



Measure Online Advertising Activity Across Industries, Channels, Formats and Platforms

Nielsen AdRelevance

AdRelevance is the only online advertising measurement system that mimics actual Internet users by automatically adjusting to traffic patterns. An intuitive, award-winning interface means you can easily access and customize AdRelevance data. All of this gives you critical insight to build effective and efficient online marketing strategies and ad campaigns.

Whether you buy, sell, create or analyze online advertising, AdRelevance will give you actionable, timely information to answer the tough questions:

- Where are companies spending their dollars online?
- Where and when are your competitors advertising, and how much are they spending?
- What is the volume of paid search in your sector?
- What keywords are your competitors purchasing?
- Which advertisers have adopted rich media?
- Which ad formats are most prominent?
- Who are the media-buying decision makers?

AdRelevance reports on nearly one million distinct URLs and probes more than 2,000 sites more than eight million times a week. It is the only data service to report on more than 100 sub-sites, covering 95 percent of the Internet universe.



Advertising Agencies

- Build solid media plans and strategies for your clients
- Compare campaigns by different criteria, including the sites where advertising is placed, the creative used, the campaign frequency and the number of impressions
- Assess the most active sectors and advertisers

Brand Owners

- See where your competitors are putting their ad dollars, including ad spend, impressions, sites and the actual creative used
- Identify the most suitable sites for your own advertising campaigns and budget

Publishers or Ad Networks

- Identify new business opportunities by identifying the top spenders, where they're running campaigns, and how frequently
- Assess individual market sectors to understand which are spending the most on their advertising
- See who is advertising on your competitors' sites



We rely on AdRelevance to provide a comprehensive view of the online advertising landscape, and find the search term capabilities extremely helpful in providing in-depth insight into how key competitors have targeted top search terms, providing essential tools for our benchmarking.

Rick Wawinschel
Vice President of Marketing Research, Kelly Blue Book



Nielsen AdRelevance

Smart Technology Delivers a Complete Picture of Online Advertising

AdRelevance's technology continually probes Web traffic patterns 24 hours a day to capture ad data for the most accurate, up-to-the-minute picture of what's happening in the online ad space.

AdRelevance delivers:

- **Comprehensive Coverage:** Measures and reports on nearly one million distinct URLs, probing approximately 2,000 sites, eight million times per week, across 31 genres
- **Unparalleled Accuracy:** Tracks higher-trafficked pages more frequently to accurately capture all advertising activity at any point in time
- **Thorough Measurement:** Provides impressions, estimated spending and creative content for all standard ad sizes and ad formats, including 15 different IAB banner sizes, rich media platforms and paid search
- **Rich Media Coverage:** Reports on the most popular rich media platforms accepted by online publishers today, including expandable formats and video enabled ads
- **Granular Reporting:** Captures ad activity on all levels of a site receiving visitor traffic, including channels, sub-channels and registered areas



AdRelevance's features and reports include:

- **Customized Reports:** Instantly generate and save customized Web-based reports. Filter your search to find a specific company, brand, product, segment or industry classification or Web location
- **Enhanced Charts and Graphs:** View impressions and rate card value on the same graph and chart multiple companies across multiple sites with one query. Drill down to view more detailed information
- **House Ad Tracking:** Add or subtract house ads from reports instantly
- **Extensive Industry Coverage:** Advertising is tracked in more than 200 market segments, including health, government, education and nonprofit industries
- **AdAlert E-mail Notification:** Get an e-mail whenever the online advertising events that you define take place. You'll never miss a competitive threat or sales lead again!
- **AdContact Prospecting Tool:** Via our partnership with Redbooks, you'll have access to a continually updated database of top media buyers, generating highly qualified advertising sales leads in real-time
- **Paid Sponsored Search Link Reporting:** Keep track of the ever-changing paid search placement market. AdRelevance provides you with an overview of search activity across all categories, including top keywords that your competitors are buying on a weekly basis
- **AdLink:** A real-time check on sponsored link advertising by keyword across 20 of the top search engines
- **AdAcross:** Compare online spending against 15 different offline media types, including network TV, cable TV, magazines and newspapers. Coverage includes the Fortune 1000 companies, the top 500 traditional media spenders, the top 75 online spenders, the largest online publishers and the top e-commerce publishers. AdAcross is offered through our partnership with Nielsen Monitor-Plus® as a premium service

For more information, contact us at sales.us@nielsen.com, or visit www.nielsen.com

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