



Targeted Mobile Advertising

Bringing advertising planning, targeting and intelligence tools to mobile

Unlock the ROI of your mobile marketing campaigns with highly targeted mobile advertising. Nielsen gives you the intelligence and planning tools you've come to expect for other media types—now for mobile. With unsurpassed clarity into the mobile consumer, you'll be able to spot trends, target your audience and ultimately make more informed decisions about your advertising initiatives.

Planning and Targeting Tools

Mobile Media Marketplace—

Discovering demographic targets on mobile: Mobile Media Marketplace goes beyond the numbers with market insights from Nielsen's mobile experts, providing a snapshot of mobile media consumption in the US across comprehensive demographic segments based on age, gender, income, race, ethnicity, education, employment and more and covering eight types of mobile content.

Mobile @Plan—*Finding behavioral targets on specific mobile websites:* Mobile @ Plan delivers demographic and in-depth lifestyle information on the audiences of more than 200 websites.

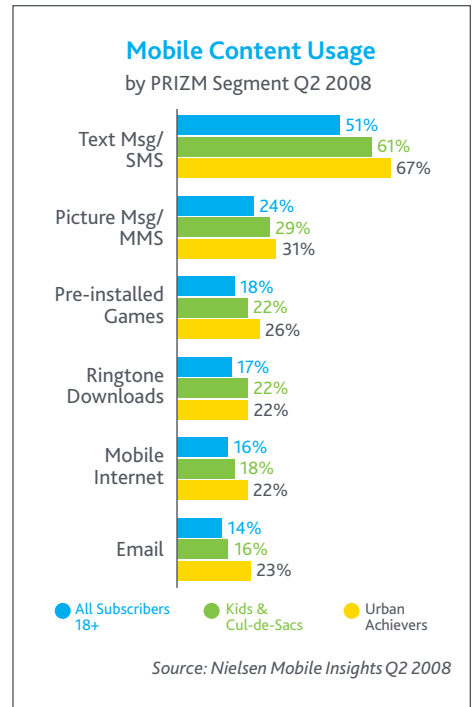
Mobile PRIZM and Mobile MRI—

Uncovering behavioral targets on mobile

Mobile MRI: The first tool to provide advertisers with a holistic view of the mobile consumer, Mobile MRI links data from Nielsen's Mobile Media Marketplace with corresponding data points from MRI's Survey of the American Consumer, delivering detailed behavioral, psychographic, demographic and product usage information on mobile users.

Mobile PRIZM: Mobile PRIZM enables you to perform targeted customized analysis of the mobile usage patterns of each of PRIZM's 66 consumer segments.

Mobile Messaging—*Finding demographic targets via shortcode marketing:* Mobile Messaging, part of the Mobile Media SMS product, provides revenue, transaction and demographic data that you can use to analyze trends in shortcode campaigns.



Intelligence Tools

Mobile AdRelevance—*Benchmarking your advertising investment:* Leveraging Nielsen's proprietary mobile web audience and traffic data in conjunction with Nielsen's new daily advertisement scraping methodology, Mobile AdRelevance shows you who is advertising where and which campaigns are most effective.

CONTACT US:
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