Verification of OnAudience.com data by Nielsen Digital Ad Ratings

Verification of the quality of data used in digital campaigns carried out by Audience Network

The Challenge
Global programmatic market size is growing year by year, but to increase the effects of online campaigns, marketers need high quality data. That is why Audience Network - using independent market standard Nielsen Digital Ad Ratings - run a test involving demographic data gathered from trusted research companies: GfK and IQS.

The Method
Using the global database of ad campaigns analysed from the perspective of reaching out to a target audience, Nielsen sets mid-market values for specific segments in various regions of the world. Percentage of the on-target value define the accuracy of displaying ads to the gender and age-based user groups. In the case of Men segment, a score of 80% means that in analysed segment, 80% of all ad views was actually delivered to the selected group - male, 13+ years old.

Execution
Reviewed demographic data was used for targeting commercial online campaigns carried out by Audience Network - company that specializes in Data Consulting. The firm is a part of Cloud Technologies Group, just as the OnAudience.com. We analysed segments of Polish users profiles with a breakdown per gender and age groups: 18-24 and 25-34.

The Results
The results of Nielsen DAR test shows that 3rd party data provided by OnAudience.com significantly exceeded mid-market benchmark values. Among all reviewed segments, quality of our data overtook benchmark levels of 20 to nearly 50 percentage points, which proves the highest quality of gathered and provided data.

OnAudience.com, as one of the world's biggest 3rd party data warehouse, pays close attention to the quality of processed data. We cooperate with trusted data providers, such as GfK or IQS and we use own methods of data verification. Impressive results of independent Nielsen DAR tests are the final confirmation that our clients get the highest quality data.

Maciej Sawa
Chief Commercial Officer
OnAudience.com

Data about customers is crucial in online campaigns that we carry out for our clients. The better data quality is, the more effective are online marketing activities. Using reliable segments we are 100% sure that media budget is allocated with maximum efficiency.

Grzegorz Kosiński
CEO
Audience Network

OnAudience.com, as one of the world’s biggest 3rd party data warehouse, pays close attention to the quality of processed data. We cooperate with trusted data providers, such as GfK or IQS and we use own methods of data verification. Impressive results of independent Nielsen DAR tests are the final confirmation that our clients get the highest quality data.
Verification of data quality for specific segments
Declarative data GfK, IQS and Nielsen DAR mid-market values*

*Nielsen Digital Ad Ratings Benchmarks and Findings Report, Europe, 1H 2017, desktop only.

Size and quality of Men and Women segments in Poland
Extrapolated data

Get more details about quality of OnAudience.com data
hello@onaudience.com    www.onaudience.com