

INTERNET

## Nielsen to measure impact of online advertising campaigns

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By PETER FINOCCHIARO

The Nielson Co. is looking to bring its audience-measurement acumen to the world of Internet advertising with the release of its Online Campaign Ratings early next year.

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Nielsen claims this will mark the first time advertisers will have access to audience data comparable to the company's television ratings, a more complete view of online consumers than existing measurements. Nielsen expects to launch the new system commercially in 2011, following pilot tests later this year.

"The service will allow Nielsen to combine data with panels with data from third-party contributors, including Facebook, to more accurately measure the number of people viewing advertisements online," said Steve Hasker, president of media products at Nielsen, New York.

"For luxury advertisers this is particularly important, as the products being sold may be of high value and the brands have a deep need for understanding the demographics of those viewing their online ads, so that they can better target their campaigns to the proper audiences," he said.

Rate expectations

The **Nielsen** campaign ratings system will use a newly-developed, patent-pending process to combine traditional Nielsen TV and online panel data with aggregated demographic information collected from participating online data contributors.

The system is designed to measure audience composition of advertisements without collecting or distributing information on any individual Web users.

Nielsen will also let consumers opt out of the measurement system.

The ratings technology will measure the reach, frequency and Gross Rating Point for most online advertising initiatives and provide data within a few days after each campaign's launch.

Nielsen claims that the new system represents a major advance in online advertising, providing marketers with a better understanding of the return on investment from their campaigns.

In addition, marketers and media companies will be able to measure the impact of their efforts across channels by combining the ratings with cross-platform advertising effectiveness metrics provided by the media analysis company.

Nielsen will run pilot tests later this year with major brands such as Procter & Gamble and Verizon Wireless and media agencies such as StarCom MediaVest and Facebook.

Additionally, the company will encourage more advertisers, media agencies and online publishers to participate in the learning process with the hopes of accelerating its adoption as the industry standard for online campaign measurement.

### Still learning

Advertisers are still learning the best ways to target consumers on the Internet nearly two decades since the medium's mainstream adoption.

For example, Dynamic Logic recently found that calls to action, long thought by many advertisers to be an effective way of engaging consumers, are actually no more effective than other online advertising tactics ([see story](#)).

Nielsen hopes to add greater clarity to the pursuit of consumers via online advertising channels.

"This is a major step forward for both Nielsen and our industry," Mr. Hasker said.

### Final Take

*Peter Finocchiaro, editorial assistant at Luxury Daily, New York*

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