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Nielsen Online Campaign Ratings

Post campaign Reach, Frequency & GRP

Attrarre investimenti, rassicurare gli inserzionisti

Le sfide della post campaign evaluation:

- Focus sul target
- Tempestività
- Granularità
- Internet e Televisione
- Nuovi modelli di vendita (e acquisto)

Verso il linguaggio degli spender

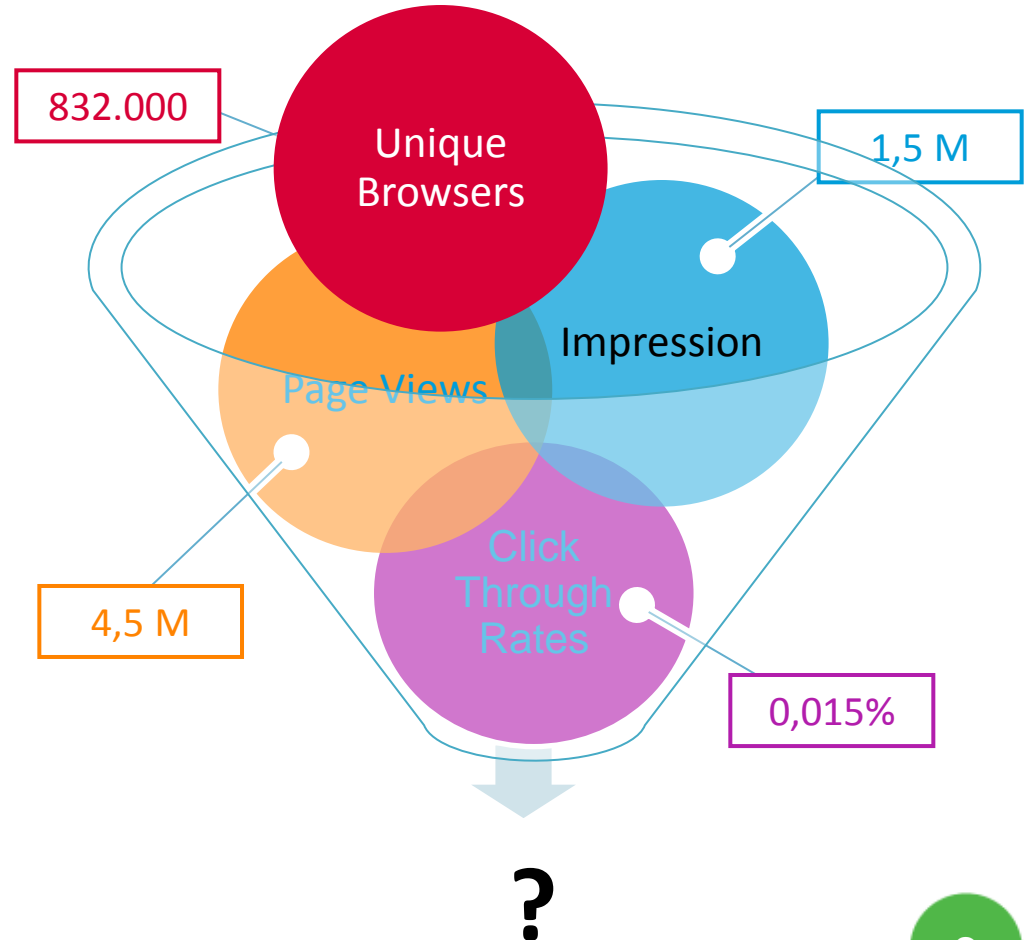
Misurazione della TV

Misurazione del Web oggi

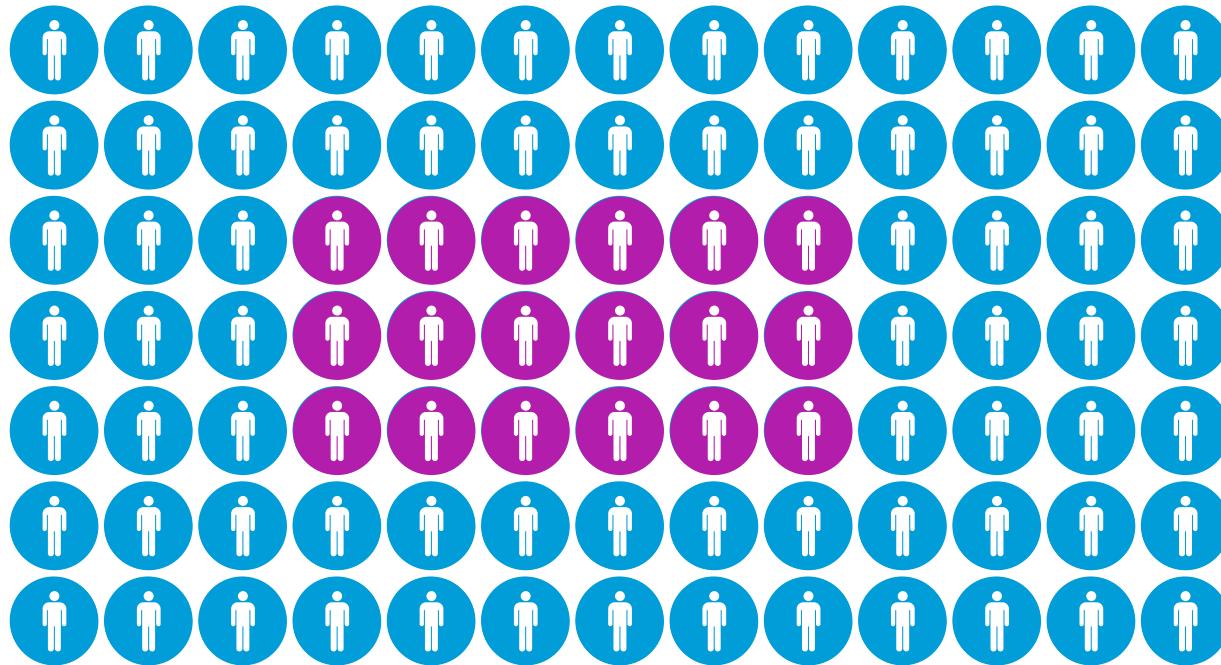


Donne 25-34

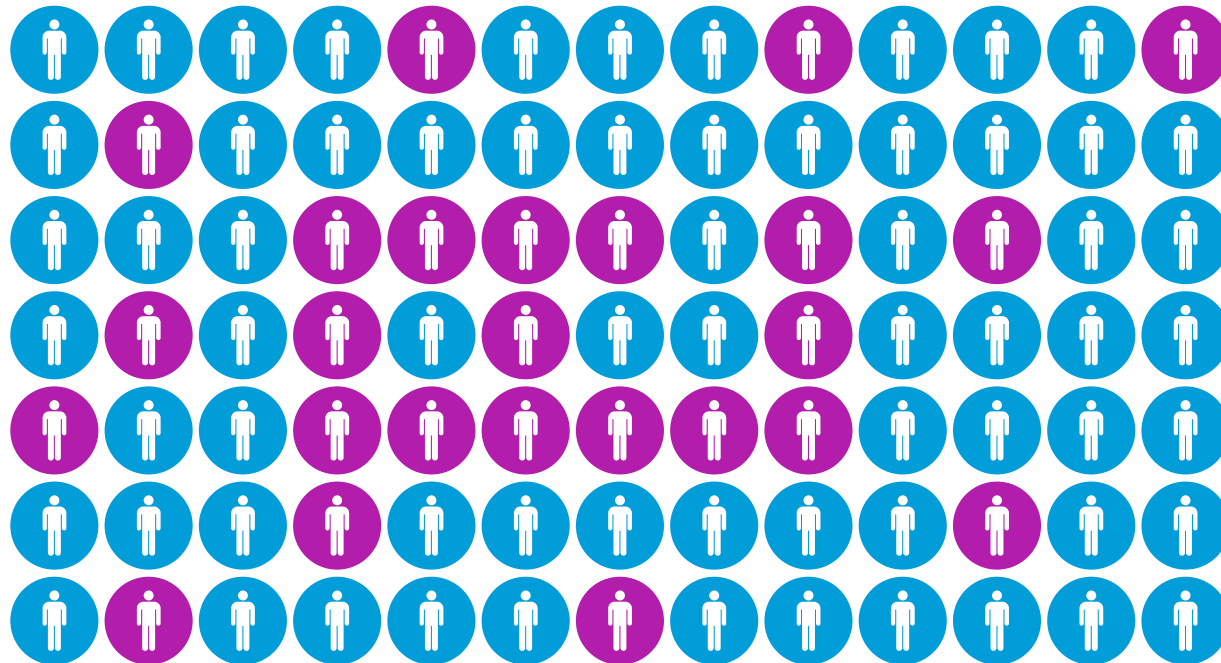
32% Reach
2.6 Frequency
83 GRPs



Focus sul target



Focus sul target la sfida della dispersione

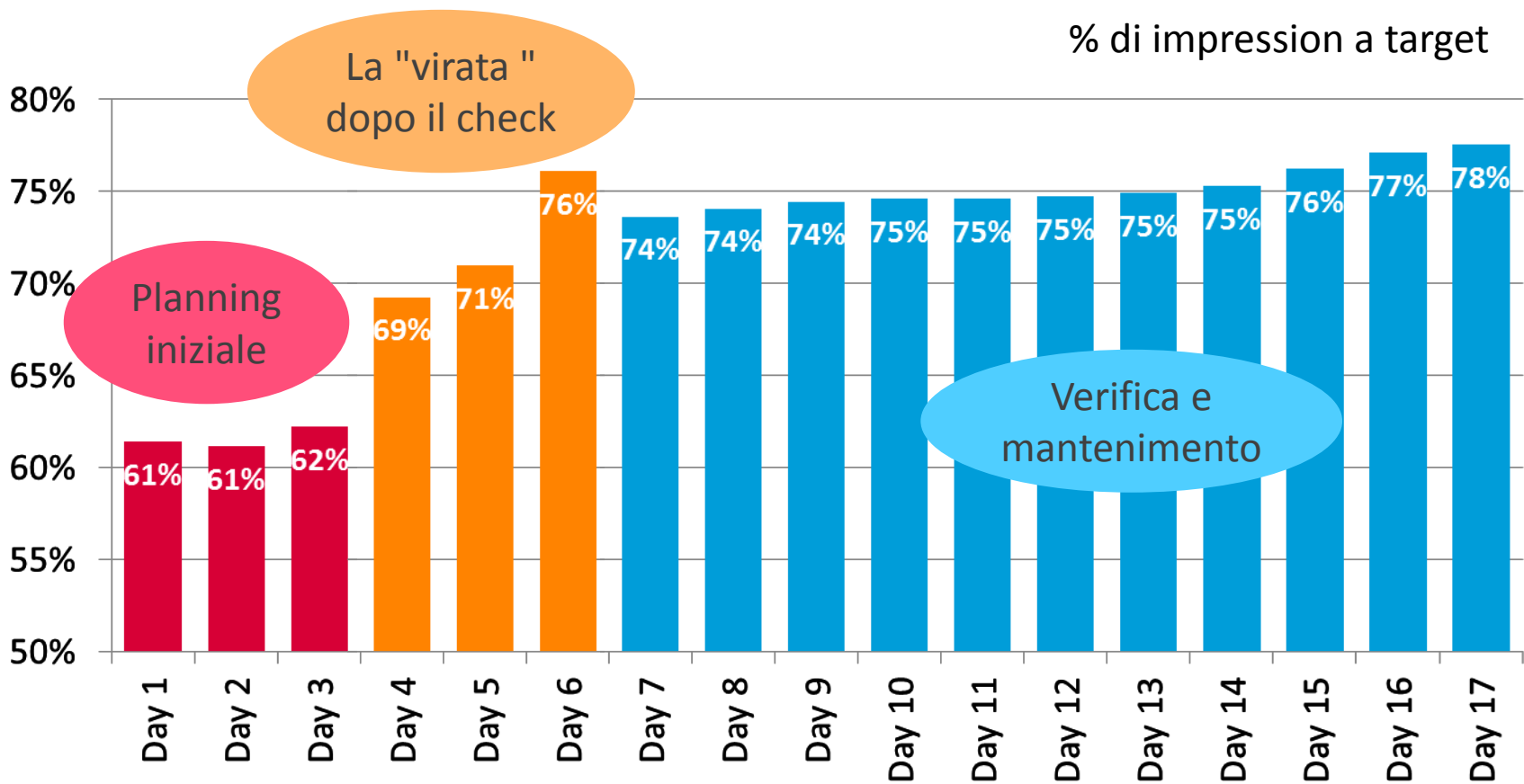


Focus sul target i dati della dispersione

GENDER	12+	18+	18-24	21-34	18-34	25-44	35-54	25-49	25-54	35-64	18-49
AGE SPAN (YEARS)			7	14	17	20	20	25	30	30	32
PERSONS	98%	92%	*	62%	60%	48%	41%	52%	58%	52%	76%
FEMALES	*	76%	*	*	46%	32%	28%	38%	42%	39%	59%
MALES	*	*	22%	38%	46%	*	*	*	42%	39%	56%

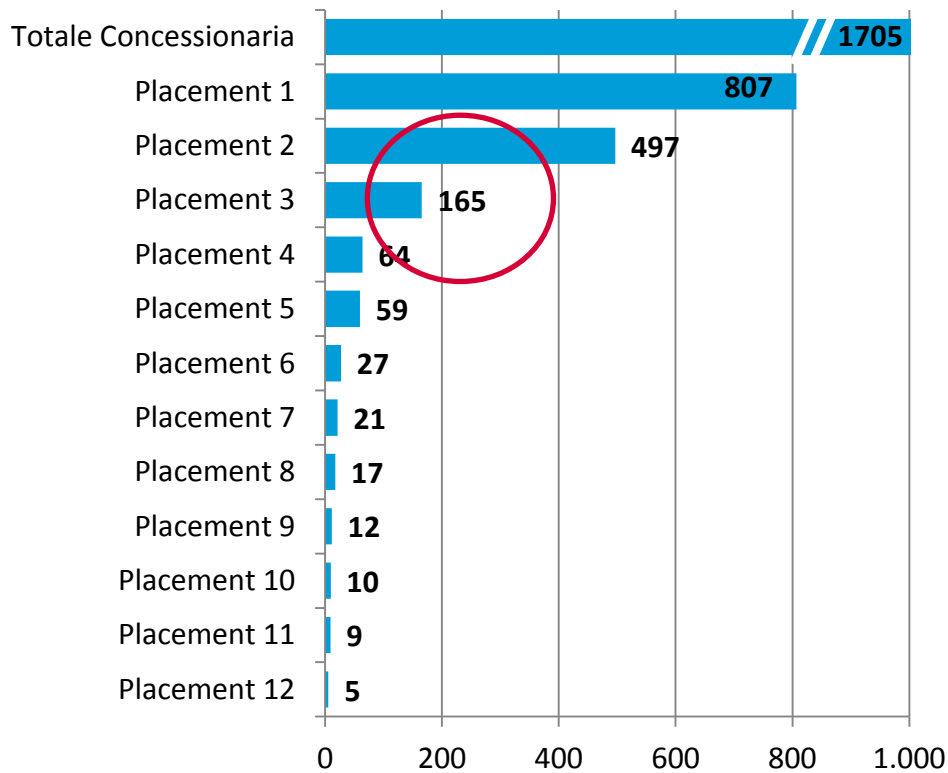
Source: Nielsen Online Campaign Ratings, Data Through July 21, 2013

Tempestività intervenire prima che sia inutile

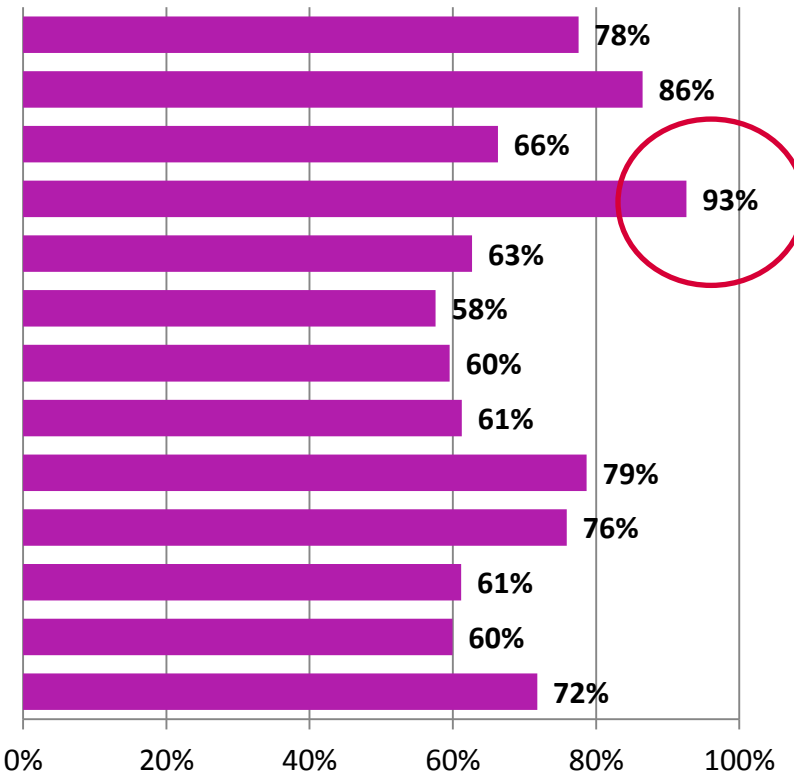


Granularità precisione e controllo

Impressions ('000)



% On-Target



TV + Web: sinergia vincente

Campagna TV+web: Brand "X" (FMCG)

- TV + web flight: 2 settimane
- Target: 25 + (46,5 milioni)

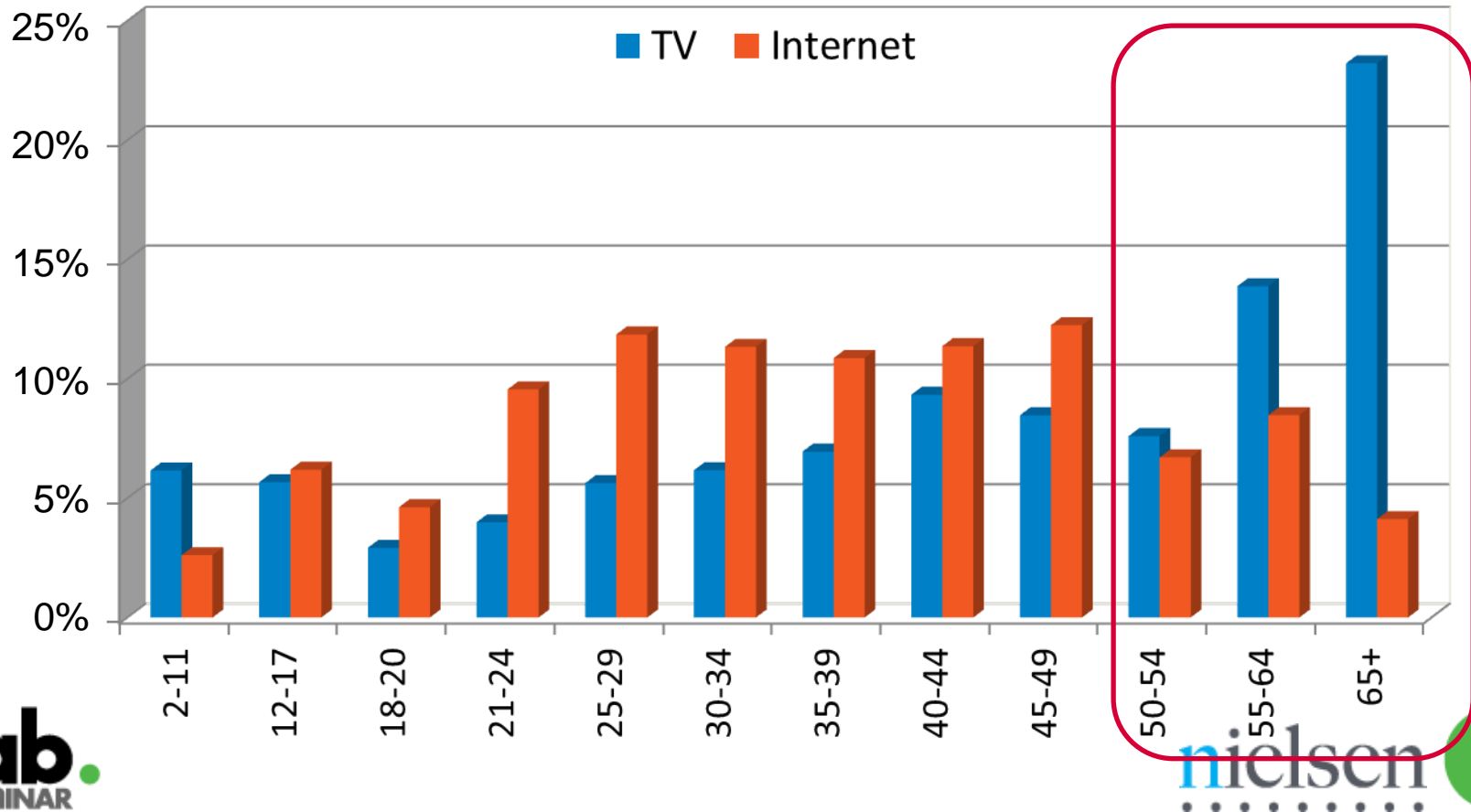


	Total		Target		%On-target	
GRP	65	778	66	873		
Reach	11.8mio	50.2mio	9.1mio	40.8mio		
Impressions	39mio	454mio	31mio	402mio	79%	88%
FREQUENCY	3.3	9	3.4	9.8		

TV + Web: sinergia vincente



Oltre il 44% dell'audience TV è over 50

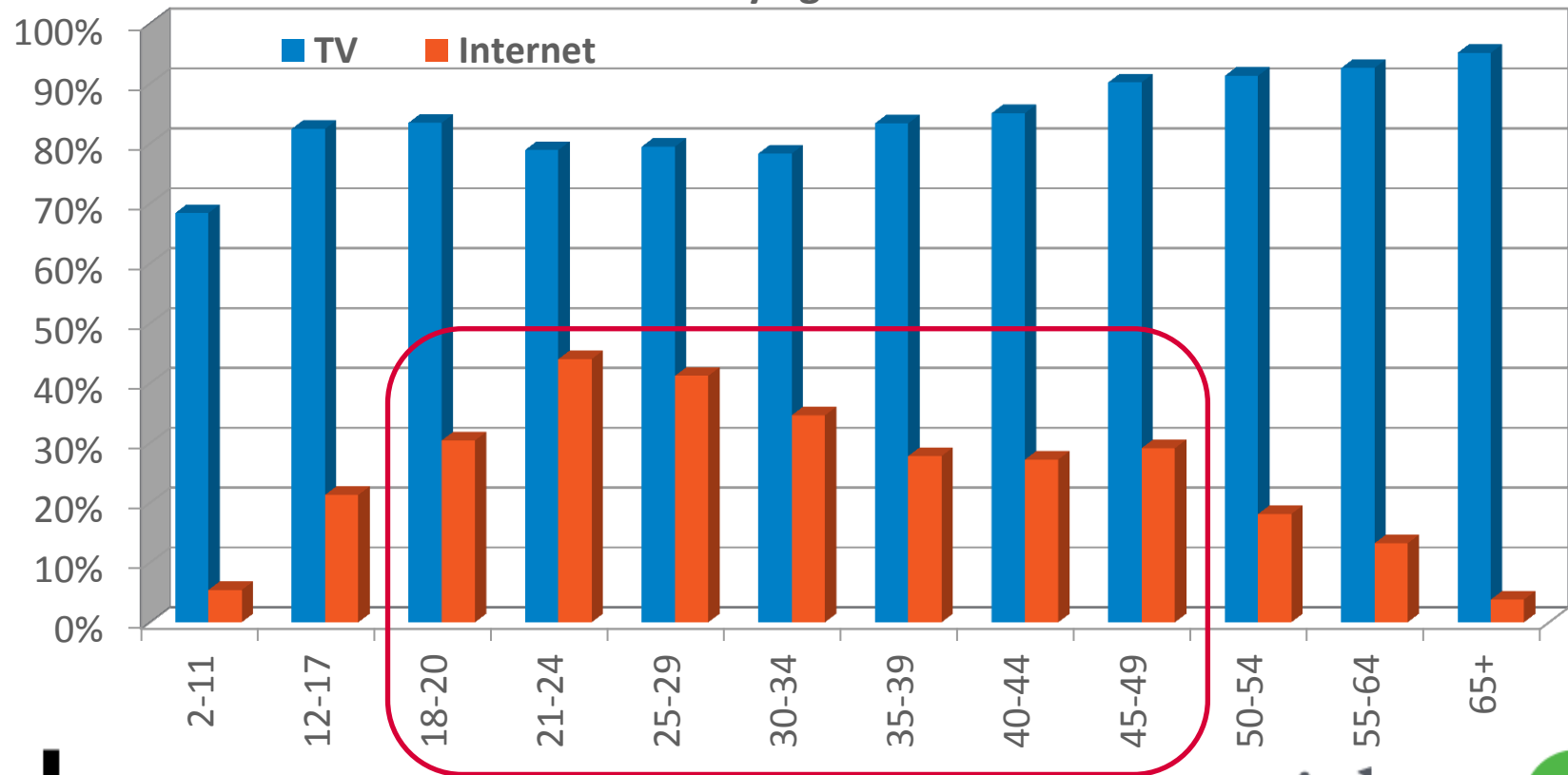


TV + Web: sinergia vincente



Nei target centrali Internet è un media fondamentale

Reach% by age classes



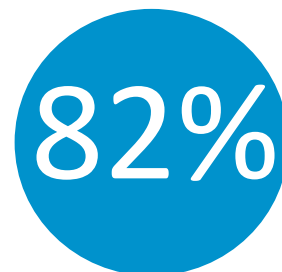
Media complementari: il riscontro nei numeri



8,8 milioni di persone 15+ non sono stati esposti alla campagna TV



come posso raggiungerli?



di loro sono *Internet heavy users*

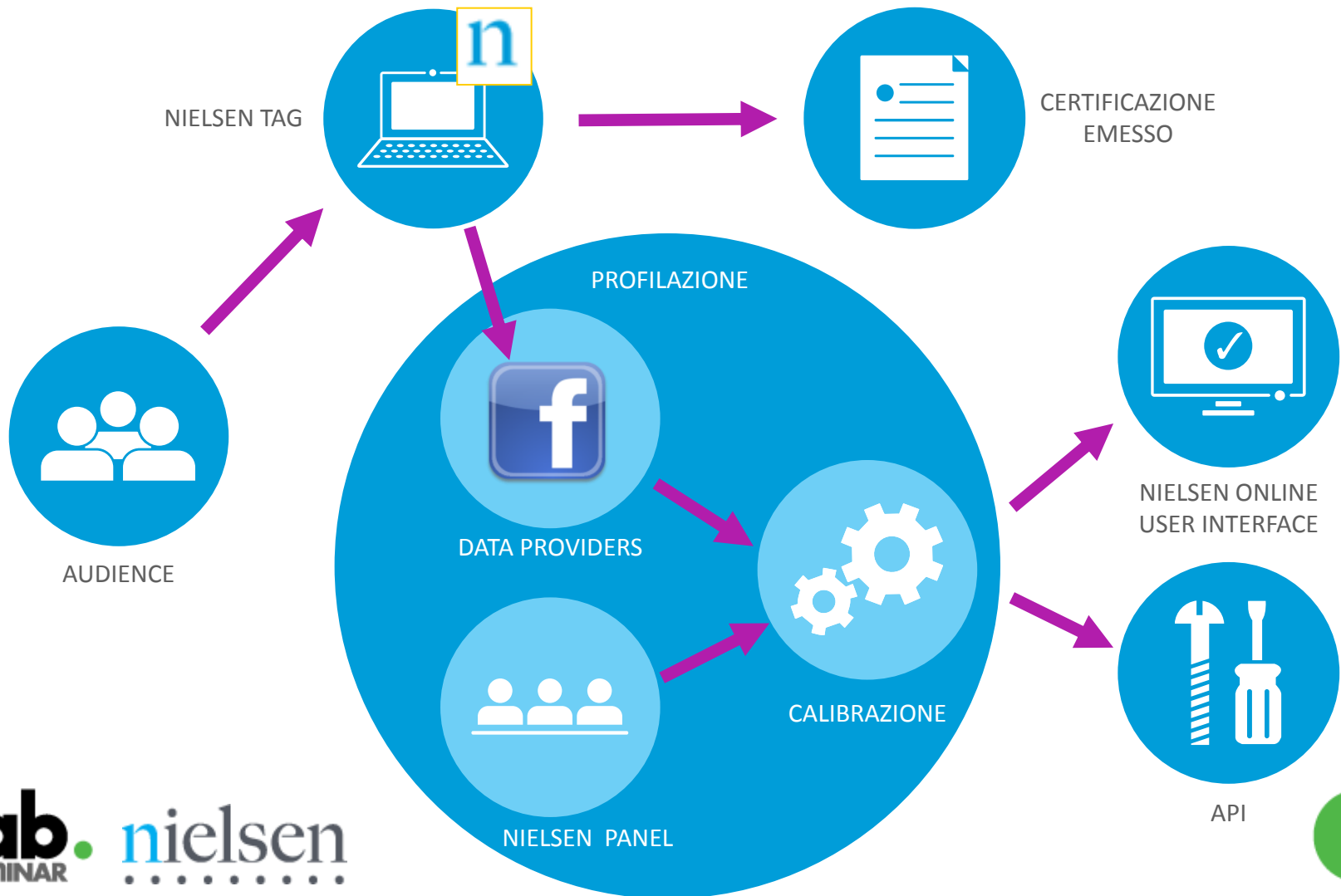


spendono un'ora in più sul web rispetto alla media della popolazione 15+

Online Campaign Ratings: come funziona

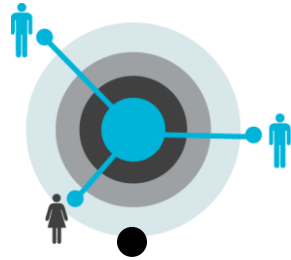


Online Campaign Ratings: come funziona



Online Campaign Ratings

Cosa misura...



Reach



Frequency



Gross Rating Points

Con quale dettaglio...



●
...by day



●
...by publisher



●
...by placement



●
...by demo

Per campagne di qualsiasi dimensione

DELIVERING ONLINE CAMPAIGN RATINGS

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