



# Let **Nielsen IMS WebRF** Identify the Optimal Mix of Websites Targeted to Your Customers and Use Them to Maximize Your Internet Campaign

An Internet research and planning tool, developed in cooperation with Nielsen Online. IMS WebRF™ provides the analyst with the ability to evaluate, sort and combine audience information on an exhaustive list of sites. It utilizes the richness of the respondent level data provided by Nielsen Online to deliver extensive demographic and market break options as well as observed levels of duplication.

## **IMS WebRF™ provides Reach & Frequency results on rich demographic targets quickly and easily!**

Mine the data for those brands/channels that have the highest likelihood of attracting a given audience.

Try various "what if" scenarios to evaluate the relative contribution of different combinations of sites.

Analyze market position vs. competitors.

Put together plans that have the greatest reach against a marketer's primary target.

Evaluate ways to spend Internet dollars most efficiently.

Demonstrate the value of increasing Internet advertising dollars for greater reach among the target.

Maximize the value of packaging various properties.

Generate multiple views of the campaign results via flexible reporting options—all exportable to Microsoft Excel™

Evaluate the Internet using the same language and metrics as other media.

Reach & Frequency results are also provided within the Nielsen NetView System.



# Nielsen IMS WebRF

## Features

**Input by page views/impressions**—The user can input just those impression levels being considered and IMS WebRF™ will return the adjusted Reach and Frequency against any available target to reflect that a percent of that site is being evaluated.

**Summary Reports**—Report formats are available to summarize and break down the campaign results. These flexible report options allow for many views of the data.

**Graphing**—Graphs are available with the majority of report formats for a visual representation of the campaign results.

**Optimization**—Let the system help you find the most efficient schedule for reaching your desired target. Custom cost information can be entered and optimizations can be performed on any combinations/groupings of sites.

**Qualitative Variables**—Variables that reflect viewing patterns (view time, time per view, time per person) as well as the ability to evaluate estimated response and estimated cost per response are also available.

## Internet/Active/Total Population Options—IMS WebRF™

Provides the ability to evaluate the plan within the context of several universes.

**Internet Universe:** Those who had Internet access during the month.

**Active Internet Users:** Logged on to the Internet during the month.

**Total Population:** Belong to a target group regardless of their Internet usage. This universe is important for evaluating the reach of the Internet plan in a multimedia environment.

**Link to Nielsen IMS Campaign RF and Nielsen IMS MediaMix**—Users have the ability to transfer their Internet schedule results seamlessly to IMS CampaignRF™ or Nielsen IMS MediaMix in order to analyze multi media campaign delivery.

For additional information contact your Nielsen Representative:

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