▶ video case

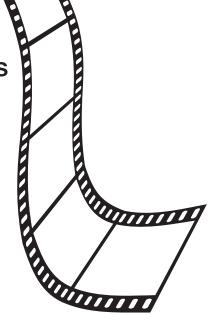**chapter 6** E-commerce Marketing and Advertising

case 1 **Nielsen Online Campaign Ratings**

watch the video at http://www.youtube.com/watch?v=_J_5m-flnlA

summary This video describes Nielsen's solution for advertisers for measuring the effectiveness of online advertising campaigns. *L=4:15.*

case Nielsen Holdings N.V. is a leading information and measurement company with headquarters in the United States and the Netherlands. It was long known, before the development of the Internet, for measuring the audiences of radio and television programming. In addition to television rating, Nielsen researches consumer spending and produces industry trade shows.

For measuring television audiences, Nielsen selects participants from a demographically representative cross-section of the population. Data is gathered both by viewer diaries, in which viewers record the programs and times they watch, and through metering devices attached to participants' TV sets. Nielsen ratings for television have greatly influenced the fees charged to advertisers for the programming slot their ads appear in. A highly rated television program will command far greater fees for ads than a low rated show.

Nielsen's television ratings division is part of its What Consumers Watch division, which today also measures audiences for media on the Internet and mobile devices. Online Campaign Ratings ™, which this video introduces, is Nielsen's solution for measuring audience reach, frequency, and gross rating points (GRPs) of "inflight" campaigns—campaigns that are ongoing.

In the video, Greg Stallings from GBS Product Engineering demonstrates the iPad application for Online Campaign Ratings. The application is designed for advertisers, and enables them to view audience data broken down by demographic segments and publisher (the media company delivering the advertisement).

To view the data, the user selects the advertiser, the brand being tracked, and the campaign for that brand. Then, for the brand, the user can then select one of three main views. The first view, GRP trend, shows the GRP rating for the entire demographic as it changes over time. The Demographics GRP view shows the demographics breakdown for a single publisher. The third view, Campaign Site, shows GRP data for a single demographic broken down by the various publishers.

video case questions

1. What Web browser functionality enables Nielsen to gather the data for its application? Using your understanding of Web browsing technology, how might this work?

2. What enables Nielsen to bring in the demographic data to their application?

3. Nielsen has faced criticism for the accuracy of its demographic representation in it TV ratings. How might the demographic data in the Online Campaigns ratings be flawed?