



# Evaluate print ad expenditure and creative in a single application.

## With Ad Dynamix®

Ad Dynamix is a web-based monitoring application for evaluating advertising expenditures and creative executions of daily newspapers and magazines in Canada.

### Powerful advertising intelligence for print.

Ad Dynamix sends new creative to your inbox, complete with first-seen dates and placement. This information is linked directly to the expenditure, allowing you to track, compare and evaluate media, creative, expenditure and placement of print executions, all in a single application.

### Determine ad expenditure by publication

Ad Dynamix allows you to analyze print expenditure in greater detail, drilling right down into the publication, rather than just by medium. By publication, you can find out the expenditure, the lineage and occurrences.

### Enhanced coverage in the major dailies

Lineage, occurrences, images and expenditures are available for most categories in 18 Canadian dailies. Company and brand detail are included, along with "year ago" comparisons.

Creative coverage for the remaining publications includes Automotive, IT, Financial, Telecommunications and Alcohol categories and select advertisers.

### Long-term trends are revealed through the historical database.

A historical expenditure database for all categories, extending back to 2006, is available for users who need longer term trending information.

### Superior, updated classifications

Nielsen product groups and category classifications have been widely adopted as industry standards by the key advertising bodies. Our classifications are constantly reviewed and client feedback is considered when making classification decisions, ensuring that our data is organized in a way that is relevant to the Canadian industry.

### Weekly updates keep you current in major markets

New creative executions are posted weekly for Toronto, Vancouver, and Montreal, alerting you to campaigns in time to respond.

### Organized for easy reference.

Ad Dynamix data is available by publication, lineage, and occurrence. The data is easily searched by customized date range, brand hierarchy, categories and media type. National, regional and market segment analyses are also available.

### Flexible reporting options

Sort and chart Excel reports with our custom macro, or use the ready-made PowerPoint charts.



## How clients use Ad Dynamix to understand print advertising.

**Account planners** use it to track their competitors' performance and message by creative and by campaign. They view creative across each publication to determine duplication or exclusive advertising messaging by category, class, company or brand. This enables them to develop superior models to evaluate print effectiveness.

**Media planners and buyers** use it to understand the print media mix and ensure their share of voice within print media. They investigate competitive spend to formulate and justify their marketing spend.

**Publishers** use it as a prospecting tool to reveal new revenue opportunities by showing advertisers who place buys in competing print media.

## Contact us to find out more.

The Nielsen Company  
Media, Canada  
905-475-9595  
www.nielsen.com