

Warc, Nielsen collaborate on newly-relaunched Warc Data

Warc has relaunched Warc Data - an independent and dedicated data product that helps brands, agencies and media owners plan effective advertising and media strategies and investment.

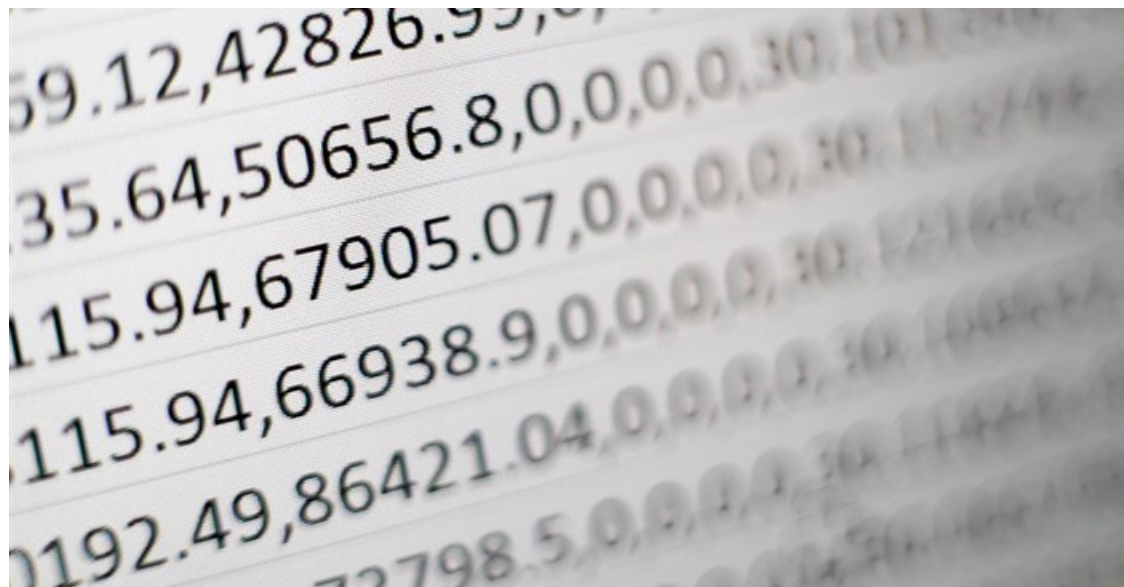


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The new Warc Data delivers benchmarks for understanding media spend across channels, categories and geographies. By using the unique process 'HAVE', Warc Data harmonises, aggregates, verifies and evaluates data from over 100 reputable sources, which now includes new category data drawn from a collaboration with Nielsen.



Global Ad Trends report reveals slowdown in social ad growth

2 Jul 2019



Warc Data harmonises all data so that its net of discounts includes agency commission and excludes production costs; aggregates data from media owners, either directly or through industry bodies; verifies all data meticulously before publication; and evaluates these data with expert analysis.

James McDonald, managing editor of Warc Data, comments: "With millions of ad dollars being wasted each year through ineffective marketing, now more than ever before, brands' budgets need to work harder in the media mix to maximise reach and ultimately increase media effectiveness.



Global Ad Trends report reveals internet ad formats account for majority of media spend

31 May 2019



"Furthermore, our unique position in the industry allows us to work with stakeholders directly. As such, we do not rely on modelled or estimated data – we believe our independent and trustworthy data is closer to reality than equivalent data from other sources."

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COMING SOON - In a multichannel world, it's harder than ever to track campaign performance, measure #ROI, or to even trust third-party #data. But it's all about to change. James McDonald, Managing Editor at #WARCData, has some big news - discover it through the link in bio! #MakeitWARC

A post shared by [WARC](#) (@makeitwarc) on Sep 27, 2019 at 2:15am PDT

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Matt O'Grady, Nielsen's chief commercial officer of international media, added: "Through our unique collaboration with Warc, together we have raised the bar of industry standard for net advertising investment. These highly-valued industry benchmarks will help make budgets work harder to achieve marketing success."

Warc Data is available by subscription. For more information, go [here](#).

For more, visit: <https://www.bizcommunity.com>