



## Ad Dynamix B2B

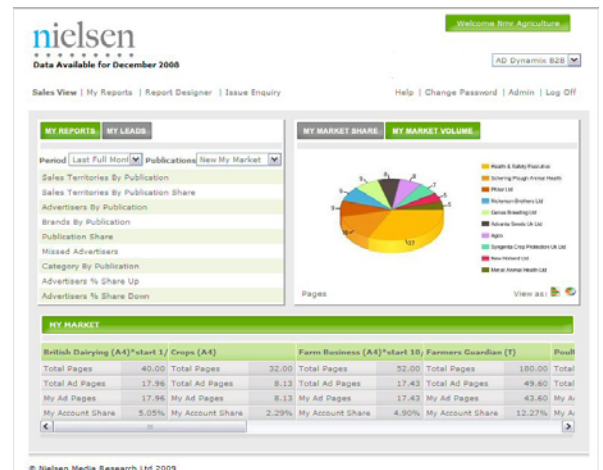
### Ad Dynamix B2B

<http://www.addynamix.co.uk/B2B/>

Ad Dynamix B2B provides access to advertising monitoring in more than 40 markets. You can easily identify advertisers exclusive to the competition, lapsed advertisers and track the movements of a client base on behalf of the sales managers.

### Your questions answered in a few clicks:

- ◆ Exclusive advertisers, who are they, how many pages did they run and where?
- ◆ New advertisers, are they in your publication?
- ◆ Did you get every version of the ad?
- ◆ Is there growth or decline in a particular category?
- ◆ Is there space for a feature or supplement to draw in the advertisers?
- ◆ How much market share did your publication achieve?



You can track thousands of Press advertisements, not available anywhere else. No more hours of leafing through piles of magazines, Ad Dynamix B2B does all the hard work. You can view target lists of missed advertisers at the click of a button, with the contact information from the ad.

You can compare the online and offline markets, report on accurate, independent market shares and year on year figures, and track the performance of your teams by person and account.

Ad Dynamix B2B is easy-to-use with minimum training required, because we've designed it especially for your market. You can access your information wherever you can connect to the internet. So there is no need for software or data loading.



Your media sales teams can also access Ad Dynamix B2B Sales view. This unique tool is designed exclusively for media sales teams. The moment they log on, they will see their position in the market, their leads and volumes, all in a bank of ready-made-reports. They can see their information in charts or tables, and it's quick and simple to print straight away or export to Excel with one click.

We track the advertiser, the product, the page size and number, you can see the whole issue online. No other company can supply the depth of coverage that Nielsen Media Research offers across more than 40 B2B markets.

**nielsen**

**B2B Sales View**

Sales View helps you target sales leads quickly and easily from competitors publications. It is designed **exclusively** for media sales executives and ad managers.

You won't have to leaf through piles of magazines, because you can view issue details online. As soon as you enter the site, you will see a list of target advertisers for that month, as well as your market share and year on year performance - all exclusively within your sales area.

All advertisers have the contact details from the advertisement so you can pick up the phone straight away. Once you start using Sales View you'll wonder how you did this manually.

Call our Sales Team on t: 01344 469 200 now to arrange a demonstration.

For existing clients, call our support team for a user name and password t: 01344 469 200 or email [mediasupportuk@nielsen.com](mailto:mediasupportuk@nielsen.com)

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## Ad Dynamix B2B Markets

Agriculture	Estates	Works Management	Pharmacy
European Chemical	Fleet	Eureka	Plastics Intl
Hair & Beauty	Flight	Industrial	Printing
Building	Food	Packaging	Road Transport
Building Services	Glass	Health & Safety	Security
Catering	GP	Materials	Travel
Classic Cars	GP Irish	Nature Lab	Veterinary
Construction	Hospital	Motor Trade	Waste
Dentistry	Grocery	Nursing	
Electrical	Interior	Optical	
Electronics	Machinery	Personnel	

To find out more about how Ad Dynamix B2B can help you find leads and generate more revenue, contact your account handler or our New Business Team.