ADMINISTER STAFF ACCOUNTS 101

SETTING UP ACCOUNTS ON NIELSEN ANSWERS
FOR ACCESS MANAGERS

HTTPS://ANSWERS.NIELSEN.COM
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Setting Up Accounts on Nielsen Answers for Access Managers
https://answers.nielsen.com

Welcome Nielsen Audio Access Managers! Your company has assigned you this important role of managing its accounts on Nielsen Answers. This tutorial will show you how to:

- Set up accounts on https://answers.nielsen.com for your employees
- Customize their access
- Change access for employees
- Remove or close an account when employees leave

Tip: Please review and update your accounts regularly to ensure the appropriate employees have the proper access to Nielsen data and services.
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Getting Started

Log in to Nielsen Answers
https://answers.nielsen.com

- Enter Username (email address) and Password.
- Click Login.

This takes you to the Nielsen Answers homepage.
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Nielsen Answers Home Page

On the right-side menu under My Tools, click **Nielsen Audio Access Manager**.
- This link is for Nielsen Audio Access Managers (AAMs) only.
Administer Staff Accounts is where you manage your employees’ access to Nielsen Audio data and services. This is where you:

- Assign sign-in IDs (always an email address) for employees
  [Note: If a password needs to be changed, it must be done by the user from the Nielsen Answers log-in screen by selecting “Forgotten Password”]
- Determine what services and markets each employee can access
- Give employees access to new services as they are added to your contract
- Remove access when employees leave your company

Regular reviews of your accounts will help your company protect its investment in Nielsen Audio.
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Add an Account

To add an account, first click the Add an Account button.
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Add an Account (continued)

Fill out all the information for the new user, starting with their sign-in ID, which must be an email address.

The only way that a sign-in ID (email address) can be changed is by contacting Nielsen Customer Solutions at (800) 543-7300.

Click the Sign-In ID Rules link to learn the rules for setting up sign-in IDs.
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Add an Account (continued)

After entering the user’s contact information, select all companies to be associated with the user.

You will then select one primary address to be associated with the user. Click on the Display Address button, then click on Select One.

The primary address cannot be changed by the Access Manager after it is assigned to the user. Contact Nielsen Customer Solutions at (800) 543-7300 to change a primary address.
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IMPORTANT NOTE : Add an Account (continued)

Every user must be associated with an address on file for your organization’s account. The address(es) will show up in the drop-down menu. It is important to note that the address choice made here can have potential tax ramifications.

All addresses on file with Nielsen Audio for each company selected will appear, in alphabetical order by company. (If multiple companies have been selected, you can type the first few letters of the company name and you will go to the addresses for that company.)

Addresses for the same cluster will show up multiple times. If an address is listed multiple times, associated with different companies, it does not matter which of those duplicate addresses you choose. The information the user will have access to is not impacted by this choice. Just select the address that is associated with the user.
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Authorize Products and Services

Set permissions for the services and markets the user needs to access.
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Review Accounts

Review and change settings by clicking the **Previous** button. Or approve the settings by clicking the **OK** button.
After processing is complete, this screen will appear, providing confirmation that the new account has been created. Click OK to continue.
After a new account has been created, the user will be listed on the Administer Staff Accounts page.
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Change and Remove Accounts

To change or remove an account(s), select the user(s) via the left-side check boxes or select all using the top-most check box.

To change an account, click the Change button. This will open the user information pages, where you can change all settings except the sign-in ID and primary address.

To remove a user account, select the user account and click the Remove button in the top menu. The user account will then disappear from the list.
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Change and Remove Accounts (Single User)

If you select one user to change, change the permissions for the services and markets the user needs to access.
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Change and Remove Accounts (Multiple Users)

If you are making changes to multiple users, select services and markets to be added or removed to all selected accounts.

Select the markets using the arrow buttons.

Click Add or Remove button to change the authorization. Afterward, click OK to accept changes or Previous to edit.
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Change and Remove Accounts (continued)

All changes will be tracked and available for viewing in a Transaction Log.

An email will be sent after changes are made to verify the information.
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FAQs About Managing Accounts for https://answers.nielsen.com

1. What does the Nielsen Audio Access Manager (AAM) do?

The Nielsen Audio Access Manager is responsible for:

- Creating sign-in IDs (always an e-mail address) for employees who need access to your organization’s Nielsen Audio data and online services
- Setting permissions at the individual user level and granting individual users access to all or selected Nielsen Audio online services
- Canceling user accounts when an employee leaves, the same way email, network, and key card access are canceled for ex-employees

2. How many Nielsen Audio Access Managers can my organization have?

Your organization has the choice of setting up as many Nielsen Audio Access Managers as your needs require. You can designate Access Managers by work group, location, or whatever way fits your needs.

At a minimum, Nielsen Audio strongly encourages you to designate at least two Access Managers—a primary Access Manager and a backup Access Manager. You will need a backup Access Manager for those times when your primary Access Manager is on vacation, out sick, or otherwise unavailable.
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3. Does my Nielsen Audio Access Manager need to be an IT person or have special computer skills?
No. Your Nielsen Audio Access Manager does not need to be a computer expert. Nielsen Audio has developed a step-by-step process that makes assigning sign-in IDs (e-mail addresses), and permissions very simple and straightforward. When choosing a Nielsen Audio Access Manager, it is key to appoint someone who is trustworthy and dependable.

4. Why do Access Managers need to review their accounts regularly?
Access Managers control who has access to the Nielsen Audio data and services that your company pays for. It’s important to be sure that the employees who use these services and data have access to it. If your organization adds new Nielsen Audio services or markets, employees need to have access to it to do their jobs. You particularly need to immediately deny access to employees who leave. It’s up to you to prevent your company’s resources from walking out the door and being used by the competition.

5. What are the features of Administer Staff Accounts?
Administer Staff Accounts enables your organization to choose which Nielsen Audio data and services each employee has access to.
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6. How can Administrator Staff Accounts benefit my organization?
Access management features make it easy to control access to your organization’s Nielsen Audio data and online services. With these enhancements, your organization can quickly and easily:

- Set up data and online service access for new employees
- Remove access when employees leave
- Protect your Nielsen Audio investment

7. What do you need to do to start using Administration Staff Accounts?
To get started, your organization needs to appoint an employee to serve as your organization’s Nielsen Audio Access Manager. The person in this role “holds the keys” to access your Nielsen Audio data and online service subscriptions.

The Nielsen Audio Access Manager manages data and online service access for your organization and serves as the contact person for updates and bulletins on your account.

8. Can an Access Manager change a sign-in ID or a primary address for a user?
No. Once a sign-in ID or a primary address has been selected for a user, the only way to change it is to contact Nielsen Customer Solutions at clientsupport@Nielsen.com or at (800) 543-7300.
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FAQs About Managing Accounts for https://answers.nielsen.com

9. Can an Access Manager change a password for a user?

No. Passwords must be changed by users themselves from the log-in screen of Nielsen Answers by selecting the “Forgotten Password” link.

10. How do I select the primary address for a user?

When selecting a primary address from the Add an Account screen, remember that every user must be associated with one address on file for your organization’s account. The address(es) will show up in the drop-down menu. It is important to note that the address choice made can have potential tax ramifications.

All addresses on file with Nielsen Audio for each company selected will appear, in alphabetical order by company. (If multiple companies have been selected, you can type the first few letters of the desired company name when selecting an address and you will go to the addresses for that company.)

The same address for stations in a cluster will show up multiple times, associated with each individual station/company. If an address is listed multiple times, associated with different companies, it does not matter which of those duplicate addresses you choose. The information the user will have access to is not impacted by this choice. Just select the address that is associated with the user.

The primary address cannot be changed by the Access Manager after it is assigned to the user. Contact Nielsen Customer Solutions at (800) 543-7300 to change a primary address.