

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN AD INTEL

ONLINE COURSE LISTING
2017



To register for any of the live, online learning sessions, go to:
<http://en-us.nielsen.com/sitelets/cls/localcalendar.html>

LEVEL 1 - FUNDAMENTALS

Nielsen Ad Intel: Level 1 - Fundamentals for Local TV

Need to know how you stack up to the competition? Use Nielsen Ad Intel to see how clients are investing their spot TV dollars!

In this first session of a two-part series you will:

- Learn the fundamentals step-by-step of how to pull a competitive expenditure report
- Sort and constrain this report to create a prospecting list of potential new clients
- See how to pull schedule reports to see an advertiser's exact spot placement – as well as the actual commercial

You will have an opportunity for a hands-on practice exercise during the class, so please have access to your Nielsen Ad Intel account during the training session.

LEVEL 2 - BEGINNER

Nielsen Ad Intel: Level 2 - Summary Database for Local Clients

Recommended pre-requisite: Nielsen Ad Intel: Local Television 101 or Nielsen Ad Intel: Local Newspaper 101

Learn how you can now run Nielsen Ad Intel competitive summary level reports with faster turn-around. In addition, users will be able to pivot/manipulate their summary reporting output.

- Identify where your competitors are placing their advertising spending
- See television creative reports

You will have an opportunity for a hands-on practice exercise during the class. Please be prepared to sign into Nielsen Ad Intel.

LEVEL 3 – INTERMEDIATE

Nielsen Ad Intel: Level 3 - Follow the Dollars

Recommended pre-requisite: Nielsen Ad Intel: Local Television 101

You have the tools to run the reports, but want to learn how and when to apply the data. Nielsen Ad Intel: follow the dollars will walk through two scenarios - prospecting for new business and increasing share - using Nielsen Ad Intel data to reinforce the proposal. Learn how to help your clients make their advertising dollars work more efficiently and effectively!

This is a conceptual course focused on the use of the data.

LEVEL 4 –ADVANCED

Nielsen Ad Intel: Level 4 - Advanced Uses for Local TV

Need to increase your sales? Use Nielsen Ad Intel to look beyond Spot TV.

In the second session of this two part series:

- Learn how to run multiple media reports that show how clients are spending outside of local television
- Use Share of Business vs Share of Voice reports to track demo posting

- Use Trend reports to track spending over time, so that you can be ahead of the game!

You will have an opportunity for a hands-on practice exercise during the class, so please have access to your Nielsen Ad Intel account during the training session.

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit www.nielsen.com.