



Link Online Marketing Investments to Offline Results

Nielsen Homescan® Online

Homescan Online is the first service to measure both consumers' offline purchasing behavior and their online purchasing activity. With Homescan Online, Consumer Packaged Goods (CPG) marketers can make a direct connection between online marketing activity and offline purchasing behavior.

Homescan Online helps you to:

- Understand the role the Internet plays in the life of product purchasers.
- Pinpoint what sites are visited and quantify their significance to overall sales volume.
- Create strategies that are focused on the online behavior of product purchasers.

Web Publishers

Homescan Online provides online publishers with rich research and data that link consumers' surfing habits with their dollar spending, giving publishers the tool they need to prove ROI to media buyers.

- **Site Demographics:** Gain insight into what products your site visitors purchase, and whether your site has more valuable consumers than competitive sites.
- **Business Development:** Drive advertising sales by delivering site audiences that have been matched to specific brand consumption.

CPG Marketers

- **Consumer Segmentation and Targeting:** Understand your product purchasers and their online behavior. Find out who they are, and when and how often they're online. Learn which Web brands, categories and channels attract high-volume buyers. Discover which online demographics drive the most volume.
- **Media Allocation:** Create winning media plans based on actual buyer behavior. Maximize reach and frequency by targeting the most efficient Web sites for your brand. Allocate online spending effectively relative to other media types.
- **Advertising and Promotions:** Analyze the effectiveness of online ads and promotions by measuring actual offline purchasing behavior among consumers exposed to them. Calculate your online media program's ROI and develop strategies to improve it.



The CPG industry has evolved online to the point where market research tools are critical in understanding consumer buying behavior on the Web ... the Homescan Online service promises to deliver much-needed research on how online consumers interact with CPG brands.

Susan Nathan
Senior Vice President, Universal McCann



Homescan Online

How It Works

Homescan Online leverages Nielsen's industry-leading Internet measurement capabilities and all-outlet purchase measurement service to deliver an unprecedented level of market research.

Members of the Nielsen's Homescan consumer panel record their offline buying behavior with patented, in-home UPC code scanners. Meanwhile, patented Nielsen Online software monitors their Internet use and behavior. Syndicated reports, updated bi-annually, are released in conjunction with updates to the Homescan service.

Product Targeting Report*

Product Group: Snacks
Category: Potato Chips
Brand: Brand A
Site Category: Entertainment
Site Sub-Category: Music
List By: Web Brands & Channels
Internet Period: Q1 2009

Sites (in Brand/Channel structure)	% Online Buying HH Product Penetration	Index of Online Product Penetration to Total Online HH	% Online HH Dollar Reach	Item \$ per Online Item Buyer
All Online HH	58%	—	100%	\$8.57
Music	63%	109	83%	\$9.50
Launch	70%	121	21%	\$10.00
MTV Networks Music	63%	109	12%	\$9.00
Music & Media	67%	116	5%	\$9.50

*Sample data for illustrative purposes.

The Product Targeting Report provides insights into what sites brand buyers visit and which attract higher volume buyers. In the example above, Music Visitor households - especially to the Launch site - have an affinity for Brand A.

Successful online marketing requires a detailed understanding of how consumer offline purchasing relates to Web usage behavior. Homescan Online bridges the online and offline worlds.

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