Nielsen Mobile And Mediamark Research & Intelligence Partner On Mobile Audience Targeting Tool

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Nielsen Mobile, a service of The Nielsen Company, and Mediamark Research & Intelligence (MRI) today announced that the two research firms will jointly launch Mobile-MRI, an integrated database of consumersâ€™ mobile and offline media usage that will allow mobile media companies and advertisers to better target audiences with their mobile campaigns.

The new tool will offer detailed behavioral, psychographic, demographic and product usage information on mobile users, providing marketers with more options for customer analysis.Â The companies will link respondent-level information from their two separate, well-respected media tracking services to create a single database.

Mobile-MRI will link data from Nielsen Mobileâ€™s industry-leading Mobile Media Marketplace with corresponding data points from MRIâ€™s Survey of the American Consumer.Â Using representative panels of mobile users, Nielsenâ€™s Mobile Media Marketplace collects and reports consumer mobile usage, audience sizes and composition across all mobile media vehicles, including messaging, mobile internet, mobile video, games, ringtones, music, mobile applications and more.Â MRIâ€™s survey provides data on magazine and newspaper reading, television viewing, radio listening, product consumption, psychographic characteristics, computer and Internet access configurations, and geodemographic characteristics.Â Together, the data will provide a comprehensive understanding of mobile media consumersâ€™ lifestyle and behavior.

â€œMobile advertising is in its early stages with effective targeting being the key to unlocking mobile ROI,â€• said Kanishka Agarwal, Vice President of Mobile Media.Â â€œMRI and Nielsen Mobile will deliver a complete view of the mobile consumer, creating the industryâ€™s first holistic mobile audience targeting tool.â€•Â

â€œThis new partnership will enable media planners to obtain a greater understanding of where they can find specific consumer target audiences on mobileâ€• said Kathi Love, President and CEO of MRI.Â â€œLeveraging Nielsen Mobileâ€™s pr measurements of the mobile landscape with our survey data will enable companies to accurately track who they are reaching through cross-platform advertising.â€•

Love added that in light of MRIâ€™s two-year-old collaboration with Nielsen Online and the impending deal with Nielsen Mobile, MRI recently terminated its relationship with M:Metrics to measure mobile media audiences. In May 2008, M:Metrics was acquired by comScore Inc., a competitor of Nielsen.