

Nielsen IMS Optimax

Personal Probability Model

Reliable Reach & Frequency calculated with true personal probability method retains all information within data, thereby preserving sensitivity to "pockets of opportunity".

Optimization

Quickly evaluates hundreds of schedules using an advanced genetic algorithm, to discover optimized efficient solutions based on your criteria. Optimize for a budget or a reach goal!

Custom Demos

Demographic targets can include multiple household characteristics (e.g., Household Income, Presence of Children, Language, Cable Status, Hispanic Language Strata, Race, etc.).

Media targets can be created as viewers or non-viewers of specific programs or dayparts (e.g., Females 18–49 Friends Viewers, Male Non-Viewers of Primetime).

Product targets can be created using—Nielsen's expanded demographics (e.g., J.D. Powers Automotive, Pet Owners and PC/Internet usage integrated databases such as Nielsen Fusion, Simmons' BehaviorGraphics).

Product targets allow the user to focus on the true product consumers rather than traditional surrogate demographics (e.g., Women Who Bought or Leased a Traditional Luxury Car, Male Users of Tylenol, etc.).

Custom Dayparts

Create custom dayparts by selecting desired networks, program types, days of the week and/or time span. Include and exclude programs to client requirements (e.g., children's programs excluded for feminine hygiene products, etc.) Rank programs based on GRPs to include top-rated programming in a custom daypart (e.g., Tier 1 Syndication).

Composite Dayparts

Combine dayparts and assign weight to each daypart so that distribution within those dayparts remains fixed (e.g., create a network daypart for daytime soap operas on ABC and CBS, assigning a 60/40 split between the two networks).

You can also create composite dayparts across broadcast types (e.g., a sports daypart that includes 50% network sports and 50% cable sports).

Nielsen Ad*Views

Import Nielsen Ad*Views brand schedules to analyze your own brands or investigate your competition. Demonstrate how you can plan more efficiently than the competitor—a useful tool for new business pitches!

Venn Wizard

View and create Microsoft® PowerPoint slides of duplication among target demos and pairs of schedules. Determine exclusive reach for each schedule and understand where to find your hard to reach (light) viewers.

Multi Media Campaign Analysis

Evaluate national TV Reach & Frequency in the context of a multimedia campaign by linking to Nielsen IMS CampaignRF and Nielsen IMS MediaMix.

For additional information contact your Nielsen Representative:

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