

A global leader in Internet media and market research



## A sophisticated tool for planning online advertising campaigns

### WEBRF ENABLES COST-EFFICIENT ADVERTISING PLANNING AND MEASUREMENT USING TRADITIONAL MEDIA RESEARCH METRICS

#### Why do I need WebRF?

In the past there was an absence of reliable, accurate and easily accessible data to assess planned campaigns online. Advertisers and advertising agencies had to rely on their own judgement when selecting domains, sites and pages for advertising placements. In response to demand from the market, Nielsen//NetRatings developed WebRF to bridge this gap by providing information in a form that allows cost-efficient planning and provide measures of success using traditional analyses such as coverage, reach, frequency and audience build profiles.

#### > If you are an Advertising Buyer or Planner

WebRF allows you to assess the success of your planned schedule for specified target demographic groups by calculating the optimum audience that you will reach within your specified budget.

#### > If you are a Media Owner

WebRF can highlight those areas within your domain(s) that have a high propensity towards specified target demographics. This will enable you to pitch for targeted campaigns as well as highlighting the strengths of your audience over those of your competitors.

#### > If you are an Advertiser

WebRF allows you to assess your activity over time with audience day build capability for your campaign. The system will show you when your activity has reached saturation point in terms of coverage as well as highlighting the most efficient ways of reaching this point.

#### How does it work?

WebRF combines Nielsen//NetRatings' research on consumer behaviour by using Page View as the basic unit of measurement. This provides a people-orientated, panel-based approach. The information is combined with software supplied by IMS to provide a wide range of analyses based on standard reach and frequency measures including;

- > Campaign Optimisation
- > Upweight/Downweight Analysis
- > Frequency profiling down to page level information
- > Audience Build Profiles over time
- > Total Page View bought versus Page Views seen by target (effective page views)

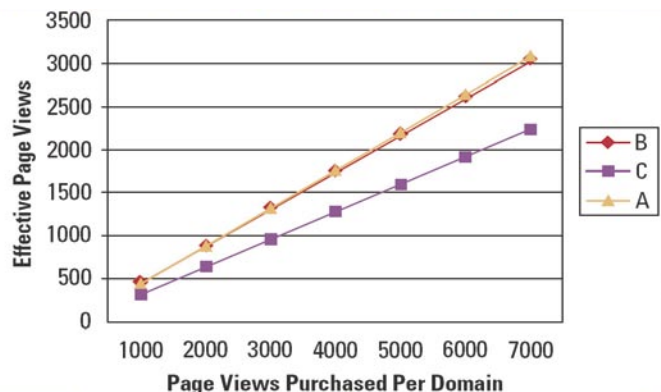


Fig. 1. Frequency profiling using data extracted from WebRF at domain level. Domain C shows a decline in frequency suggesting irregular access by the target audience. However, domains A and B show high access levels with little decline in audience values.



## Why use Page Views?

This approach allows you to understand the characteristics and performance of each page within an individual domain or site. The detail includes who saw what, where, when and for how long which allows the user to construct schedules that meet a wide range of criteria in terms of targeting, frequency and coverage.

## Using WebRF to plan a campaign

WebRF allows you to input a Cost Per Thousand Page View number either on a market wide basis or at domain/site level. This means that your particular budget can be used as one of the defining parameters. The user can create target demographic groups and either select a schedule manually, or buy using WebRF to optimise a schedule.

In either case, the schedule selection can be refined by selecting or deselecting individual domains/sites/pages as well as increasing or decreasing the actual number of Page View buys within the schedule. All this information is summarised on an unduplicated basis giving a performance assessment of the chosen selection. This information can be used to calculate efficiency profiles by comparing the number of Page Views purchased against the effective or seen Page Views by the specified target.

WebRF also has a time management capability that enables the user to construct Audience Build Profiles over given periods of time. This shows the performance of the campaign as it develops and increases coverage until the coverage curve reaches the saturation point. Therefore your campaign expenditure can be maximised to any given point in time.

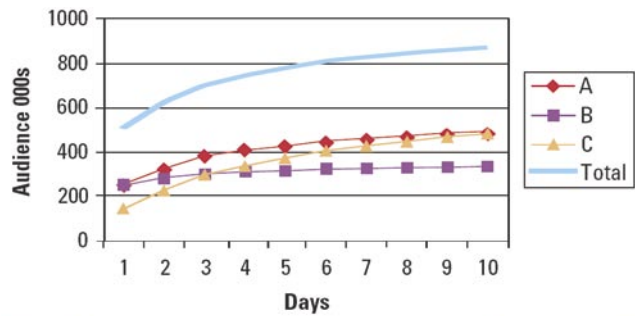


Fig.2. Audience Build Profiles on a daily basis. This capability highlights both the individual growth curves of each domain as well as possible cut-off points for commercial activity.

## Cross-Media Planning

All information within WebRF can be compared within three separate populations. The Active Internet Universe - the number of people who accessed the internet during the given time period; the Internet Universe - the total connected population, and the Total UK population - this allows a national reach number to be calculated and can therefore be compared with other media.

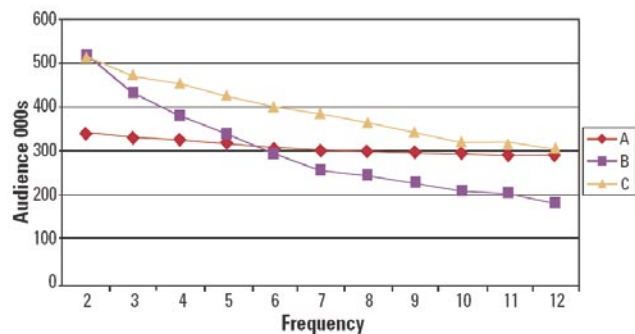


Fig.3. Frequency Profiling can illustrate differing types of audience behaviour. A steep drop in audience vs. frequency indicates irregular access. A flat profile line indicates repeated access by the same group of people.