



AN UNCOMMON SENSE
OF THE CONSUMER™

GET THE ADVERTISING INTEL YOU NEED TO GET AHEAD OF THE COMPETITION

WITH NIELSEN AD INTEL

WHAT IS IT?

Ad Intel gives you access to the most comprehensive source of advertising intelligence available today. You can track competitive advertising activity and the media landscape – across 22 different media types and throughout all 210 Nielsen Designated Market Areas (DMAs).

Ad Intel will help you determine:

- How much each advertiser is spending
- When, where and how many ads are placed
- Which markets are being targeted
- Which creatives are being used
- How well the media plan fared in comparison to the competition

Ad Intel enables you to get actionable audience data and compare activity across media categories, narrow down by company, category or brand, and tap into over 20 years of historical data. It will feel like having an entire competitive intelligence staff at your fingertips.

WHY AD INTEL?

Nielsen Ad Intel enables you to discover granular insights in one convenient and quick tool with the ability to stay ahead of the competition with timely alerts.

1. Granular Audience Insights

- Discover how your ad activity compares to the competition
- Obtain comprehensive insights on media weight with Impressions or Gross Ratings Point metrics, detailed by an expansive set of demographics and household characteristics

2. Intuitive User Interface & Report Creation

- Predefined and customizable templates enable you to access critical information immediately
- Easily evaluate an advertiser's media weight and spend in comparison to other companies, categories or brands

3. Increase Proactivity with Competitive Alerts

- Identify market shifts or changes in competitors' activity as soon as it happens by setting up customizable alerts

KEY BENEFITS

- Track advertising activity by company, category or brand
- Find out where, when and how competitors are targeting ad dollars
- Strengthen your competitive advantage with alerts that signal changes in activity
- Create custom brands, markets and product categories

For more information contact your Nielsen representative
at 866-864-1244 or visit www.nielsen.com

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