



Accurately Measure the Offline Impact of Online Advertising Campaigns

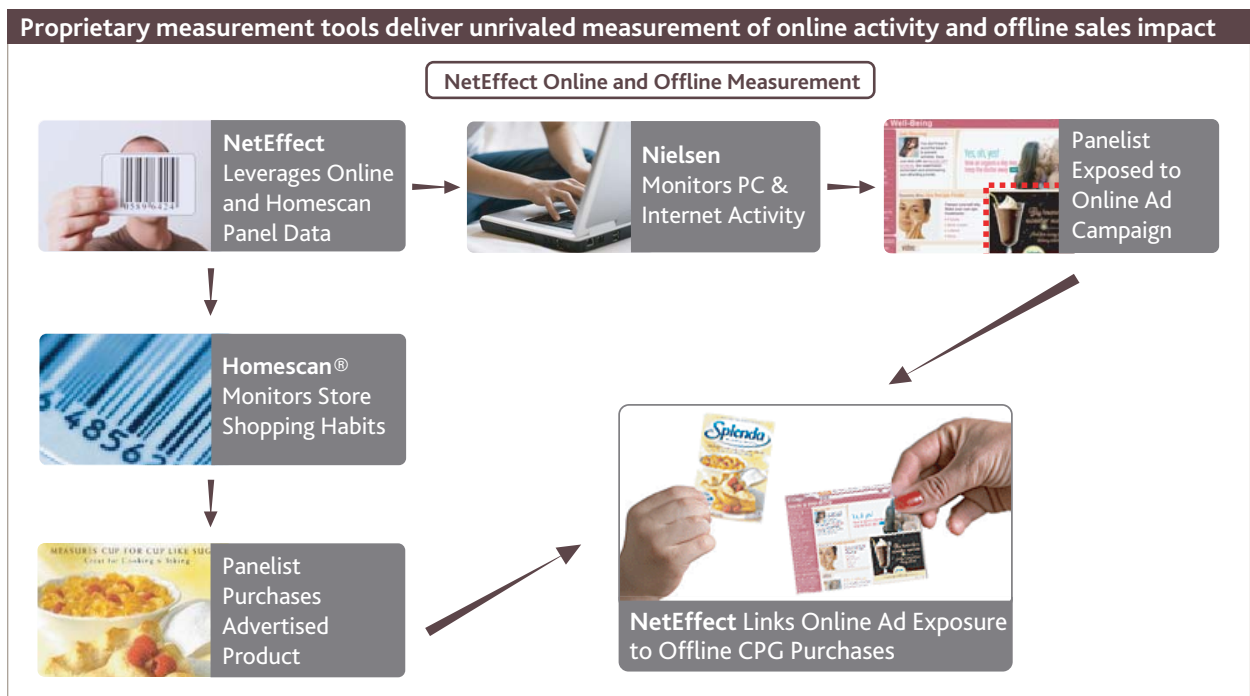
Nielsen NetEffect

As consumers spend more time online, brand and CPG marketers know that traditional media placement alone doesn't cut it when targeting their core audiences. Shifting dollars to include online advertising is a critical component of any successful media plan.

Consumer packaged goods (CPG) manufacturers have historically lagged behind other advertisers in fully integrating online into their media mix—due to both limited online sales and the lack of concrete evidence demonstrating the ROI of online marketing tactics.

To bridge the gap between online ad expenditures and offline purchasing activity, Nielsen developed NetEffect—a powerful measurement tool combined with custom analysis that leverages Nielsen's insights in online audiences and advertising with its unrivaled ability to measure offline consumer purchase behavior.

NetEffect identifies households exposed to online ad campaigns and compares their offline purchasing behavior with those who were not exposed to the campaign.



Reliably track and measure the true offline impact and ROI of your online marketing campaigns

NetEffect

Research Methodology: How We Do It

Through the combination of Nielsen's SiteCensus and metered online panel, and Nielsen's Homescan panel tools, NetEffect measures and analyzes the impact measure and analyze the impact of online marketing campaigns on consumer purchasing behaviors:

1. Identify and Measure Exposed Households

Through collaboration with the advertiser or its agency, Nielsen's proprietary SiteCensus tracking code is embedded into an online ad campaign. This enables the profiling of the audience exposed to the online ad campaign and the measurement of actual offline purchase activity among online exposed households.

2. Evaluate Offline Sales

We measure the impact on sales by identifying exposed households that are also reporting offline purchase activity via Nielsen's Homescan panel.

3. Measure ROI

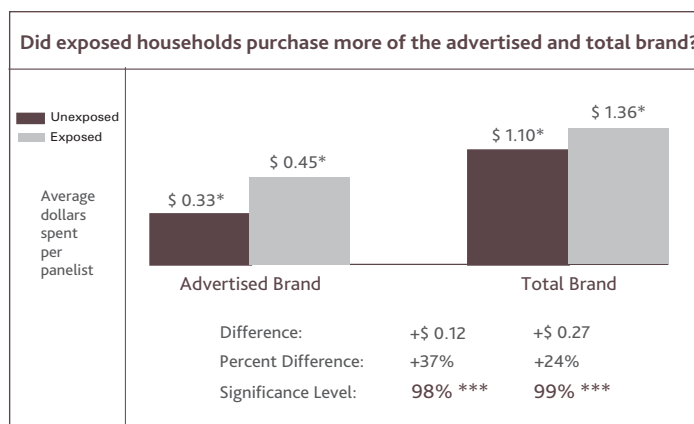
We provide custom analysis that measures your entire ad campaign across all sites, including:

- Offline sales impact
- Incremental sales generated by the campaign
- Underlying drivers of sales
- Buying occasion and purchase size
- Brand halo effects

Measuring Offline Sales Impact and Incremental Sales

"Short-Term" Incremental Sales				
How many were exposed?			Times how much each was worth (incremental)	Equals total incremental sales
Percent of Panel Reached	Total Online Population	Estimated Campaign Reach	Per Household Incremental \$ _i	Total Incremental Sales from Campaign
8.8% x	72,000,000	= 6,336,000 hhlds	x \$ 0.12	= \$ 760,320
<small>ⁱ per household incremental \$ = incremental dollars per household attributable to online advertising campaign</small>				

Sample data for illustrative purposes



Sample data for illustrative purposes

Only Nielsen can offer the right mix of innovative technologies and proven research methods to deliver the high quality data marketers can rely on to make solid business decisions.

Contact your Nielsen Account Manager today.

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