



XR Now Connects Directly with
Nielsen Tagging API





XR + Nielsen

XR's integration with the Nielsen Tagging API ensures our client's ads are properly tagged with the Nielsen pixel to enable Nielsen One audience measurement

Launch Faster, Eliminate Manual Steps

- **Provides one place for XR clients** to set up campaigns with a Nielsen tagged pixel
- **Eliminates manual steps** by allowing XR clients to select "Nielsen" within the XR Campaign Setup, automatically applying the pixel to a campaign*

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Improved Data Accuracy

- **Reduces pixel errors** that can result in lost data or the need for campaign credits
- **Delivers faster campaign launch** timelines, which is critical for performance-minded video advertisers.



**Important: Campaign setup must be initiated from the XR platform.*



A leading platform for managing advertising operations, XR helps brands manage every aspect of their advertising creative, from talent payments and rights to ad delivery, so every ad lands exactly how and where it should.



Nielsen is a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence.