

# SOLVE THE DIGITAL ADVERTISING PUZZLE



# POSITION YOUR CAMPAIGN FOR SUCCESS

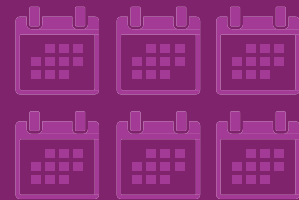


## THE PATHWAY TO EFFECTIVE CAMPAIGNS

Today's digital audience is more difficult to reach than ever before. With so many platforms and outlets at their fingertips, consumers are everywhere. Marketers need measurement to understand the audience their ads are reaching.



THIS INFOGRAPHIC follows **XYZ Cosmetics** as they plan their advertising campaign for the next six months. As they execute against this media plan, we will see how access to in-flight audience insights ensures campaign success.



DESKTOP +  
LAPTOP



SMARTPHONE  
+ TABLET



DESIRED  
AUDIENCE

AGE:  
25-54

TO SET THEMSELVES UP FOR SUCCESS,  
XYZ COSMETICS WILL WORK TO:

- 1 UNDERSTAND THE AUDIENCE THEIR ADS ARE REACHING
- 2 IDENTIFY PLACEMENTS WHERE THEIR ADS ARE SEEN
- 3 EVALUATE THEIR CROSS-DIGITAL STRATEGY

**FYI**

XYZ COSMETICS WAS CREATED SOLELY FOR ILLUSTRATION.  
THE ADVERTISER AND CAMPAIGN ARE FOR EXAMPLE PURPOSES ONLY.

# ON-TARGET DELIVERY



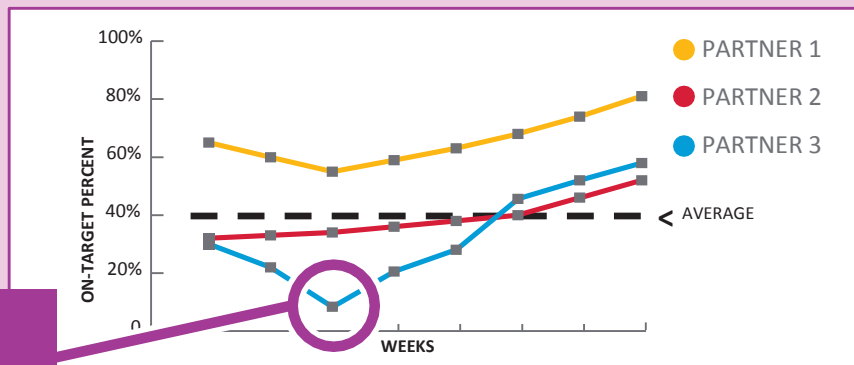
## WHO IS MY AD REACHING?

As consumers explore endless amounts of media in the digital space, they are constantly bombarded with content and advertising. It is crucial for advertisers and publishers to measure how many ad impressions were seen by their defined audience, or the on-target percent of their digital campaign.



### HOW CAN XYZ COSMETICS USE THIS DATA DURING THE CAMPAIGN?

Using in-flight data from Nielsen Digital Ad Ratings, XYZ Cosmetics and its partners can make in-flight decisions to optimize their ad spend and find their desired audience.



XYZ COSMETICS can work with Partner 3 in order to improve their placement and targeting during the campaign.

# VIEWABILITY



## IS MY AD BEING SEEN?

With the power to click, ignore, and block ads all together, consumers are in control. Marketers must now understand not only how many times their ads were served, but also how many of those ads were actually seen by a human being.



## WHAT MAKES AN AD “VIEWABLE”?



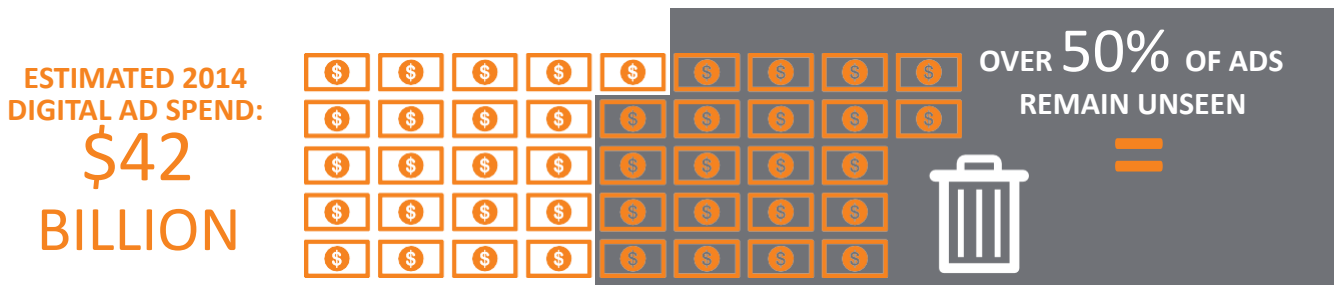
**AT LEAST  
50%  
OF PIXELS  
ARE VIEWED  
FOR AT LEAST  
1 SECOND  
BY A HUMAN**



**FRAUDULENT VIEWS**  
Viewability is measured by human-traffic only. Sites are monitored for the use of:

- > Direct signs of ad stacking or stuffing
- > Suspicious population activity based on IP addresses
- > Bots or Spiders

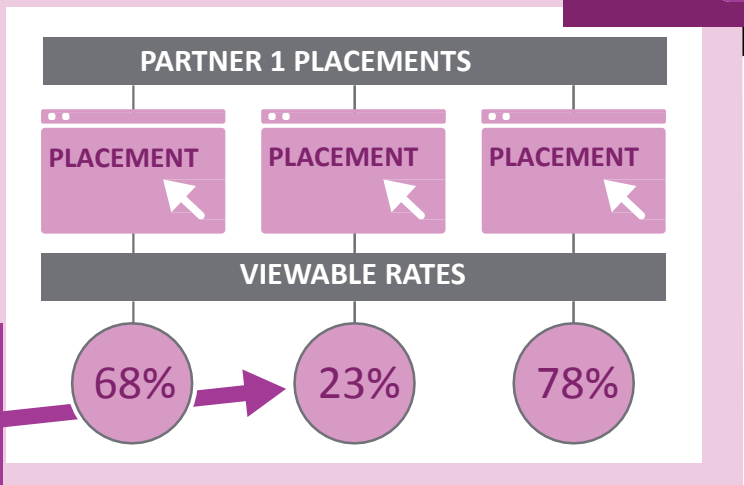
VIEWABILITY DATA PROVIDED BY INTEGRAL AD SCIENCE



## HOW CAN XYZ COSMETICS USE THIS DATA DURING THE CAMPAIGN?

Nielsen Digital Ad Ratings measures viewability in-flight so XYZ Cosmetics and its partners can monitor their ad placements and ensure they are actually seen.

**XYZ COSMETICS** can work with Partner 1 to optimize their second placement on the site in-flight and achieve their viewability goal.



## CROSS-DIGITAL PERFORMANCE



### HOW EFFECTIVE IS EACH DEVICE IN MY CROSS-DIGITAL CAMPAIGN?

The launch of mobile measurement has provided pivotal insights to truly understand a campaign's total digital audience. Coupling this information with performance across desktop and laptop-based advertising, and comparing it back to traditional television advertising, enables marketers to understand how their audience consumes media across each screen.



#### CROSS-DIGITAL DATA INCLUDES ALL DESKTOP AND MOBILE PLATFORMS

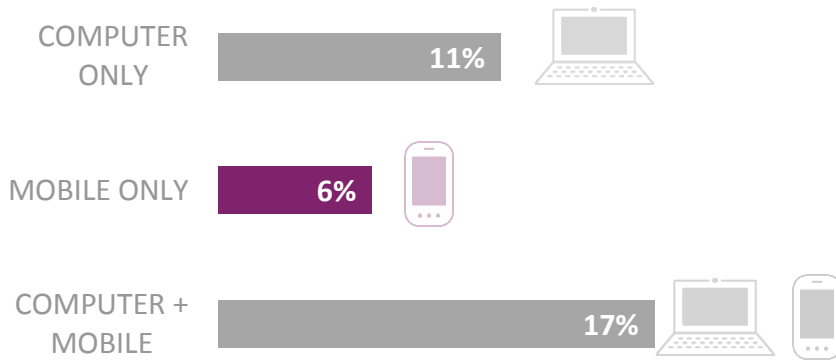


## HOW CAN XYZ COSMETICS USE THIS DATA DURING THE CAMPAIGN?

XYZ Cosmetics and its partners can monitor their campaign using in-flight ratings data for each platform and see the duplicative audience across all devices.



**XYZ COSMETICS CAN UNDERSTAND THE INCREMENTAL AUDIENCE GAINED THROUGH EACH DEVICE, ALLOWING THEM TO EXTEND THEIR REACH.**



XYZ COSMETICS HAS REACHED **34%** OF WOMEN, 25-54, IN THE U.S

## THE WRAP UP

FOR MORE INFORMATION ON NIELSEN DIGITAL AD RATINGS, [CONTACT US HERE](#)

NIELSEN DIGITAL AD RATINGS are the industry's only overnight campaign audience measurement tool for every digital screen – computers, mobile devices (smartphone and tablet, in-browser and in-app), and the unduplicated audience across both. Transact confidently with a Media Ratings Council accredited\* solution that provides metrics by demographic, site, placement and viewability.

\*Nielsen Digital Ad Ratings are accredited for unique users, demographics and viewability for computer measurement



SOURCES: NIELSEN DIGITAL AD RATINGS DATA, INTEGRAL AD SCIENCE, EMARKETER