

Adsquare and Nielsen Strengthen Out-of-Home Media Buying

London, 15 October, 2020 – Today [Nielsen](#) (NYSE: NLSN) announces an integration with [Adsquare](#), enabling European marketers to intelligently target audiences for out-of-home media buying.

Nielsen Marketing Cloud's data currently supplies the online programmatic ecosystem with premium owned and operated audience data and insight into consumer behaviour, preference, purchasing decisions and habits. These data sets are already available for activation across a number of different online and offline marketing channels including display, video, native, audio, connected TV and will now be available for OOH. It is a marketing solution created to help brands, media companies, marketing agencies, and advertising firms to gain more insight into their customers by integrating Nielsen's analytics, marketing activation, data, media planning, and data management capabilities into a single, unified cloud-based platform.

Adsquare makes Nielsen data actionable through its [Out-of-Home Planner](#), a solution that is solving the challenges of OOH advertising by combining the strengths of all Adsquare products in one single platform. Adsquare's out-of-home solutions allow advertisers to easily combine spatial data, audience data and movement data for improved campaign planning, programmatic DOOH activation, multi-device retargeting, measurement and insights. To be more precise, Adsquare is combining spatial data, audience data and movement data and is able to score any operators' OOH poster panels against any chosen custom audience segment. Adsquare's pre-bid integrations with DSPs allow for real-time programmatic activation of DOOH campaigns. Countries currently live in Europe include the U.K., Germany, France, Italy & Spain.

"We're excited to offer Nielsen data and enable efficient marketing spend in the OOH space. OOH operators and advertisers are demanding effortless solutions to deliver results at scale and qualitative data they can rely on" stated Maria Botelho, Director of Global Data Partnerships at Adsquare.

What makes Nielsen's rich audience data so unique is the breadth and depth of categories within the marketplace, highlights of which include proprietary FMCG data sourced from Nielsen panelists, credit card transaction data sourced from Visa, Amex & Mastercard, psychographic data through the Nielsen VisualDNA quiz and an extensive amount of intent and interest data sourced from Nielsen's publisher network.

"Nielsen and Adsquare strategies align perfectly. We both aim at providing clients with the highest level of consumer intelligence and helping them optimise their advertising investments across all the touchpoints on the consumer journey" said Maureen Stapleton, International Commercial Leader, Nielsen Marketing Cloud.

About Adsquare (www.adsquare.com)

Adsquare is a global data exchange bringing together data providers and data buyers. Via its self-service Audience Management Platform, Adsquare gives advertisers and media agencies access to multiple data dimensions for more effective targeting, measurement and insights. Headquartered in Berlin, the company operates worldwide with additional offices in New York, Madrid, London, Paris, Milan and Singapore. Follow Adsquare @adsquarecom or contact info@adsquare.com

About Nielsen (www.nielsen.com)

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow.

Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

An S&P 500 company, Nielsen has operations in over 90 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

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