



Actionable Online Insights for Technology and Telecom Marketers

Solutions to Drive Your Online Marketing Strategies

In an industry of constant change and innovation, technology and telecom organizations must continually develop new technologies and products and market to tech-savvy consumers who rely on the Web to evaluate those new technologies.

In this highly-competitive industry, technology and telecom organizations place top value on community engagement and interaction online. They rely on credible online intelligence and insights to guide them in product development, product launch, CRM and advertising and marketing strategies. Quantitative audience metrics are only part of the equation—brands must also measure consumer-generated media (CGM) and other online behaviors to fully gauge brand advocacy and demonstrate marketing ROI.

Nielsen's comprehensive CGM measurement and analysis, independent audience measurement tools and custom research provide an inclusive, integrated view to help brands measure the impact of online marketing investments, build continual value and foster brand advocacy online and offline.



Millions of Technology Consumers are Talking Online—Are You Listening?

Every day, millions of technology consumers converse on news sites and forums, blogs and social networks. They turn to the Internet to create and evaluate technology, access peer reviews and share opinions, grievances and advice. Measuring online buzz and opinion highlights issues that fuel discussions, purchasing decisions and drive brand advocacy. Nielsen's BuzzMetrics® services deliver key insights, including:

- How consumers feel about your brand, product or service—in their words
- How to leverage online discussions to increase product adoption
- Specific issues being discussed around your brand, product or service
- Trends and events influencing buzz around your brand—and your competitors
- How effective your online and offline marketing campaigns are

Measure the Impact of Your Online Marketing Strategies

Nielsen's site-and panel-based measurement, advertising, demographics and custom survey tools help brands understand, measure and respond to consumer activity online. Proprietary tools, syndicated services and custom analytics provide data to help define business objectives, target audiences and differentiate products, sites or brands.

- Examine Web audiences by size, demographic profile and behavior
- Identify and locate your target audience
- Optimize your online advertising strategy
- Track your competitors' strategy
- Identify sales drivers
- Analyze your cross-media impact

A lot of people look at a company like Sony as big and impenetrable. But our recent efforts in the social media arena have allowed us to break down those barriers and put a face on the company..

Sony Consumer Electronics America

Actionable Online Insights for Technology and Telecom Marketers

Nielsen's solutions for technology and telecom organizations helps companies monitor and analyze consumer buzz, target and measure audiences online and proactively drive digital strategies.

Internet Marketing and Competitive Analysis

- Identify the best sites to reach your audience
- Measure and track your site traffic
- Identify major competitors, where they get their customers and where they're putting their ad dollars
- Track consumer online/offline purchasing behavior
- Determine who's talking online about your brand, product or organization
- Quantifiably assess which marketing campaigns are converting and drive sales or creating and sustaining buzz
- Build measurably effective online media plans

Product Development and Launch

- Spot emerging trends
- Measure pre- and post-launch or campaign sentiment
- Outline new product launch strategies based on analytical measurement
- Develop new products based on consumer need and preference

Brand Insight and Customer Satisfaction

- Monitor and analyze buzz about your brand—and your competitors'
- Identify your best—and worst—brand advocates
- Gauge sentiment around your products and technologies
- Proactively identify and address potential reputation-killers

What are consumers saying about your brand and organization online—and how can you swiftly monitor, analyze and respond to the buzz? With My Nielsen BuzzMetrics—the fully customizable brand-monitoring and analytics dashboard—brand managers can quickly and easily access data and insights to understand and quantify online consumer opinion and buzz.

Nielsen BuzzMetrics Insights in Action: Threat Analysis and Crisis Management

Situation

A leading firm became one of the most talked-about and publicized brands as a result of a "viral video," highlighting questionable employee behavior and lax customer service.

Solution

Within minutes of being posted, Nielsen's ThreatTracker™ service spotted the video, and immediately notified managers—facilitating instant mobilization of crisis response efforts. Guided by rapid analysis and situational assessment, crisis management actions were swiftly implemented in the company's customer service, Web content, marketing and operations groups.

The Internet is the primary starting point for business-to-business and consumer pre-purchase research:

- More than three-quarters of Internet users go online to research a product or service *
- Nearly a third have posted a comment or review online*
- In a recent Nielsen survey, 58% of respondents said if they had to choose just one method of researching consumer electronics purchases, they would choose the Internet**

Nielsen provides the syndicated research tools, custom analytics and to enable brands to effectively measure, interpret and act on consumer behaviors online.

* Pew Internet & American Life Project Tracking surveys, September 2007

** Nielsen Online, May 2008

For more information, contact your Nielsen representative at 800-988-4226 or visit www.nielsen.com