

Custom Analysis for your online success

WITH AN UNRIVALLED PEDIGREE IN RESEARCHING THE INTERNET, NIELSEN ONLINE IS UNIQUELY POSITIONED TO PROVIDE YOU WITH ACTIONABLE INSIGHTS INTO THE ONLINE MARKETPLACE AROUND THE WORLD.

The Internet enables us to be able to collect more and more information on people's behaviour, but has your business been able to maximise this rich data source? Do you really know your sector and your customers? Nielsen Online Analytical Services enables you to access the right information at the right time in order to help you keep your competitive edge.

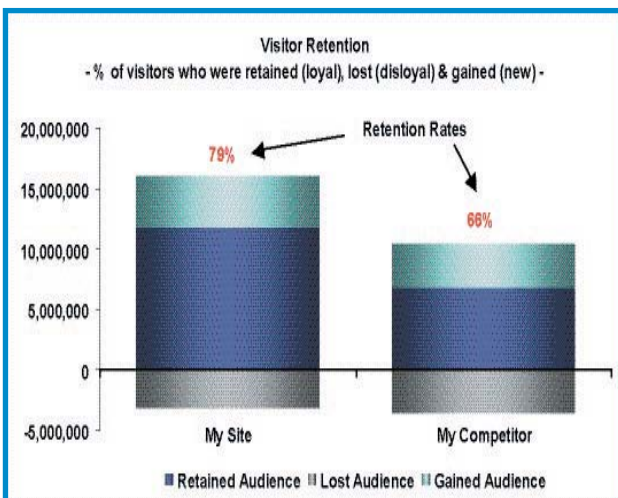
Critical business information:

- > How are you performing vs. your competition?
- > How loyal are your visitors compared to your competition?
- > Where do you find the most valuable customers?
- > What other leading online services appeal to your target audience?
- > How effective is your online advertising at driving new visitors?
- > Are you losing more visitors than you are gaining?

Foundation for strategic decisions:

- > How is online behaviour in your sector changing?
- > Which of your potential partners attract the right target audience?
- > How can you better segment your target audience?
- > Which sites should you advertise on to optimise ROI?

“ Custom Analytics has delivered crucial third party insights ”



Nielsen Online Analytical Services cut through the clutter and provides you with actionable data to help you to make informed business decisions. We do this by working closely with you to identify your information needs and then deliver tailor-made solutions designed to meet them.

All our research is based on the most accurate and up-to-date information from Nielsen Online extensive Internet research database. The database includes data on a regional, country, sector and site level, including behavioural and demographic data. We are also able to offer the added benefit of tracking consumer attitudes and their offline behaviour via online survey based on our research from our MegaPanels in UK, France and Germany.

"Nielsen//NetRatings Custom Analysis has delivered crucial third party insights and an analysis we've needed to answer fundamental business questions."

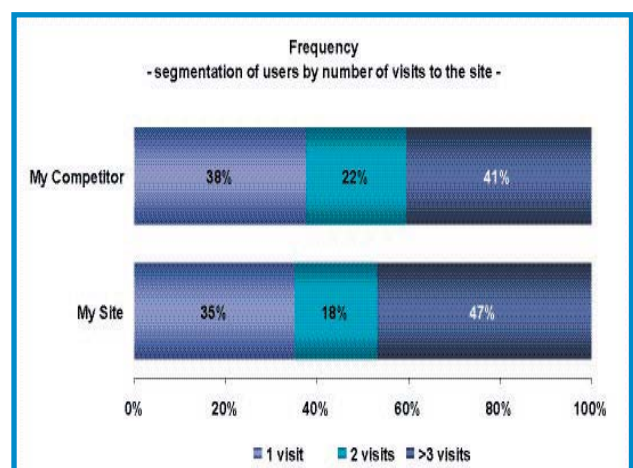
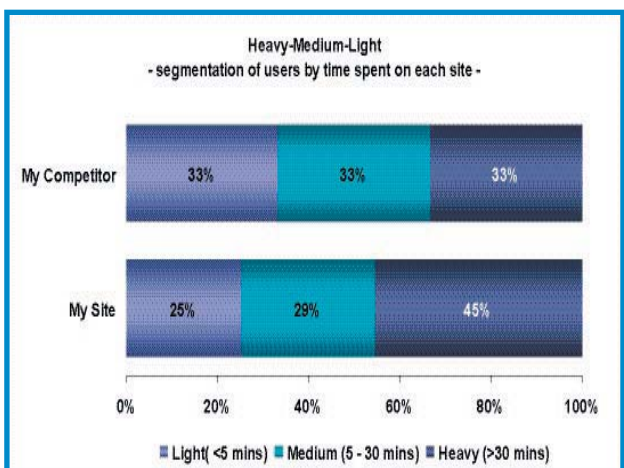
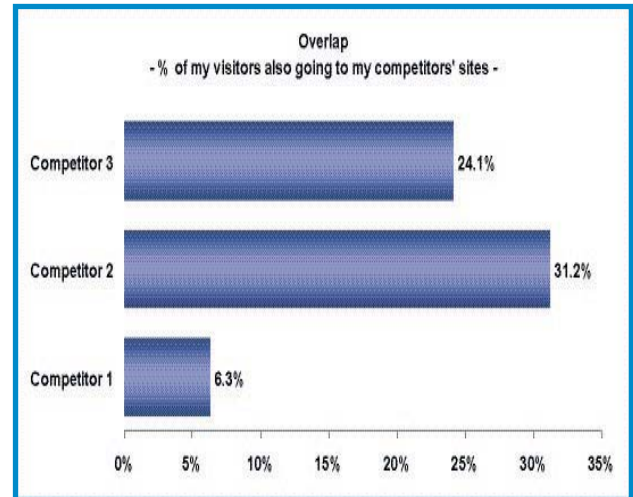
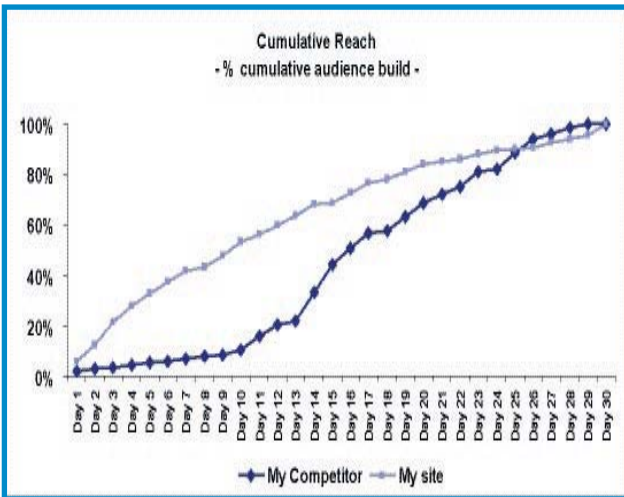
Janay Collins, Product Manager, MSN



These are the questions we can help you answer:

- > How has my audience built over time? Am I still attracting new visitors? How does this compare with my competitors? (see Cumulative Reach diagram)
- > Am I losing my visitors, and if so, to which of my competitors? Why are they switching?
- > Which of my site's audience do I share with my competitors? (see Overlap diagram)
- > Which sites should I advertise on in order to maximise my reach and budget?

- > How can I segment my visitors by their behaviour, demographic profile and the weight of their usage? (see Heavy-Medium-Light diagram)
- > Where else is my audience going? How can I define my competitive set?
- > Do I have a loyal audience?
- > How can I evaluate the success of online advertising campaigns?
- > How often do people visit my site? How does this compare to my competitors' sites? How can I increase visit frequency? (see Frequency diagram)



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