



## In-depth Demographic and Lifestyle Profiles of the U.S. Online Population

# Nielsen @Plan

@Plan, the leading target-marketing platform for Internet media planning, buying and selling, delivers the industry's most comprehensive profiling of ad-supported Web sites today. With more than 5,000 profile points and 19 profile categories, @Plan reveals wide-ranging details about the U.S. adult online population, capturing everything from basic demographics to in-depth lifestyle and buying preference data.

### Advertisers and Advertising Agencies

@Plan is a powerful market research tool that will simplify your online advertising and media planning:

- Find the best sites to reach your defined target audiences on the Web
- Understand brand preference and purchasing behavior for a specific demographic
- Develop and strengthen your media strategy, buys, and creative execution
- Run profile information for a combination of sites to understand your campaign audience

### Publishers

Use @Plan to gather reliable market research data to boost ad sales, audience acquisition and retention, and business development:

- Demonstrate the value of your site's audience to advertisers and business partners

- Compare and contrast demographic, lifestyle and product preference information across other major advertiser-supported Web sites
- Target sales efforts by identifying the best brand and category prospects for advertising and sponsorship revenue
- Develop content strategies to build and retain site traffic

### E-Commerce Marketers

- Build solid media strategies by determining which sites deliver the highest concentration of your target audience
- Understand brand and purchasing preferences across a range of demographics
- Pinpoint the most effective branding, target marketing and promotional opportunities
- Maximize multi-channel sales efforts by profiling online, catalog and in-store audiences, and understanding where they overlap



We rely on @Plan data to help us gain a comprehensive understanding of our target audience's interests and their Web behavior to make smarter, cost-effective media planning decisions.

Gerard Broussard  
Senior Partner and Director of Media Analytics, OgilvyOne



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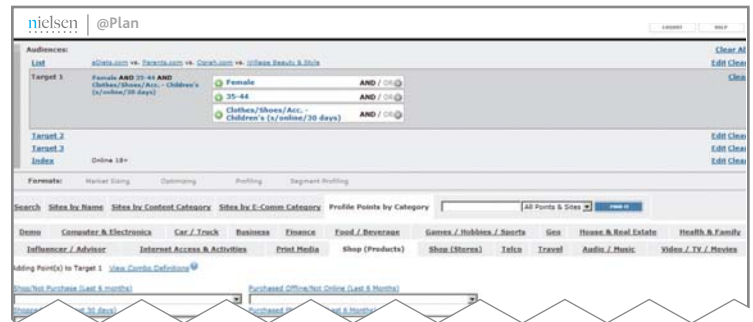
## @Plan Features and Reports

@Plan's powerful modules offer easy and intuitive functionality to help you make smart marketing decisions. Features and reports include:

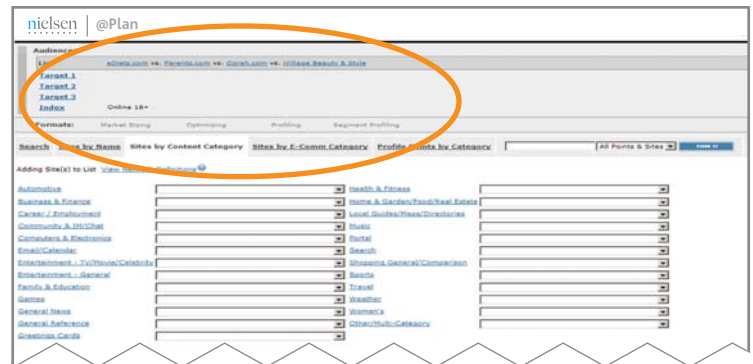
- **Market Sizing:** Determine target audiences or markets, then calculate the size of those targets on the Web
- **Optimizing:** Rank sites based on composition of a selected target audience—find out which sites best deliver those targets based on reach or composition
- **Profiling:** Index your site by one of @Plan's 5,000 profile points and/or 19 profile categories, then compare that data to other sites in the system to analyze strengths and weaknesses. Filter your results to get just the information you need. Find out detailed information about a site's audience, or get more profile information about a segment of the population
- **Segment Profiling:** Quickly view a complex audience against a number of targets to compare the various components of that audience. Easily analyze which sites are stronger for your specified demographic
- **Search:** Search for reported profile points and sites by name/keyword and add them directly to your target audience
- **Sites Organized by Category:** All sites are organized by Category to quickly find and select multiple sites within a genre

Whether buying, selling or delivering online media, @Plan delivers critical information about the brand preferences, demographics, and purchase behavior of your target audience.

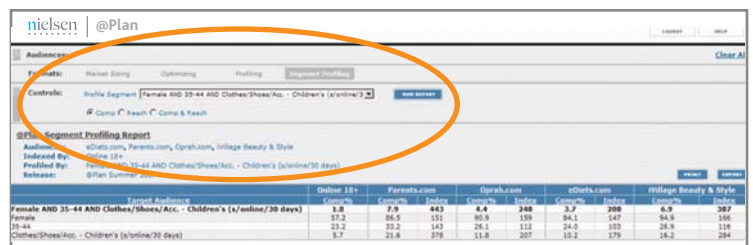
Analyze audiences across both PC and Mobile Internet with Mobile @Plan. Ask us for more information.



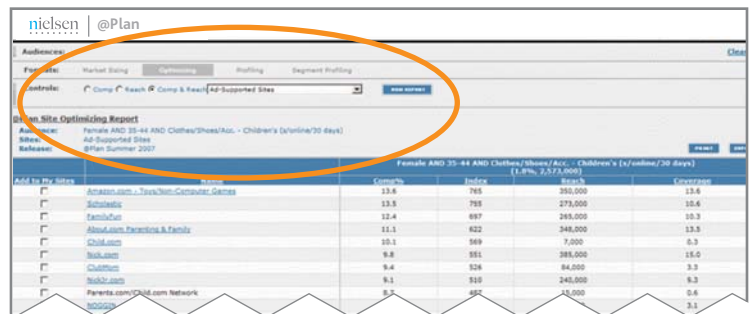
Select a range of sites for review



@Plan's Target Audience selection allows you to slice and dice a range of demographics and buying preferences



View a complex audience against a number of targets to compare audience components



Rank sites based on the composition of your selected audience