

Meredith's Allrecipes Expands Digital Shopper Marketing Capabilities Through Nielsen Data Driven Analysis

Strong Sales Performance and Consumer Response Driving Positive ROAS for Retailers

DES MOINES, Iowa and NEW YORK, Jan. 19, 2016 /PRNewswire/ -- [Meredith Digital](#), which reaches over 70 million unique consumers across its broad portfolio of women's lifestyle digital destinations, today announced an analytic alliance with Nielsen (NYSE: NLSN) to offer a new level of insights into the effectiveness of native digital advertising campaigns on Allrecipes.com and other Meredith Corporation (NYSE: MDP; www.meredith.com) digital properties.

Powered by one of Nielsen's best in class analytic offerings, Allrecipes is now able to measure total Return on Advertising Spend (ROAS) for Digital Shopper Marketing campaigns. This expanded measurement capability combines Meredith's Shopper Marketing power to deliver and measure offers at the store level with Nielsen's in depth Similarities Market Test (SimTest) service which works to determine the extent to which in-market activities are driving sales. Together, these insights and analytics reveal fast and repeatable results for marketers to strategize against which are not dependent on traditional ad tech and tags.

"This is a big step forward in the measurement of the fragmented world of digital marketing investment," says Steve Luebke, Senior Vice President, Advanced Analytics, Nielsen. "The combination of Meredith Digital and Nielsen's capabilities allow marketers with campaigns of all sizes to navigate the crowded digital space in an agile and intelligent manner, mobilized by fast and accurate analytics and insights that truly help connect the dots from promotion to purchase."

An important tool for marketers, Meredith's Shopper Marketing capabilities are powered by a proprietary, advertising platform acquired earlier this year that delivers "shoppable moments" in the form of hyper-local, retailer-specific product offers in recipe and editorial content on user's desktop, tablet and mobile devices. Nielsen's SimTest methodology compares sales of a product in a defined group of stores where consumers have been exposed to the ads and offers from Allrecipes versus sales at control stores, in which shoppers were not exposed to the ads.

"Attribution is the Holy Grail of advertising," says Corbin de Rubertis, VP & GM, Meredith Shopper Marketing. "We're thrilled to combine delivery of hyper-local ads at the store level to consumers with direct and immediate measurement of the influence of those placements on sales." He notes that this unique offering connects campaign design, execution, and measurement for the first time on a single automated platform.

Meredith reaches nearly two-thirds of Millennial women across its broad portfolio of magazine and digital brands. Allrecipes is part of Meredith's portfolio of multiplatform food-focused brands including *Rachael Ray Every Day*, *EatingWell*, *Family Circle*, *Martha Stewart Living* and *Eat This, Not That!*, as well as 35 special interest media brands. In July 2015, Meredith Digital acquired Qponix, the world's largest hyper-local commerce platform, further expanding its digital shopper marketing capabilities.

Most recently, Allrecipes and Verifone announced a [partnership](#) further elevating their digital presence across the U.S. marketplace.

Allrecipes.com, the world's largest food-focused social network, receives more than 1.3 billion visits annually from home cooks who connect and inspire one another through recipes, photos, reviews, personal collections, videos and profiles. Since its launch in 1997, the Seattle-based social site has

served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, every day and holiday meal solutions and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites and 3 mobile apps serving 24 countries in 13 languages. It is owned by Meredith, which reaches more than 100 million unduplicated American women and over 60 percent of U.S. Millennial women.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

ABOUT MEREDITH CORPORATION

Meredith Corporation has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms - including broadcast television, print, digital, mobile, tablets and video - to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as *Better Homes and Gardens*, *Parents*, *Shape* and *Allrecipes*. The National Media Group features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and Chrysler.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

Logo - <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>

SOURCE Meredith Corporation

For further information: Patrick Taylor, 212/551-6984; patrick.taylor@meredith.com

<https://dotdashmeredith.mediaroom.com/2016-01-19-Merediths-Allrecipes-Expands-Digital-Shopper-Marketing-Capabilities-Through-Nielsen-Data-Driven-Analysis>