



Fully-Customizable Brand Monitoring and Analytics Dashboard

My BuzzMetrics

Consumer-generated media (CGM) is today's fastest-growing media segment. Every day, millions of consumers go online to express opinions, share ideas and create new media for mass consumption. In this era of consumer control, companies must work harder than ever to manage perceptions and reputations, and they require dynamic, customizable and robust market intelligence to ensure swift response to online opportunities and threats.

Insights at Market Speed

My BuzzMetrics is a fully-customizable dashboard that allows brand managers to easily monitor and analyze what's being said online about their brand or organization from a wide range of CGM sources. Accessible via a Web interface, My BuzzMetrics provides real-time analysis and segmentation capabilities, at-a-glance-metrics and a range of report and delivery options to support:

- Brand, marketing and product managers who must comprehensively analyze their marketing campaigns and overall brand health—and deliver quantifiable results to stakeholders
- PR and public affairs managers who must readily assess online threats, identify influential bloggers and gauge the effectiveness of their PR initiatives
- Client services, CRM and QA managers who monitor consumer perceptions of their products and increase customer satisfaction
- Executives and other directors who require a macro-look at their company's positioning in the marketplace

Dig Deep into the World's Largest Focus Group

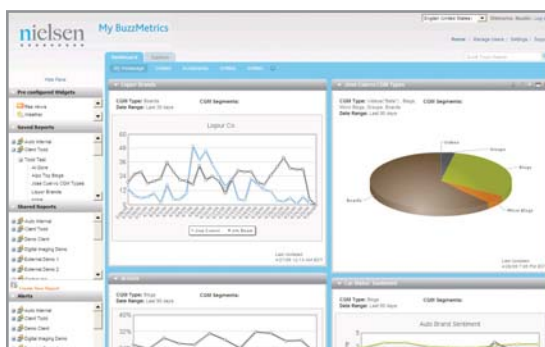
My BuzzMetrics goes beyond simple monitoring, enabling brand managers to dig deep and quickly measure and analyze consumer buzz to better understand and quantify consumer opinion on critical events, including ad campaigns, product launches, recalls or competitive situations.

Use My BuzzMetrics to:

- "Listen" to what's being said about your brand, service or company by millions of consumers online
- Identify key metrics and establish benchmarks
- Narrow the lens to focus on, and compare across, key consumer segments
- Identify—and drive outreach—to influencers
- Quickly uncover opportunities and spot threats
- Proactively monitor, protect and promote your brand and organization--and your reputation
- Evaluate the effectiveness of marketing campaigns

Professional-Level Toolset

Leveraging similar robust tools, analytics and datasets used by Nielsen's research directors and analysts, you'll benefit from ensured data quality, advanced segmentation, powerful analytics, and proprietary methodology. My BuzzMetric's versatile architecture and interface allows you to easily share reports and insights and quickly create reporting widgets for placement on one of your custom dashboards.



My BuzzMetrics

My BuzzMetrics captures and analyzes content and messages from more than 100 million blogs, user groups and social networking sites worldwide. Three analysis modules allow for quick searches across discussions, building out comprehensive reports or creating alerts. Content coverage includes:

- **A wide range of consumer-generated media (CGM) sources:** blogs, user groups, social networks and boards
- **Global language capabilities:** English, Spanish, German, Italian, French
- **Video and micro-blog coverage:** Twitter, YouTube
- **Traditional media:** online content of newspapers, magazines and other “traditional” media sources
- **Segmentation:** Consumer segmentation viewable by interest group, demographic type and more
- **Location segmentation:** U.K., Australia, New Zealand, Spain, Mexico, Germany, Italy, France, Canada, India

Analytics and Reporting

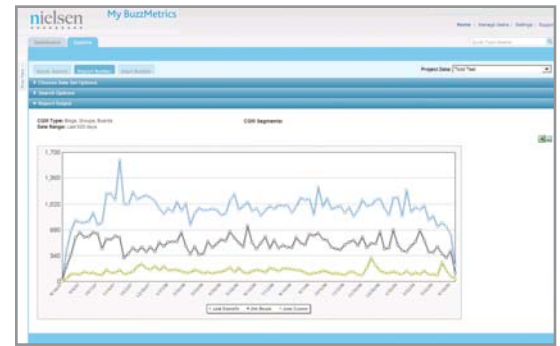
My BuzzMetrics delivers more than 30 comprehensive reports—including automated sentiment analysis and topical management—that can be refreshed on schedule, or run immediately for instant results.

- View calculated sentiment scores using industry-based sentiment dictionaries for trending and benchmarking
- See tonality breakdown to assess positive/negative/neutrality of discussion
- Monitor and track viral articles, blogs, videos and publications most associated with your brand

Choose your Data Points and Delivery

- **Widgets:** Customizable mini-reports refresh automatically
- **Saved reports:** Reports can be saved, categorized and edited
- **Shared reports:** Share customized reports with others or leverage the work others have done
- **E-mail alerts:** Setup buzz alerts on brands, products or authors to be delivered to any inbox
- **Exporting:** Reports can be exported to Excel or saved as an image for presentations.

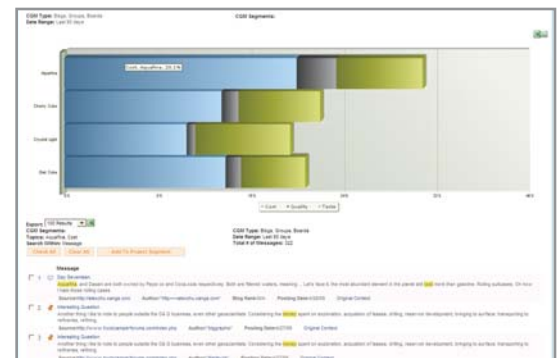
Nielsen My BuzzMetrics goes beyond simple monitoring, enabling brand managers to dive deeper into data with flexible, sophisticated analysis and segmentation, the highest-quality data available, and customizable, collaborative analytical tools



Historical Content



Easy Data Selection



Customized Reports