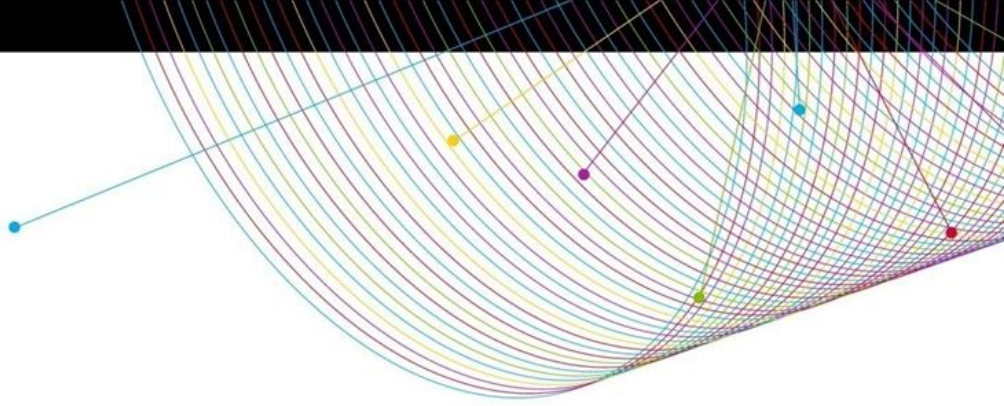




AN UNCOMMON SENSE
OF THE CONSUMER™



SETTING UP DIGITAL CAMPAIGNS WITH TWITTER

INSTRUCTIONS

Given Twitter's atypical integration with Nielsen digital measurement products, the following information will help clarify common misconceptions and highlight best practices to simplify the campaign creation process.

AVAILABILITY

- Twitter is **ONLY** available for **Digital Ad Ratings**.
- Twitter DAR measurement is only available for mobile in-app campaigns
- Twitter has been added to the common ad server list in CMI (*Twitter Integration*)
- DBE and MBE campaigns are excluded from measurement but will still see the ad server as selectable- do NOT select the DBE/MBE ad server
- Twitter only needs the ca and ci values from the DAR tag to execute measurement
- For Total Ad Ratings campaigns, clients must request permission for a TAR study directly from Twitter

SETTING UP A DAR CAMPAIGN IN CMI

- Ask your Twitter representative permission to enable DAR on the campaign
- Begin campaign set up as normal in the CMI tool
- Select Twitter Integration from the ad server list
- The agency/advertiser must send the txt file export directly to Twitter
- The agency/advertiser must confirm with Twitter which values need to be passed through the server
- The Twitter txt file that CMI exports should NOT be appended in any 3rd party ad server
- Contact your DSM or TAM at Nielsen if you have any questions

TROUBLESHOOTING

- If Twitter impressions are not collecting as a Site on your campaign, contact your Nielsen Technical Account Manager. Provide a report of daily DAR tagged Twitter impressions served campaign-to-date.
- *Any impressions delivered before ad server registration can not be included in DAR reports.*

