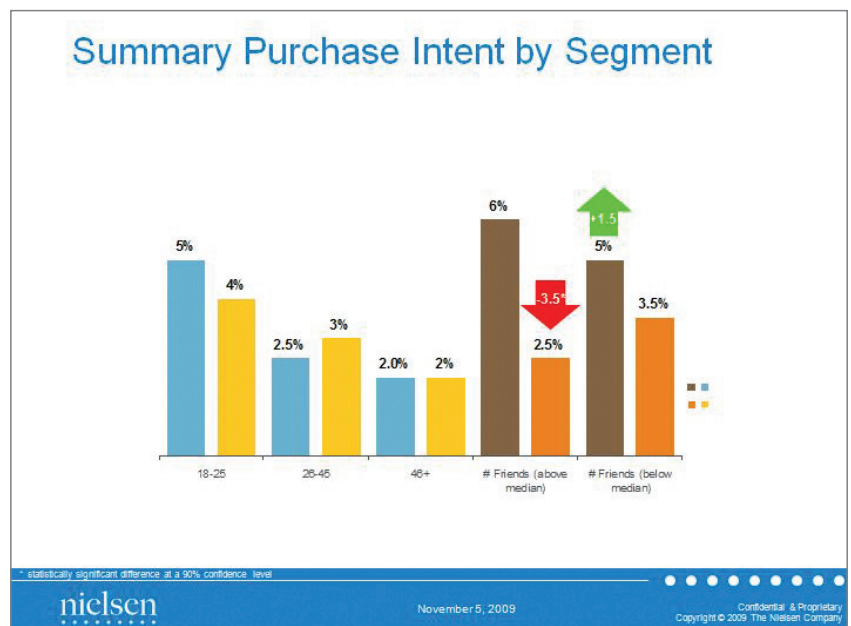
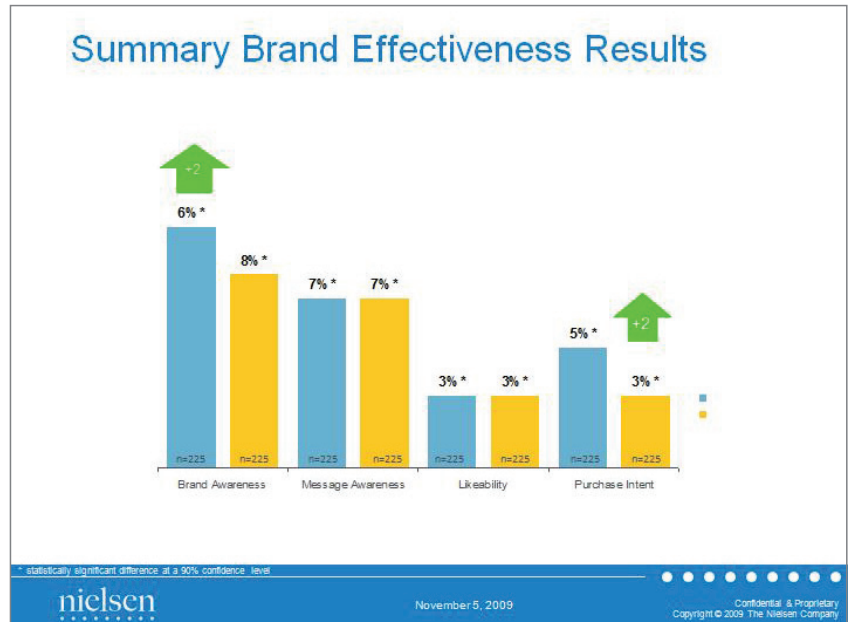
With the massive rise of consumer engagement on the Internet, marketers have realised the value of using the medium to reinforce brand messages. Examples of branding campaigns may include:

- Video ads
- Banner ads
- Micro-sites

Nielsen research undertaken by the Interactive Advertising Bureau in Australia and New Zealand has proven without a doubt that online advertising contributes to brand building. Nielsen's Online Ad Effectiveness product provides an effective measurement solution beyond simple click-thru. We have a range of standard and customised solutions utilising unique technology to understand key campaign success metrics such as:

- Brand familiarity
- Brand consideration
- Purchase propensity
- Creative execution effectiveness
- Placement impact
- Frequency of exposure influence

Nielsen can adopt a simultaneous methodology to capture statistically identical control and exposed groups to isolate the online portion of a campaign, or run pre and post studies to pull in other media types for measuring the brand impact of an advertising campaign.



For more information on Nielsen's online advertising measurement solutions, phone Nielsen on +64 9 970 3678 or email [enquiriesNZ@nielsen.com](mailto:enquiriesNZ@nielsen.com).