

# Nielsen Monitor-Plus™

The Leading Provider of Competitive Advertising Intelligence

Nielsen Monitor-Plus™ is the leader of innovative advertising information services. Our suite of competitive reporting products and services delivers timely and insightful data necessary to discover new sales opportunities.

## Tools to Thrive in Your Business

- Comprehensive monitoring of spot T.V. advertising information and creatives
- Actionable advertising data in units, expenditures and GRPs
- In-depth advertising intelligence available by parent company, brand and product category

## Answers to Your Sales Questions

### Media /Market Intelligence

- What is the total spending in your competitive set? How do you compare to your competitors?
- What new brands within your product category have advertised recently?
- Where are your competitors placing ads? Who are they targeting? How well did their ads perform?
- What do their creatives look like?
- Is your POD position favorable?

### Sales Intelligence

- Who is advertising with our competitors?
- What is my share of an advertiser's media plan?

- What are my competitors' POD positions?
- Who are the top spenders in our market? Are they advertising on our station?
- Which advertisers have started new campaigns? Are they advertising on our station?
- How has advertising spending changed within spot television or across all media?

## Plan Your Sales Strategy Around Quality Data

Nielsen utilizes advanced systems to ensure that Monitor-Plus data is accurate and reliable. We employ a superior pattern recognition technology, which captures 128 audio/video signatures per 30 second spot, to ensure that all ads are properly identified. Monitor-Plus data is subject to a quality assurance process to verify that advertiser, product and brand information is coded correctly so there are never 'unknown' occurrences.



**For more information, contact your Nielsen Representative today.**