



Identify New Advertising Opportunities and Develop Mobile Advertising Strategies That Work

Build a winning mobile advertising plan with Nielsen Mobile AdRelevance

Mobile internet audience has now topped 50 million subscribers as smartphones and faster wireless networks continue to enable growth. Nielsen Mobile AdRelevance provides the data and insights that allow you to understand and leverage new opportunities for engaging consumers in the mobile media space.

- *Who are the top advertisers on the mobile internet?*
- *Which websites and which carriers are attracting the most mobile advertising?*

Nielsen Mobile AdRelevance provides you with holistic insights that help you understand the competitive mobile display ad landscape and benchmark your brand's efforts in this emerging space.

With Nielsen Mobile AdRelevance, you will be able to track the share of estimated impressions each advertiser or publisher is capturing by category and genre. You will also discover which mobile advertising strategies are being used by each advertiser, and have the opportunity to analyze top creatives across mobile sites.

Nielsen Mobile AdRelevance will continue to expand the depth and breadth of its site coverage as the market continues to evolve, and will be delivering integrated reporting with Nielsen AdRelevance to provide comprehensive measurement of digital ad campaigns. Get deep insights at the touch of a button, and meet your unique business goals with Nielsen Mobile AdRelevance.

For additional information contact your Nielsen representative at 1-800-988-4226

Please visit www.nielsen.com



BENEFITS:

- Gauge where to advertise on the mobile web and understand competitive positioning
- Attract more advertising to your website
- Evaluate the top mobile advertisers and top advertising categories
- Improve profitability of mobile spend and identify the right business partnerships
- Identify the best opportunities to reach target audiences efficiently and cost-effectively