

Prime Lingo Nielsen

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Scarborough Launches PRIME Lingo

• Proficient in Microsoft Office (Excel and PowerPoint guru), Nielsen (Arianna, Rhiza, Prime Lingo Scarborough), AdMall, Media Monitors, SRDS, Strata and Wide Orbit (Media, Traffic)

Makiaris Media

The unauthorized use of any Scarborough audience estimate, report, software application, study or map constitutes copyright infringement that could subject the infringer to statutory damages of up to \$150,000 and criminal penalties of up to 10 years imprisonment and a \$500,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the ...

Prime Lingo Nielsen

prime lingo Tutorials Shine a light on your audience or consumer segment by using Nielsen's PRIME Lingo software to increase your efficiency and ability to leverage our data with a simplified interface and features without sacrificing the ability to perform in-depth analytics.

NIELSEN U PILOT FOR PRIME LINGO USERS

The Detail tab displays more information about each Schedule. It contains the same information as the Detailed Reach Analysis tab in PRIME NeXT. For assistance, please call the Nielsen Solutions Center at 1-800-423-4511. To export your Reach Analysis report, click on the Export to Excel icon on the Toolbar.

Scarborough – Nielsen

The following documents are available in the Local Workspace on the Nielsen Answers® portal: NIELSEN LOCAL REFERENCE SUPPLEMENT (go to Local Workspace > Reference > General Information folder); LOCAL SURVEY DATES FOR TV SEASON (go to Local Workspace > Calendars & Schedules > Survey Dates)

PRIME Lingo - Nielsen

nielsen u pilot for prime lingo users Welcome to the pilot program for getting Prime Lingo users access to Nielsen U – Nielsen's client learning portal. As part of our effort to make knowledge and learning easily available to our clients, we are initiating this project to make sure that users can access the content.

Nielsen Scarborough Local Market Research | Solutions ...

Scarborough Launches PRIME Lingo. In New York, Scarborough Research has announced the launch of PRIME Lingo , a new web-based software platform giving non-specialist users desktop access to data including consumer lifestyles, cross media consumption, sports interest and demographics. The software combines access across Scarborough's local...

Evan Wehmeyer - Senior Research Analyst - Nielsen | LinkedIn

View Nick Beyer's profile on LinkedIn, the world's largest professional community. Nick has 6 jobs listed on their profile. ... Claritas SMS, and Nielsen Prime Lingo. Insights Lab (under the ...

Prime Lingo - Nielsen

Prime Lingo Shine a light on your audience or consumer segment by using Nielsen's PRIME Lingo software to increase your efficiency and ability to leverage our data with a simplified interface and features without sacrificing the ability to perform in-depth analytics.

Scarborough offers easy data access through Prime Lingo ...

• Internal and external client PRIME Lingo software trainings • Provide quality service to Nielsen Local Insights clients which encompasses Scarborough, Local Buyer Reach, and Local Insights ...

BROADCAST MEDIA KIT

US— Scarborough Research, the joint venture between Arbitron and Nielsen, has launched a new web-based software platform that gives users access to its range of consumer data. The new Prime Lingo tool provides users with Scarborough's data on cross-media consumption, local shopping patterns, sports interests and demographics.

Guide PRIME Lingo Reach Analysis - Nielsen

PRIME Lingo: Overview Tutorial - Nielsen

Guide PRIME Lingo Custom Definitions - Nielsen

The user's email address and PRIME Lingo™ password are collected at the time the Scarborough customer signs in to www.myprimelingo.com. The email address and PRIME Lingo™ password provide Scarborough with the capability to track who has signed in to this Website, the sign-in and sign-off times, and the content that has been accessed.

PRIME Lingo

In Prime Lingo, the Administrator is the person who manages the list of users for your company. When a user is an Administrator, they see Administrator listed under Documents in the Prime Lingo navigation pane. How to manage users. Click on Administrator to see a list of all users with access to Prime Lingo.

Local Television – Nielsen

Nielsen Scarborough Prime Lingo: Sept. 2015 - Aug. 2016 WITH A POPULATION OF OVER 3.4 MILLION YOU WILL FIND THE DENVER METRO AREA TO BE: Educated •36% of the population has a college degree •17% of adults in Denver have an advanced degree Affluent •55% of the DMA owns a home valued at \$150,000+ •26% of the DMA owns a home valued at ...

Welcome to PRIME Lingo

Prime Lingo® Unlock the power of Scarborough with Nielsen's user-friendly, web-based software platform, PRIME Lingo®. Developed specifically for the Scarborough datasets, PRIME Lingo® offers you the power to create your own custom reporting including cross-tabulations, media rankers, mapping, consumer profiles and trending analysis.

Melissa Huset - Metropolitan State University - Denver ...

Using Prime Lingo and Microsoft MapPoint, create a map showing which geographies over or under-index for the selected target. NSI PROFILER GUIDE NSI Profiler enables you to apply Scarborough qualitative adjustments to your Nielsen ratings in order to illustrate the efficiency of a television station or daypart.

Nick Beyer - Senior Research Associate - Insights Lab ...

Makiaris Media is armed with the most current research tools and analysis software. In contrast to many of our competitors, Makiaris maintains these resources in house.

PRIME Lingo: Overview Tutorial - Nielsen

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511. CLS Training Support—click here. Under PRIME Lingo Tools on the left side, click Custom Definitions. Click to select a folder where you want to save your Custom Definition.

Prime Lingo – Nielsen

For more information about PRIME Lingo, visit our website or call us toll-free at 855.807.2272.

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