



AN UNCOMMON SENSE
OF THE CONSUMER™

UNLOCK THE POWER OF THE LOCAL CONSUMER

NIELSEN PRIME LINGO® SOFTWARE IS YOUR GATEWAY TO MORE ACTIONABLE LOCAL CONSUMER DATA

BE SUCCESSFUL BY KNOWING THE LINGO

Increase your efficiency and ability to leverage local insights with Nielsen PRIME Lingo. This data analysis software features a user-friendly interface and simplified features - all without sacrificing the ability to perform in-depth analytics. With applications for beginner, intermediate, and advanced users, your entire team will be able to unlock Nielsen Scarborough local insights using Nielsen PRIME Lingo software.

PRIME LINGO SOFTWARE FEATURES:

- **A Web-Based Interface** accessed via a unique login at www.myprimelingo.com.
- **A GO! Guide** helps first-time or novice users access the insights they need by selecting from a library of pre-created reports.
- **Quick View Reports** generate an instant profile of your target against a selected category. The profile is displayed in a presentation-ready graphic that clearly tells your target's story against your selected category.
- **Profiler** allows you to examine key demographic groups, a particular media or specific products or services by any of the 2,000 categories available.
- **Trender** provides a quick and easy way to track demographic, media or consumer behaviors over time.
- **Mean, Median and Totals** offer quick access to pre-created calculations for 100+ categories including demographics, shopping and media usage to easily understand the power of your target consumer.
- **Media Rankers** allow you to sort any media by average or cume audiences against a specific target.
- **Reach & Frequency** offers the opportunity to create multi-media schedules against specific targets and evaluate performance by reach, frequency, impressions, GRP's and CPM.
- **Trade Area Builder** allows you to geo-target with the creation of a zip code defined area.
- **Mapping Capabilities** provides an interface with various mapping software systems to better view and analyze qualitative characteristics by geographic areas.
- **Graphing Functions** help quickly output data insights into a variety of charting options.
- **Cloud** promotes information sharing among multiple users inside and outside your organization.
- **Customer Support** available M-F 8am-8pm EST by calling 1-855-807-2272.

For more information contact your Nielsen representative, email us at localinfo@nielsen.com or visit www.nielsen.com/localinsights.