



The Nielsen Company  
www.nielsen-online.com

## News Release

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### **COZYCOT SIGNS WITH NIELSEN FOR WEB ANALYTICS AND AUDIENCE MEASUREMENT**

**Sydney, 6 May 2010** — Singapore's leading women's website, CozyCot, has announced it is partnering with global research company, Nielsen, for its ongoing web analytics and online audience measurement services.

The CozyCot/Nielsen partnership will involve Nielsen undertaking an in-depth online survey to help CozyCot to better understand its audience and their usage of beauty products, technology and fashion. Nielsen will also provide CozyCot with insight into its members' and site visitors' profiles, enabling the publisher to provide more comprehensive visibility of its audience to advertisers and media buyers.

"We recognise that marketers want to know that their advertising investments are reaching the audiences that matter most to them," says Nicole Yee, founder of CozyCot. "The work we are doing with Nielsen will provide our advertising clients with the transparency they need to make an informed decision on their advertising spend."

Ms Yee also highlights that the online survey will help the company provide a more targeted product offering to its members: "Knowing what our members are looking for, using and loving in the world of beauty, fashion and technology is critical to our business success and, as such, we are committed to gaining the best understanding we can of their needs."

"CozyCot has been a phenomenal success and we are certainly looking forward to working with such an innovative and pioneering team to help them to grow the business moving forward," states Kerry Brown, Commercial Director of Nielsen's online business in Singapore. "For advertisers and media buyers to truly understand the reach of their campaigns, third-party metrics are critical and CozyCot has taken an important step towards transparent audience measurement."

### About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, <http://www.nielsen.com>.

### About CozyCot

CozyCot is an online beauty, fashion, lifestyle, forums, reviews and shopping site, catering to women and their insatiable needs. Featuring over 25,000 forum threads and close to two million posts to date, CozyCot is dedicated to connecting women through a social shopping community that cultivates women to learn and share about latest products and services, buy smart with the best digital community advice and rave about highly sought after trends and must-haves in a woman's world. CozyCot offers an authentic forum infused with compelling content from experts, members and friends on beauty, fashion, lifestyle, health, parenting, food and entertainment.