# NIELSEN GLOBAL DATA GUIDE

NIELSEN TV

ABOUT THE PROVIDER

Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen's approach marries proprietary data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. Nielsen has operations in over 100 countries, covering more than 90% of the world's population.
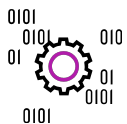
DATA TYPE
TV Panel

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Nielsen TV Audience Segments are created using Nielsen's industry-leading panel data
- Based on a verified correlation between how people watch TV and how they behave online
- Includes syndicated segments and custom segments, which can be tied to shows or networks

TOP VERTICAL(S)
Entertainment

GLOBAL MARKETS
US

EXAMPLE SEGMENTS
Nielsen TV - Exposure to Advertisements - Walmart - All Viewers
Nielsen TV - OTT Over the Top Device - Device Connected to Television - Any
Nielsen TV - Genre - Adults Exposed to Kids Animated Show - Non Viewers

GRACENOTE, A NIELSEN COMPANY

Available through 2021!

ABOUT THE PROVIDER

Gracenote, a Nielsen company, provides music, video and sports metadata and automatic content recognition (ACR) technologies to entertainment services and companies, worldwide. As a Nielsen company, Gracenote will be able to provide clients with deeper insights on consumer behavior and offer an unprecedented view of audience engagement from discovery to consumption.
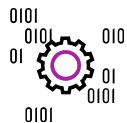
DATA TYPE
Smart TV ACR

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- The Nielsen Smart TV ACR segments are sourced from Gracenote's video Automatic Content Recognition (ACR) technology
- Embedded in over 9.5MM Smart TV devices across the US
- Actively captures viewership data in real time based on what's being projected to the TV screen

EXAMPLE SEGMENTS
Nielsen Gracenote Smart TV ACR - Broadcast - FOX
Nielsen Gracenote Smart TV ACR - Popular Programs - The Late Show With Stephen Colbert
Nielsen Gracenote Smart TV ACR - Cable - Viacom Media Networks - BET Networks - BET

TOP VERTICAL(S)
Entertainment

GLOBAL MARKETS
US

NIELSEN CPG - QUOTIENT

ABOUT THE PROVIDER

Nielsen is working with Quotient to offer new audience targeting segments based on actual in-store product purchase behavior. Quotient is a leading digital-first provider of promotions and CPG purchase data through their retail partnerships and coupon-redemption data. The integration of Quotient's expansive buyer-based dataset with Nielsen's media technology and measurement will allow CPG brands to be confident that they are communicating with the right consumers at scale.
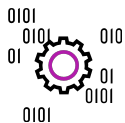
DATA TYPE
CPG

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Quotient provides the fastest-growing frequent shopper card data coverage and expands across 20k+ retail stores across the US
- Representative of 100MM individuals across Grocery & Dollar retailers and growing
- Data available down to the brand level

TOP VERTICAL(S)
CPG

GLOBAL MARKETS
US

EXAMPLE SEGMENTS
Nielsen CPG - Quotient - Dairy - Yogurt - Nondairy Yogurt - Silk Buyers
Nielsen CPG - Quotient - Grocery - Cereal and Granola - Cereal and Granola Bars - Kellogg's Buyers
Nielsen CPG - Quotient - Health and Personal Care - Medicinal - Allergy - Zyrtec Buyers

NIELSEN BUYER INSIGHTS

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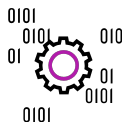
DATA TYPE
Transaction

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Nielsen Buyer Insights (NBI) is a single-source database which matches credit and debit card transactions with members of a 20-30MM member panel
- NBI leverages data from 80% of credit card and 30% of debit card/ACH transaction activity, covering 84 million households, 39 billion transactions, and $2.1 trillion in consumer spending

EXAMPLE SEGMENTS
Nielsen Financial - Credit Card Data - Card Type - Rewards Seeker
Nielsen Restaurants - Credit Card Data - Fast Food - All Credit/Debit Buyers
Nielsen Retail - Credit Card Data - Supermarkets - All Credit/Debit Buyers

CATEGORIES

Auto	Travel
Finance	UK-Entertainment
Movies	UK-Restaurants
Restaurants	UK-Retail
Retail	UK-Travel
Tech	

TOP VERTICAL(S)

|	
Auto	Retail
Entertainment	Tech
Finance	Travel
Restaurant	

GLOBAL MARKETS
US, UK

VISUALDNA, A NIELSEN COMPANY

ABOUT THE PROVIDER

VisualDNA, a Nielsen company, combines the science of psychology with the technology of Big Data to build audience profiles that offer highly reliable and relevant insights to help brands better understand customers' personality, purchase intent and online behavior. VisualDNA uses innovative and patented visual personality-profile tests to gather profiles directly from consumers. Its psychographic audience-profile data gives marketers deeper insights into the human personality, thereby enabling them to understand and serve their customers better.
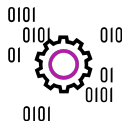
DATA TYPE
Personality, Demographic

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data is gathered through the VisualDNA Personality Survey, a non-incentivised psychometric assessment based on images to deliberately trigger a rapid, emotional reaction from the participants' deep subconscious
- Enables questions to be asked in ways not possible with conventional text-based assessments.

EXAMPLE SEGMENTS
VisualDNA Mobile & App - VisualDNA Demo - Relationship Status - Single
VisualDNA Entertainment - Entertainment - Cinema - Sci-Fi & Fantasy
VisualDNA Personality - Personality - Resourcefulness - Disengaged Workers

TOP VERTICAL(S)
Auto
B2B
Entertainment
Finance
Lifestyle
Personality
Retail
Travel

GLOBAL MARKETS
US, AU, CA, DE, ES, FR, HK, IT, UK

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EXELATE DEMOGRAPHIC (AGE/GENDER)

ABOUT THE PROVIDER

eXelate, a Nielsen company, is the leading provider of data technology powering the digital marketing ecosystem. The eXelate data marketplace, a highly curated mix of offline/online data spanning multiple behaviors and audiences, is the largest third-party cross-device data set in the world with over 9B unique users and devices. eXelate was acquired by Nielsen in March of 2015.
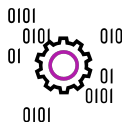
DATA TYPE
Demographics (Age/Gender) + Recency Enabled Demographics

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data collected from social networks and other social sign-ins
- Offline data collected from companies that aggregate multiple sources based on census, warranty cards, survey data, online dating website
- Data constructed at the individual level

EXAMPLE SEGMENTS
eXelate Demographic - Gender - Female
eXelate Demographic - Gender - Male
eXelate Demographic - Age - 65+

TOP VERTICAL(S)
All

GLOBAL MARKETS
US, CA, DE, ES, FR, IT, UK, AU, HK, TW, JP

EXELATE DEMOGRAPHIC (FINANCE)

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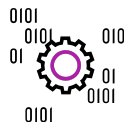
DATA TYPE
Demographics (Finance)

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data collected from offline credit card companies and credit bureaus that create segmentations that cluster based on summarized credit sources and credit headers permissible for marketing use

EXAMPLE SEGMENTS
eXelate Demographic - Finance - Net Worth - $150,000 to $249,999
eXelate Demographic - Finance - Discretionary Spending - $75,000-$99,999
eXelate Demographic - Finance - Payment Profile - Excellent
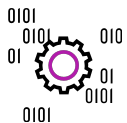
TOP VERTICAL(S)
Finance

GLOBAL MARKETS
US, CA, AU, HK

EXELATE DEMOGRAPHIC (ALL OTHER)

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DATA TYPE
Demographics (All other)

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data collected via login and registration sites such as social networks, news sites and eCommerce sites
- Data is also collected via the aggregation of offline census, registration and survey data

EXAMPLE SEGMENTS
eXelate Demographic - Urbanicity - Suburban
eXelate Demographic - Education - High School
eXelate Demographic - Household - Home Ownership - Home Owners

TOP VERTICAL(S)
All

GLOBAL MARKETS
US, CA, DE, ES, FR, IT, UK, AU, HK

EXELATE INTEREST

ABOUT THE PROVIDER

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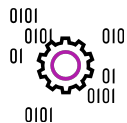
DATA TYPE
Interest

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data is collected from users web browsing behaviors across devices
- Segments are based on the type of content users are viewing, including blogs, articles, reviews and information
- Mixture of onIIne vs. offline, household vs. individual, actual vs. predicted and browsing vs. self-declared data

EXAMPLE SEGMENTS
eXelate Interest - Purchase Behaviors - Shopping
eXelate Interest - Entertainment
eXelate Interest - Tech Enthusiasts

TOP VERTICAL(S)
Auto
Beauty
Entertainment
Finance
General Interest

GLOBAL MARKETS
US, CA, DE, ES, FR, IT, UK, AU, HK, JP, TW

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EXELATE INTENT

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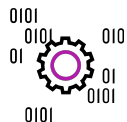
DATA TYPE
Intent

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data is collected from users web browsing behaviors across devices
- Segments are based on the type of content users are viewing, including blogs, articles, reviews and information
- Mixture of onlIne vs. offline, household vs. individual, actual vs. predicted and browsing vs. self-declared data

EXAMPLE SEGMENTS
eXelate Intent - CPG - Beverages
eXelate Intent - Travel
eXelate Intent - Finance and Insurance

TOP VERTICAL(S)
Auto
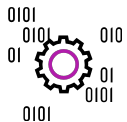CPG
Finance
Insurance
Retail
Travel

GLOBAL MARKETS
US, CA, DE, ES, FR, IT, UK, AU. HK, JP, TW

EXELATE B2B

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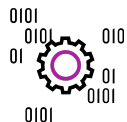
DATA TYPE
B2B

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Sourced from websites and data providers that collect business directory information from users such as industry, role and seniority
- Collecting users' IP address, comparing it to an IP address directory which then links that IP to a business

TOP VERTICAL(S)
Business Professionals
Company Size
Functional Area
Industry
Prosumer
Seniority

GLOBAL MARKETS
US, CA, DE, ES, FR, IT, UK, AU, HK, JP, TW

EXAMPLE SEGMENTS
eXelate B2BX - Business Professionals
eXelate B2BX - Seniority - Executives
eXelate B2BX - Prosumer - Tech Early Adopters

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EXELATE SMART SEGMENTS

ABOUT THE PROVIDER

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DATA TYPE
Demographic, Intent, Interest

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Blend of segment sources to combine vertical targeting with socio-demographic filter (gender, age, income level, children in HH, occupation)

EXAMPLE SEGMENTS
eXelate Smart Segments - High Net Worth
eXelate Smart Segments - Entertainment Seekers
eXelate Smart Segments - Weekend Warriors (DIY)
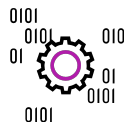
TOP VERTICAL(S)
Auto
Retail
Travel

GLOBAL MARKETS
US, CA, DE, ES, FR, IT, UK

EXELATE LOCATION

ABOUT THE PROVIDER

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DATA TYPE
Location

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Location visitation is captured from mobile in-app lat/lon data for specific points of interest
- Data is collected from a curated mix of the highest quality location data providers
- 100MM+ monthly unique IDs are cleansed of any data anomalies

EXAMPLE SEGMENTS
eXelate Location-based - Restaurants
eXelate Location-based - Services
eXelate Location-based - Retail - Wireless Provider

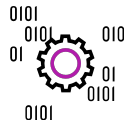**TOP VERTICAL(S)**
Auto
CPG
QSR
Retail
Travel

GLOBAL MARKETS
US

EXELATE CANADA DEMOGRAPHIC

ABOUT THE PROVIDER

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DATA TYPE
Canada Demographic

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data is collected from login and registration sites such as social networks, news sites and eCommerce sites
- Offline data is aggregated from census, registration and survey data

EXAMPLE SEGMENTS
eXelate CA Demographic - Gender - Female (Canada)
eXelate CA Demographic - Generation - Millennials (Canada)
eXelate CA Demographic - Lifestage - Moms (Canada)

TOP VERTICAL(S)
All

GLOBAL MARKETS
CA

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EXELATE CANADA INTEREST

ABOUT THE PROVIDER

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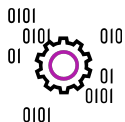
DATA TYPE
Canada Interest

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data is collected from Canadian web browsing behavior across devices
- Segments are based on the type of content users are viewing, including blogs, articles, reviews and information
- Mixture of online vs. offline, household vs. individual, actual vs. predicted and browsing vs. self-declared data

EXAMPLE SEGMENTS
eXelate CA Interest - Technology - Antivirus Software (Canada)
eXelate CA Interest - Travel - Historical Sites (Canada)
eXelate CA Interest - Technology - Consumer Electronics (Canada)

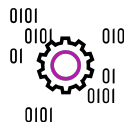### TOP VERTICAL(S)
Auto
Finance
Technology
Travel

GLOBAL MARKETS
CA

EXELATE CANADA INTENT

ABOUT THE PROVIDER

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DATA TYPE
Canada Intent

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Looks at what people are in the market for based on their web searches
- Segments are based on the site vertical and includes eCommerce, classifieds and price comparison websites
- Mixture of household vs. individual, online vs. offline, actual vs. predicted data

EXAMPLE SEGMENTS
eXelate CA Intent - Travel
eXelate CA Intent - Technology - Satellite TV (Canada)
eXelate CA Intent - Finance - Investments (Canada)

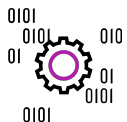### TOP VERTICAL(S)
Auto
Finance
Technology
Travel

GLOBAL MARKETS
CA

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EXELATE CANADA B2B

ABOUT THE PROVIDER

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DATA TYPE
Canada B2B

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data is collected from various providers who use IP Intelligence companies and the Autonomous System Numbers Directory to identify a user's industry and company

EXAMPLE SEGMENTS
eXelate CA B2B - Industry - Business Services (Canada)
eXelate CA B2B - Industry - Marketing (Canada)
eXelate CA B2B - Industry - Transportation & Logistics (Canada)

TOP VERTICAL(S)
B2B

GLOBAL MARKETS
CA

NIELSEN AUDIO

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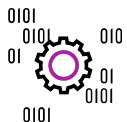
DATA TYPE
Audio

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data is collected via the Portable People Meter (PPM), a panel methodology used to measure audio exposure in 48 markets
- PPM records all encoded audio automatically
- Nielsen offers 100+ syndicated Nielsen Audio segments for clients to use to target traditional radio listeners online

EXAMPLE SEGMENTS
Nielsen Audio - Format - Classic Hits - All Listeners (PPM)
Nielsen Audio - Daypart - Weekend Morning - Heavy Listeners (PPM)
Nielsen Audio - Format - Alternative - All Listeners (PPM)

TOP VERTICAL(S)
Audio

GLOBAL MARKETS
US

nielsen

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NIELSEN HOMESCAN

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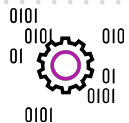
DATA TYPE
FMCG, Demographic, B2B

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Panel sizes and segment offerings vary by country, but the total global footprint covers 250,000 households across 27 countries

CATEGORIES

|	
AU-FMCG	FR-FMCG Product
AU-FMCG Retailer	FR-FMCG Category
CA-FMCG Category	FR-FMCG Retailer
DE-FMCG Category	FR-FMCG Sub Category
DE-FMCG Retailer	IT-FMCG
ES-FMCG Product	IT-FMCG Retailer
ES-FMCG Category	UK-FMCG Product
ES-FMCG Retailer	UK-FMCG Category
ES-FMCG Sub Category	UK-FMCG Sub Category

TOP VERTICAL(S)
All

GLOBAL MARKETS
AU, CA, DE, ES, FR, IT, UK

NIELSEN HARRIS POLL

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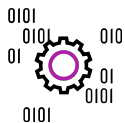
DATA TYPE
Public Opinion

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Nielsen's proprietary Harris Poll survey of 25,000+ individuals measures public opinion using nationally representative polls via telephone and online
- The poll measures and trends the knowledge, opinions, behaviors and motivation of the general public, covering subjects such as politics, the economy, healthcare, foreign affairs, science and technology, sports, entertainment, and lifestyles

TOP VERTICAL(S)
Auto
Finance
Lifestyle
Politics
Retail
Travel

GLOBAL MARKETS
US

EXAMPLE SEGMENTS
Nielsen Harris Poll - Plans to buy - Home Alarm System (Harris Poll)
Nielsen Harris Poll - Financial - Brokerage Account - Scottrade
Nielsen Harris Poll - Travel - Frequent Business Traveler (Harris Poll)

NIELSEN CULTURAL INFLUENCERS

ABOUT THE PROVIDER

Nielsen is collaborating with Translation Enterprises whose platform, UnitedMasters, helps independent artists thrive by distributing their music and connecting them with their fans, to offer new audience targeting segments based on fan and artist data. UM's universe of more than 600,000 artists and their hundreds of millions of fans provides valuable insights around who and what's resonating in pop culture, as well as emerging trends. Together, we're providing marketers with exclusive access to these hard-to-reach trendsetters that represent where pop culture is heading.
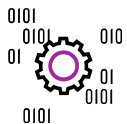
DATA TYPE
Influencer/Cultural

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Nielsen Cultural Influencers is a collaboration between UnitedMasters and Nielsen which provides valuable insights around who and what's resonating in pop culture
- Trend Creators are up and coming cultural visionaries that define new popular culture by creating new music, fashion, viral memes and language.
- Trend Amplifiers are first to try, determine what's worthy, and advocate across their personal networks.

EXAMPLE SEGMENTS
Nielsen Cultural Influencers - Pop Culture Trend Creators
Nielsen Cultural Influencers - Pop Culture Trend Amplifiers

TOP VERTICAL(S)
Pop Culture
Lifestyle

GLOBAL MARKETS
US

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Limited Access Datasets

Please Inquire for Details

NIELSEN AUTO CLOUD - JD POWER

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DATA TYPE
Transaction

OWNED VS. PARTNER DATA
Owned

TOP VERTICAL(S)
Auto

GLOBAL MARKETS
US
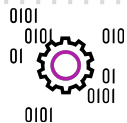
DATA SOURCE & METHODOLOGY
- The Nielsen Auto Cloud is created based on an exclusive partnership with J.D. Power
- J.D. Power's PIN network collects a robust data set of new and used vehicle purchase transaction details from franchise dealerships within the US. It is representative of all US markets and brands.

EXAMPLE SEGMENTS
Nielsen Auto Cloud - JD Power - In Market by Make - In Market Acura
Nielsen Auto Cloud - JD Power - In Market by Vehicle Lease End - Lease Ends in 1-3 Months
Nielsen Auto Cloud - JD Power - Loyalists by Bodystyle - Extended SUV Loyalists
Nielsen Auto Cloud - JD Power - Owners of New Vehicles by Make - Purchased New Jeep
Nielsen Auto Cloud - JD Power - Defectors by Make - Nissan Defectors
Nielsen Auto Cloud - JD Power - Owners of Vehicles by Fuel Type - Hybrid Vehicle Owners

NIELSEN AUTO CLOUD
Fueled by **J.D. POWER**

NIELSEN SCARBOROUGH

ABOUT THE PROVIDER

For over 40 years, Nielsen Scarborough has surveyed local consumers across the U.S., capturing an array of insights that help our clients tackle marketing and media challenges. Whether you're involved in the planning, buying or selling of advertising, or responsible for brand strategy, Nielsen Scarborough insights give you the power to expand business, create effective marketing strategies and, ultimately, achieve your business and marketing goals.
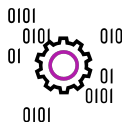
DATA TYPE
Behavior

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Scarborough USA+ has a nationally comprehensive sample of over 213,000+ respondents representing the US population, and over 2,000 different category measures and brands that illuminate the American consumer
- Nielsen leverages Nielsen Scarborough data to create look-alike models of audiences that exhibit behaviors identified through the Scarborough survey
- 400+ syndicated segments and ability to create custom segments.

TOP VERTICAL(S)
Auto
Finance
Lifestyle
QSR
Retail
Tech
Travel

GLOBAL MARKETS
US

EXAMPLE SEGMENTS
Nielsen Scarborough - Political - Voter Registration Status - Is Registered to Vote
Nielsen Scarborough - Auto - Repair/Service - Oil Filter/Oil Change past year
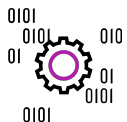Nielsen Scarborough - Retail - Shopped Past 7 Days - Grocery Stores - Walmart Supercenter

NIELSEN ONLINE

ABOUT THE PROVIDER

Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen's approach marries proprietary data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. Nielsen has operations in over 100 countries, covering more than 90% of the world's population.

DATA TYPE
Internet Use

OWNED VS. PARTNER DATA
Owned

DATA SOURCE & METHODOLOGY
- Data is collected via Nielsen Online's (NOL) RDD Online panel
- The panel consists of two panels measuring people's home internet use (about 250,000 persons 2+) and work internet use (about 10,000 persons 18+)

EXAMPLE SEGMENTS
Nielsen Online - Website Visitors - Entertainment - iTunes - Heavy Visitors
Nielsen Online - Website Visitors - Search Engines/Portals and Communities - Facebook - Heavy Visitors
Nielsen Online - Website Visitors - Entertainment - Yahoo Sports Websites - Heavy Visitors

TOP VERTICAL(S)
Auto
Entertainment
Finance
Government
Lifestyle
Tech
Telecom
Travel

GLOBAL MARKETS
US