

Media planning

Empower your strategy with smarter media planning. Nielsen’s media planning tools provide comprehensive audience segmentation and competitive intelligence to identify the right channels, optimize the media mix, and invest where it counts most.

All Regions ▾

Products available (6)

Audience segmentation

Hone in on the segments that matter most. Build, plan, activate and measure your audience segments across platforms and devices.

See all ▾

Market Intelligence

Gain deep insights into the broader media advertising landscape and discover how to differentiate your brand’s strategy from competitors.

See all ▾

Scenario planning

Determine the best allocation for your marketing budget by testing the outcome

See all ▾

By clicking “Accept All Cookies”, you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.

Cookies Settings

Reject All

Accept All Cookies

**Let's discuss your business
needs**

[Contact us](#)

By clicking "Accept All Cookies", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.