

TNS Compete

Compete, a unit of TNS Media, delivers digital intelligence that helps the world's top brands improve their marketing based on the online behavior of millions of consumers.

TNS Compete's products and services are fueled by the largest integrated online consumer behavior and survey panel in the industry. Digital insights are interpreted by analytical experts in the automotive, financial services, media, mobile, online, retail, telecom and travel markets to deliver data and recommendations for more profitable marketing campaigns.

Top advertisers, agencies and publishers rely on TNS Compete to:

- segment and profile their most important shoppers
- improve their search marketing and online advertising efficiency
- analyze the effectiveness of their marketing versus competitors
- optimize their online interactions with customers and prospects
- deliver competitive website benchmarking for more than 1,000,000 domains
- provide audience measurement metrics for 500,000 domains

Some examples of the ways that TNS Compete has worked with its clients include:

- helped a major automaker allocate \$30 million to launch a new SUV by tracking vehicle demand and conversion in real-time
- generated an incremental \$75 million in annual subscriber value for a major wireless carrier, without any increase in marketing expenses
- increased the booking rate for a leading hotel brand by 56% by redesigning the purchase funnel on its website
- delivered an additional \$50 million in loan income for a consumer banking leader by recommending new online sales techniques

TNS Compete's Approach

TNS Compete's products and services are fueled by the online activity of millions of US consumers – the largest, most diverse and most precise online consumer behavior panel in the industry. No other company can match TNS Compete's ability to segment, profile and monitor consumers' web usage across millions of web sites.

TNS Compete's web-wide view of consumers complements site-centric vendors, by offering data on competitive performance, monitoring cross-shopping across sites, and by enabling more complete customer profiling and segmentation based on a full-web view of consumers.

In 2006 Compete.com introduced free and open access to audience measurement metrics for the top one million websites in the US. By opening its data Compete.com has experienced widespread adoption and is becoming a new standard for online measurement. TNS Compete is the only company in the industry who has taken this approach.

TNS Compete offers marketing and online media planning and measurement products that are designed to measure how well marketing influences and engages consumers.

- **Online Channel EffectivenessSM** helps marketers learn from their competitors' online performance so they can optimize their own use of the internet as a marketing, sales, service and loyalty channel
- **Marketing EffectivenessSM** measures the impact of campaigns (e.g., product launches; advertising effectiveness; demand assessment; sales conversion; and consumer and brand loyalty) on consumers' research and purchase behavior to improve sales and marketing performance
- **Landing Page EffectivenessTM** allows agencies and advertisers to track the post-click performance of individual ad creative across a competitive set
- **Behavior MatchTM** provides media buyers with site rankings, traffic metrics and segment composition based on standard or customized segment definitions to maximize their strategic publisher and ad network investments
- **Compete PROTM** (www.compete.com) delivers site, search and referral analytics to provide the most comprehensive, consistent and cost-effective digital intelligence in the industry
- **Custom Digital Panels** allow marketers to combine real-time online consumer behavior research with traditional custom panel management to create a powerful new source of observational research
- **Online SurveysTM** identify hard-to-reach consumer segments (such as in-market SUV shoppers, NASCAR fans or MS patients) through behaviorally-targeted surveys that translate consumers' online behavior into their important attributes

For more information

Sales Inquiry:

Call us at 617-933-5600 and dial the extensions for sales

Media Inquiry:

E-mail press@compete.com or contact Greenough Communications at 617-275-6545

Product and service information:

www.competeinc.com

