Opening Page of Nielsen Segmentation and Market Solutions

Nielsen Segmentation & Market Solutions

Login to Nielsen SMS

You will be logged into Nielsen SMS in a new browser window.

Note: Nielsen SMS email features are not functional for this license.

Learn more about Nielsen SMS

Intro to Nielsen Segmentation & Market Solutions
- What is Nielsen SMS?
- Nielsen Consumer Profiles Overview
- Nielsen PRIZM Premier Overview
- Nielsen SMS Reports at a Glance
  (includes guide for migrating from Local Market Audience Analyst/LMAA)

How to read/understand the reports. Formulas and Glossary on page 30

How to use Nielsen Segmentation & Market Solutions
- Segmentation & Market Solutions Basics
- My Content Options
- Menu Options
- Content Lists, Manage Data
- Settings
- Quick Reference Guide: Mapping Functions

To understand the Social Groups Life Styles

SRDS Webinar: Your New Consumer Demographics Tool

We only subscribe to Nielsen Segmentation & Market Solutions
Search Page for Nielsen Segmentation & Market Solutions

Population Demographic Reports are on top

Segmentation Reports are below

Profile Ranking Index:
Choose two consumer profiles

These Segment Reports drill down to county level:
Consumer Concentration, Market Potential, Target Concentration.

Target Segment Measures
Choose a Life Stage or Social Group and learn more about them from Profile List, including how to potentially reach them such as coupons, Internet use, TV, Radio, magazines, newspapers.
If you know their likes, maybe you can use those avenues to market to them (such as sports websites, blogs, magazines, or newspaper sports sections, etc.)