



Nielsen Monitor-Plus™

# Ad\*Views™

Ad\*Views™ enables you to continually monitor your advertising performance—as well as your competitors’.

Ad\*Views gives you access to the most comprehensive source of advertising intelligence available today, so you can track the full range of competitive advertising activity. You’ll be able to monitor the entire media landscape—across 17 different media types and throughout all 210 DMAs—to find out:

- How much each advertiser is spending
- When, where and how many ads were placed
- Which markets they’re targeting and with what creative
- How well the media plan fared in comparison to the competition

Compare activity across media categories. Drill down by company, category or brand. Tap into ten years of historical data. Ad\*Views is like having an entire staff dedicated solely to competitive market analysis.

## Get Detailed Performance Evaluations

In addition to tracking advertising activity, Ad\*Views allows you to see who was watching your commercials.

Advertising occurrences are linked to Nielsen Media Research ratings data for both national and local television. National TV occurrences are also linked to additional market break data, such as income, education, and PC ownership. Time shifted viewing data is also available. National magazine occurrences are linked to MediaMark Research Inc.

## Access Complex Data via Easy to Use Reports

Ad\*Views translates complex information into clear, easy-to-use reports.

Predefined templates enable you to access critical information as soon as you get started. You can easily evaluate an advertiser’s media performance, costs and efficiencies to other companies, categories or brands. Measure advertising activity at every level down to the detailed level of monitoring different flavors of a food brand or models of an automotive company.



## Benefits of Ad\*Views

- Track advertising activity by company, category or brand
- Evaluate a company’s advertising performance across a wide range of media
- Find out where, when and how competitors are targeting their ad dollars
- Enables broadcasters to see how well they deliver on an advertiser’s share of voice compared to their share of the advertiser’s business
- Strengthen your competitive advantage with alerts that signal changes in activity

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## Obtain Actionable Insights

Ad\*Views reports makes it easy for you to interpret the data and pursue a course of action.

**TV Audience Data** Ad\*Views offers the ability to obtain GRP data as soon as it is released. Details on demographics and household characteristics are available.

**Zero Share of Business Reports** help stations and broadcasters identify who should be on their air. Low share of business reports coupled with Nielsen's ratings data highlights how well your network can deliver on share of voice compared to the share of the advertisers business. MarketBreak ratings data lets stations know how well they are doing against an advertiser's target audience.

**POD Position Analysis: FML POD (First, Middle and Last POD) Report** is a brand-new summary report that allows you to see total units and/or dollars in a wide variety of report formats for the National Market and Television Media Types—Network, Cable, Syndications, Spanish-Language Cable and Spanish-Language Network. The selections of FML POD template determines what data elements will appear in the report. In addition, users select what will appear in the rows, creating the possibility for hundreds of different report layouts customized to meet your needs.

**TV Creative Review:** See what creative points an advertiser is highlighting. Monitor-Plus gives you that ability to

analyze creative executions with full color, full audio, digitized video and frame-by-frame storyboards. Full resolution national print ads are also available for review.

**Intelligence Alert Feature:** Put an end to ad appending changes that slip in under your radar. Ad\*Views helps you identify market shifts or changes in competitor's activity as soon as it happens. This feature eliminates the manual effort by setting up an automatic alert. You decide which market factors you want to keep an eye on such as increase or decrease in activity and you'll automatically be notified when changes occur.

**POD Positioning:** Positioning is generally considered key to whether your target audience sees and recalls an ad. Using the Competitive POD Placement report you can see where you and your competitors' ads appeared within a commercial break.

**Modeling and Diagnostic Tool:** For Advertisers this provides customizable report options that help facilitate strategic and predictive modeling initiatives—both on your activity and your competitor's. This makes the Ad\*Views system an invaluable strategic tool as well as an evaluative monitoring device.

## Media Coverage

Network TV  
Syndication TV  
National Cable TV  
Spanish-Language Network TV  
Spanish-Language Cable TV  
Spot TV  
Spot Radio  
Network Radio  
National Consumer Magazines  
Local Magazines\*  
National Newspapers  
Local Newspapers  
Local Sunday Supplements  
National Sunday Supplements  
Outdoor  
Coupons\*  
Internet

\*Exclusively provided  
by Nielsen Monitor-Plus

For more information, contact your  
Nielsen Representative today.