



Nielsen IMS CampaignRF Unleashes the Power of Nielsen Fusion

IMS CampaignRF™ is a multimedia Reach & Frequency tool that combines two or more media schedules to determine total campaign results, based on the specifics of a marketing target. Gain insight on how specific media work together and the contribution each media platform makes to the campaign.

Nielsen Fusion

Nielsen Fusion integrates media currency and marketing data to optimize clients' media execution decisions. The end product is a single database containing fields from both surveys, providing complete analysis flexibility. Nielsen offers a TV/Internet Fusion and Brand Target Audience (BTA) fusions that focus on Moviegoers and CPG products.

- Which combination of properties makes a stronger proposition to the advertiser than my properties in isolation?
- How do I determine exactly how much of each media to offer in combination? Can I experiment with different combinations?
- How can I be more responsive to advertisers by presenting plans expressed in terms of their actual target audience?



Collectively, these tools work in concert to answer the following questions:

- What are the best media mix combinations for detailed marketing targets?
- What changes can be made to my client's campaign to make it more efficient?
 - The right mix of media
 - The right \$ budget
 - Increased Reach and Frequency of my target
- Is there a way I can present alternative campaign combinations, each of which have different strengths, to my client?

Build TV and Internet plans using targets that include the following elements:

- Demographics
- Nielsen Homescan buyers, non-buyers, heavy, medium and light buyers
- Moviegoing behavior
- Web site visitors
- Magazine readers
- TV program viewers
- Perform multiple "what if" scenarios

The screenshot shows the Campaign Control software interface. It features a main window with a 'Campaign Control' title bar and a 'Campaign Actions' menu. The interface is divided into several sections:

- Summary Table:** A table comparing three campaigns (CampaignRF1, CampaignRF2, CampaignRF3) across various metrics like Reach, Cost, and Frequency.
- Frequency Levels:** A detailed view of frequency levels for each campaign, showing reach and cost for different levels (0-12).
- Graph Results:** A section for visualizing campaign performance.
- Summary Results Side-by-Side:** A section at the bottom right that provides a side-by-side comparison of summary results for the campaigns.

Annotations with orange arrows point to the 'Campaign Control' title bar and the 'Summary Results Side-by-Side' section, with a caption: "The campaign control gives the summary results side by side".

For additional information contact your Nielsen Representative:
New York 646-654-5959
Chicago 312-583-5357
Los Angeles 323-817-1530
www.nielsen.com