

NIELSEN TOTAL AD RATINGS

KNOW WHO SAW YOUR AD ON TV, ONLINE - AND ON BOTH

WHAT IS TOTAL AD RATINGS?

Nielsen Total Ad Ratings provides independent and actionable audience measurement for advertising campaigns across TV and digital platforms.

Coupling audience measurement data from both Digital Ad Ratings and TV audiences, Total Ad Ratings delivers age and gender demographics, deduplicated campaign reach, frequency and GRPs.

Gain valuable insights into who saw the ad on television, who saw it online - and who saw it on both.

WHY TOTAL AD RATINGS?

MEDIA BUYERS

- Evaluate and validate campaign delivery against reach and frequency goals
- Quantify total unique audience to determine the most effective ad investment

MEDIA SELLERS

- Prove inventory value
- Showcase incremental reach delivery

KEY FEATURES

Best in class approach to deduplicating audiences across TV, desktop and mobile

Independent audience measurement brings together TV and digital with comparable metrics

Access to Digital Ad Ratings audience reporting for desktop and mobile

HOW IT WORKS

TAG



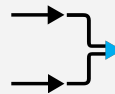
- Tag implemented for desktop and mobile measurement
- Unique commercial codes for TV ads

COUNT



- Digital ad exposure counted using Digital Ad Ratings
- TV ad exposure from local television audience measurement provider

ASSOCIATE



Deduplicated single source dataset of cross-platform exposures created by associating TV panelists with their digital exposures

REPORT



Offline report - advertising audience reach by platform and demographic

FOR MORE INFORMATION CONTACT YOUR LOCAL NIELSEN REPRESENTATIVE.