



AUDIENCE SEGMENTS

ETHICALLY-SOURCED DATA FOR THE FORWARD-THINKING MARKETER

Like the food that fuels your body, you want the data you use to fuel your ad campaigns to be ethically-sourced from an honest provider. Nielsen provides advertisers, media owners and adtech companies with exclusive access to premium proprietary data, as well as data from trusted partners, to better understand exactly who their customers are, what they buy and the media they consume.

Data transparency and privacy is our top priority. With practices that meet global privacy regulations, along with unparalleled customization opportunities and the power to activate nearly anywhere, Nielsen makes it easy to focus on what's important – implementing high impact audience strategies.

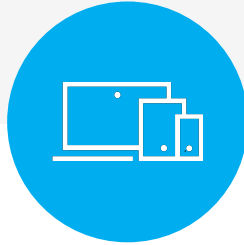
Unlike competitors, Nielsen data goes beyond targeting. With the ability to use the same high-quality audience targeting data across analytics and measurement capabilities, **Nielsen is the trusted source for sophisticated marketers.**

WHY NIELSEN?



The Most Complete View of the Consumer

Leader in the highest quality media consumption and purchase-based data, globally



End-to-End Omnichannel Targeting

Persons- and household-based, across all screens and platforms, including CTV, mobile, podcasts and more



Consent-Compliant in a Privacy-Focused World

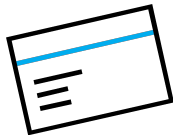
Truth set panels, including Homescan, Scarborough, Gracenote and the Nielsen TV, Online and Audio panels



Seamless Experience

Unrivaled customization opportunities, an easy-to-navigate UI, the ability to activate anywhere and expert support along the way

NIELSEN'S PROPRIETARY DATA SETS



Unparalleled Source of Purchase Data

80% of US credit card transactions



Exclusive J.D. Power Relationship

5 years of historical make/model, financial, incentive and trade data



CPG Sales Data Powered by Quotient

100MM individuals | 20,000+ retail stores



Total TV Viewership

Gracenote Smart TV Automatic Content Recognition and the Nielsen TV Panel



Leading Source of Digital Behavioral Data

90% coverage in the US



World's Biggest Database of Psychographics

40 MM directly measured profiles



Scarborough Survey

Scarborough nationally comprehensive sample of over 213,000+ respondents



All Nielsen Panels

Income, HH composition, life stage, children and more

For more information, please contact your Nielsen account manager

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