

Mobile AdRelevance

Tracking advertising trends across the mobile internet



Who are the top advertisers on the mobile web? How are advertisers allocating their exposure across websites and publishing genres? Which websites and which carriers are attracting the most mobile advertising? Nielsen's Mobile AdRelevance provides the data and insights to answer these questions and more, empowering you to identify new advertising opportunities and develop mobile advertising strategies that work.

The Mobile AdRelevance report from Nielsen gives you unsurpassed insights into advertising across the mobile web. Based on Nielsen's AdRelevance report, Mobile AdRelevance gives you the same thorough measurement and comprehensive data you've come to expect, now focused on the mobile market.

The report leverages Nielsen's proprietary mobile web audience and traffic data in conjunction with Nielsen's new daily advertisement scraping methodology. This enables Nielsen to deliver statistics on the share of estimated impressions each advertiser or publisher is capturing in their category or genre. You'll also discover

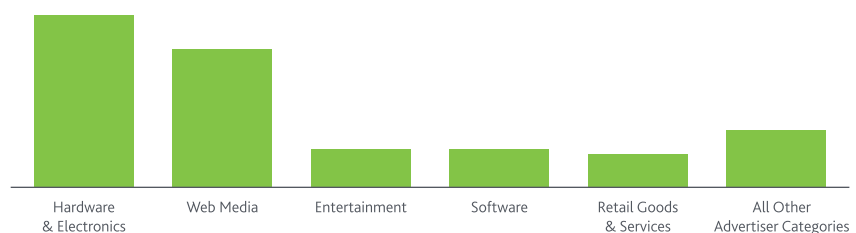
which mobile advertising strategies are being used by each advertiser, with actual top creatives available in the report.

Delivered in an easy-to-use and interactive Excel format, you'll have all the analysis and insights you need at your fingertips. Pull up relevant competitive activity in your advertising category or publishing genre at the touch of a button, and use this information to develop comprehensive mobile advertising programs to meet your unique business goals.

With insights and data from Nielsen, you'll find the answers to these questions and more:

- Who are the top mobile advertisers?
- Who are the top advertisers by category?
- What strategies are advertisers employing?
- Which websites see the most advertising?
- Which genres of websites are most appealing to advertisers?
- Where are specific companies advertising?
- What are my competitors' advertising strategies?
- How can I attract more advertising to my website?

Share of Estimated Impressions by Advertiser Category



Source: Nielsen's Mobile AdRelevance (for demonstrative purposes only)

CONTACT US:

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