

## Nielsen Online Training Courses

Nielsen Online runs regular training sessions for existing subscribers. Currently these cover two of our core products - Market Intelligence and AdRelevance, which are used widely by advertising agencies and publishers.

Details of the sessions are below:

### Market Intelligence

*Market Intelligence* is an independent census-based measurement of all Nielsen Online's New Zealand audited websites, and is used for planning and buying of online advertising. The session covers:

- Explanation of key metrics; comparison of sites by metric and categories
- How to analyse site traffic trends
- Understanding of duplication across sites
- Profile of site demographics
- Demographic targeting – i.e. which sites best fit my target market

### AdRelevance

*AdRelevance* is a service that collects online display advertising activity, including full details of the creative executions used, and media schedules. The training session covers:

- How to identify the most active categories, advertisers and sites advertising online in NZ
- How to run a variety of reports covering trends, campaign and schedule detail for any advertiser, site or category
- How to use the tool to promote the online medium to offline advertisers and identify any brand new online advertisers
- How to set up customized lists and alerts ensuring you have up to the minute information

The sessions are held every two months approximately at Nielsen's Takapuna offices. Please contact Amanda for more information and / or to find out when the next session is scheduled.

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Please note to attend these courses you or your company must already be a subscriber. To arrange for training or a presentation on our other products, please contact Amanda, or Ivan Fuyala on 09 970 3678 / [ivan.fuyala@nielsen.com](mailto:ivan.fuyala@nielsen.com)

## **About Nielsen Online**

**Nielsen Online**, formerly **Nielsen//NetRatings**, is part of The Nielsen Company, a market-leading information and media company with more than 41,000 employees in 100+ countries around the world. Nielsen Online provides a global standard for internet audience measurement, online advertising and information gathering intelligence.

*With high quality, technology-driven products and services, Nielsen Online delivers leading internet media and market research solutions globally, enabling clients to make informed business decisions regarding their Internet and digital strategies.*

*It is estimated that we cover 70% of the world's internet users. We measure 15 billion page impressions per month and over 435 million visitors through 10 data centers worldwide.*

*Nielsen Online was adopted as the national standard for online measurement in New Zealand in 2002 as agreed by Online Publishers Group (Now the IAB). Since then we have continued to evolve our products and services to exceed client expectations. Nielsen//NetRatings, now Nielsen Online acquired 'RedSheriff' in March 2004 and through New Zealand sites alone we monitor over 51 million page impressions on a daily basis.*