

MEASURE AND MAXIMIZE BRAND ADVERTISING IMPACT

DIGITAL BRAND EFFECT

As an advertiser, you want to know if your ads are resonating, especially now that you have more options than ever to influence audience opinion. This change fuels the need for **Nielsen Digital Brand Effect and Nielsen Mobile Brand Effect**, consistent, optimization solutions that allow advertisers to evaluate campaign performance in real-time using a brand relevant metric — brand lift.

COLLABORATION

Using an intuitive dashboard, measure performance against the campaign's primary marketing objective

ACCOUNTABILITY

Increase accountability by working together around the exact same data to boost performance and maximize results

BENCHMARKING

Compare results against norms by marketing objective, allowing you to quickly build digital best practices across entire brand portfolios

WHY NIELSEN DIGITAL BRAND EFFECT



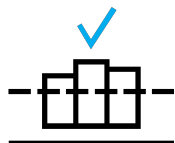
Evaluate overall performance against the primary marketing objective using a brand-relevant metric



Understand in real-time which ads to run, where to run them, and how often



Collaborate with agency and media partners to optimize performance and improve impact



Evaluate results against market norms and develop custom benchmarks



Maximize return on advertising spend

For more information contact your Nielsen representative or visit www.nielsen.com