

MEGAPANEL® DELIVERS THE DETAILED INFORMATION YOU NEED FOR AN IN-DEPTH UNDERSTANDING OF CONSUMER ATTITUDES AND BEHAVIOR.

With nearly one million people actively tracked across the United States, United Kingdom, France and Germany, MegaPanel can fill any Internet market research need. Combined with Nielsen//NetRatings' comprehensive demographic and trend data, MegaPanel shows how people react and respond to your products, services, brands and promotions – both on and off the Internet. With MegaPanel's powerful survey research capabilities, e-Commerce tracking, special cuts of demographic information and in-depth, actionable clickstream analysis, you can successfully maximize your global Internet marketing strategy.

Track e-Commerce Activity – Learn who's buying, what they're buying and how much they're spending – all the essential online retail information. Link consumer attitudes and opinions with clickstream analysis to gain a powerful view of the online purchaser.

Identify and target customer segments – Segment site visitors by their offline behavior, and customers by their online activities. Find out how to reach the most profitable prospects and customers. Develop effective strategies for reaching consumers with different levels of Internet usage (heavy, medium, light). Build meaningful customer and prospect segments by cross-referencing MegaPanel data with your own customer database.

Maximize multi-channel initiatives – Learn which channels people use and how they use them. Boost return on investment by discovering how offline and online media channels can be used together to communicate your message and drive sales.

Understand consumers' attitudes, desires and needs – Find out how actual behavior reflects claimed attitudes, and improve your online offering to meet consumer needs. Gain valuable competitive intelligence by analyzing why and how consumers respond to your competitors' advertising, products and services.

Improve customer satisfaction – Benchmark your performance on customer satisfaction and online usage with other players. Uncover the most effective ways to attract and retain customers.

MegaPanel Services

MegaPanel Custom Solutions – Leverages the expertise of Nielsen//NetRatings' highly skilled team of industry analysts for unparalleled custom research and insight. Whether you're looking for specific answers to a company question or focused research on key industries, this service provides the research you need to make informed business decisions.

MegaView Financial – Shows detailed online activity at online financial services sites, reporting on checking and savings, credit card, lending and mortgage and online trading accounts. Financial services companies can monitor average account balances, application completion figures and bill-pay activity. Use this data to benchmark client performance vs. the industry and key competitors.

MegaView Search – Reports on behavior across various search types – local, news, image, shopping and Web. View search query volume by type, evaluate contextual advertising potential for search terms and gain a quantitative perspective of business opportunities at search sites.

MegaView Online Retail – Provides comprehensive insight into the eCommerce landscape – by site and by product category. Assess total traffic to top retail sites, sales conversion rates, number of purchases and average order sizes. Compare the success of customer acquisition, conversion and loyalty by site.



“As a global brand on the Web, we need and rely on having a consistent source for online research and analysis. We're excited not only about MegaPanel's ability to provide detailed consumer insight but also the extensive reach of its panel.”

Ann Sestero
Research Manager
MSN

MegaView Local – Offers in-depth data at the local market level, allowing a granular breakdown of visitor traffic, including demographic reporting by site and locality. Determine each market's share of voice, trend them over time and decide on key markets for optimal results. Leverage this data to focus on strategic geographic markets, and develop an integrated offline and online media plan that pinpoints specific regions.

How does it work?

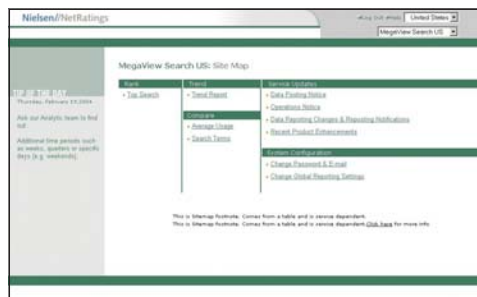
MegaPanel is the largest global meter-based panel. Proprietary metering software installed on home and work PCs captures actual clickstream behavior. And, unlike other samples and surveys, it's the only research platform weighted on the traditional media research methodology of random digit dial (RDD) recruitment and a regular enumeration survey. With its roots in proven research practices, MegaPanel yields the most accurate, granular and reliable data available.

A variety of panel sources ensure a complete spread of people. In-depth demographic information collected during the recruitment process is balanced to Nielsen//NetRatings' RDD panels to ensure the sample is representative, relevant and accurate.

Nielsen//NetRatings' experienced analysts prepare the questionnaires and surveys used in MegaPanel research so that the responses generated answer your business questions. Using our unique metering technology, MegaPanel can survey panelists based on a predetermined behavior or past online behavior and add a historical behavioral dimension to traditional survey research.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan, WebRF, LemonAd, MegaPanel and SiteCensus services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business.



Rank	Brand/Channel	Visitors (Mill)	Percentage (%)	Clicks (Mill)	Revenue (Mill)	CPA/Click (%)	CPA/View (%)	CPA/Impression (%)	CPA/Conversion (%)	New Acquired (%)
Total Line		77	100	28	29	4	10	0	0	0
1	MSN Direct	25	32	11	1	1	8	1	1	1
2	Citibank	23	29	8	0	0	0	0	0	0
3	Capital One	17	22	6	0	0	0	0	0	0
4	Bank of America	12	16	4	0	0	0	0	0	0
5	Discover Financial Services	9	12	3	0	0	0	0	0	0
6	Wells Fargo	8	10	3	0	0	0	0	0	0
7	Bank One Card Services	8	10	3	0	0	0	0	0	0
8	Bank One	7	9	3	0	0	0	0	0	0
9	Washstate	6	8	2	0	0	0	0	0	0
10	Washington Mutual Bank	5	7	2	0	0	0	0	0	0
11	Provident	5	7	2	0	0	0	0	0	0
12	U.S. Bank	4	5	2	0	0	0	0	0	0
13	Fidelity Investments	3	4	1	0	0	0	0	0	0
14	HouseholdBank.com	2	3	1	0	0	0	0	0	0
15	Overland Bank	2	3	1	0	0	0	0	0	0
16	Amortrade	2	3	1	0	0	0	0	0	0
17	American Express	2	3	1	0	0	0	0	0	0