MINTEL

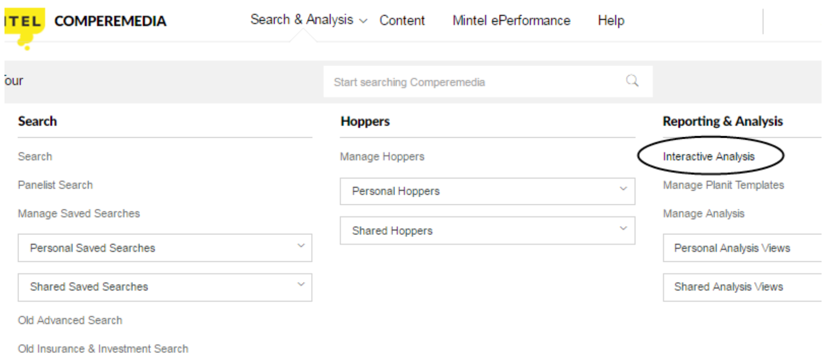
INTERACTIVE ANALYSIS

USER GUIDE

TABLE OF CONTENTS

ACCESSING THE TOOL

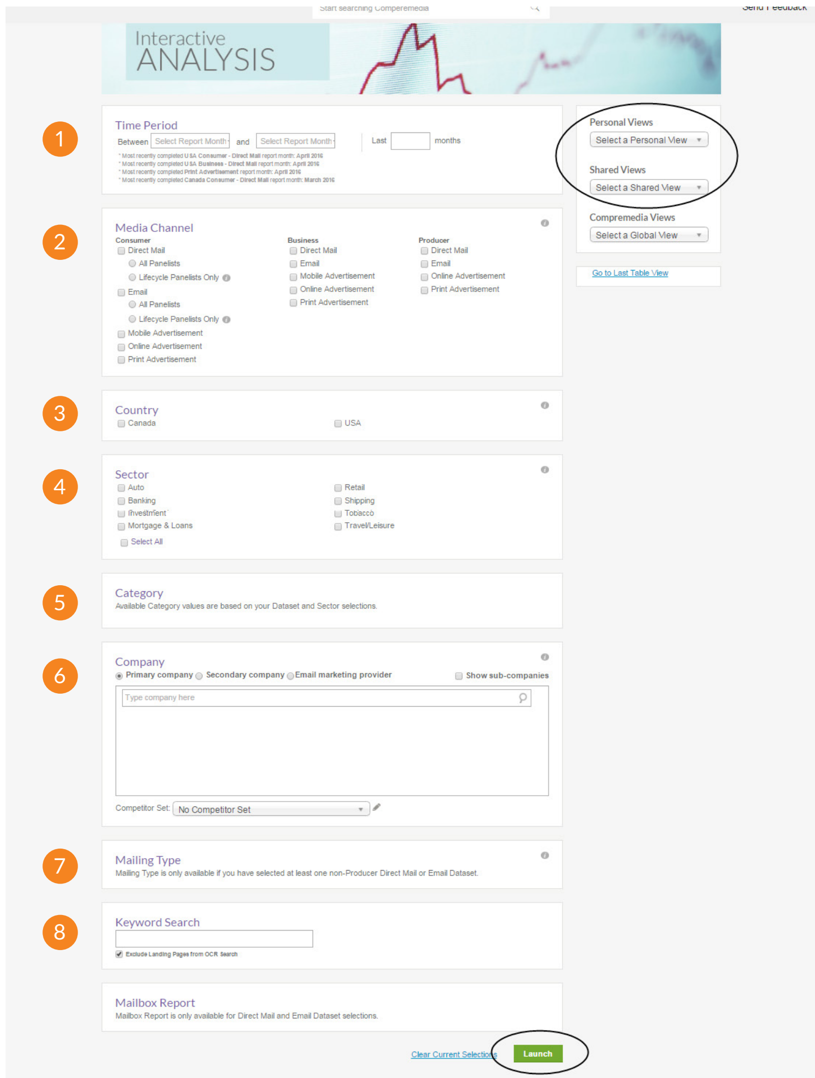
The Interactive Analysis tool can be reached by clicking ‘Search & Analysis’ at the top of the page, and then clicking ‘Interactive Analysis’ under the Reporting & Analysis section on the right of the drop-down box.

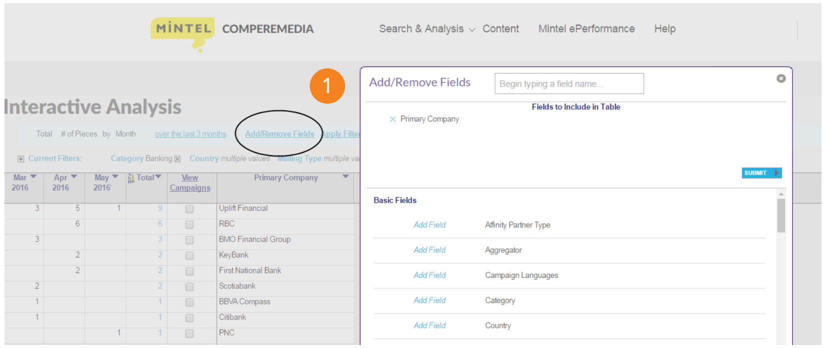


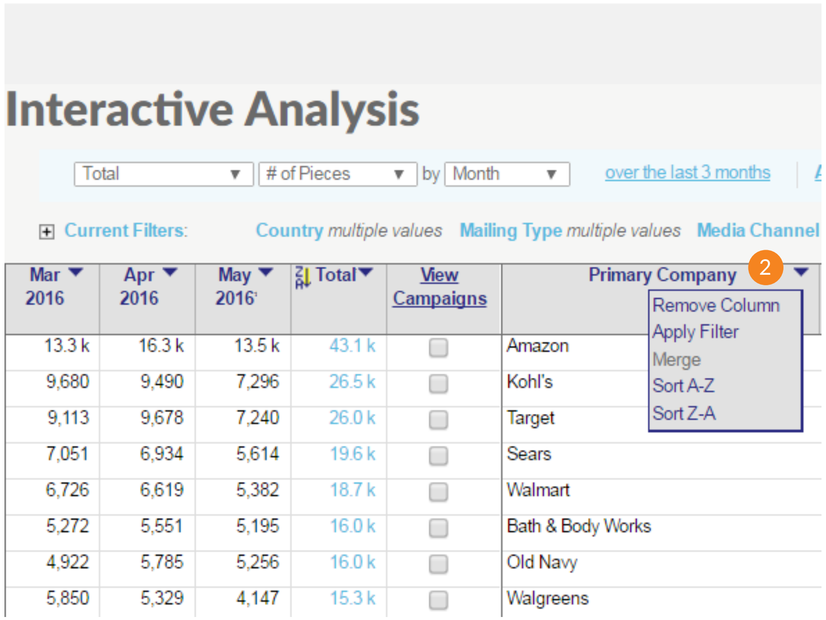
LAUNCHING AN ANALYSIS

Select any combination of time period, dataset, country, sector, category, company, mailing type and keyword search and click the ‘Launch’ button. Field choices will be based on access rights and previous field selection. You can also select to launch a saved tool from a previous search, or one of the shared tools available to all users.

1. Time Period - You can select specific months (static) or for a more dynamic saved search, select campaigns seen over the past x months (up to 24)
2. Media Channel - Any combination of dataset can be selected
3. Country - If the user only has access to one country, this field will not be available
4. Sector - If a sector is not selected, it will default to all available sectors (based on access rights)
5. Category - This field will populate based on dataset, country and sector selection
6. Company - Look-up based on company field
7. Mailing Type - This field will only be available if limited to nonproducer DM or Email exclusively
8. Keyword Search - This field is a combination of both OCR and free text searching







ADDING AND REMOVING A FIELD

By default, your tool will open with the time period trend and primary company as your starting point. From there, you can add or remove fields from the tool.

1. To add a field, simply click the ‘Add Field’ link, then select the field from the available list to add it to your tool.

2. To remove a field from your tool, simply click the down arrow located in the right hand corner of the field header and select ‘Remove’.

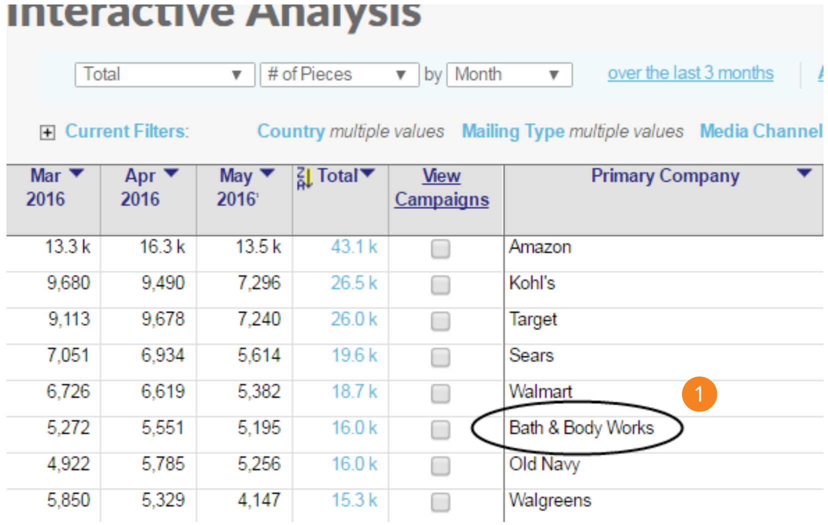
Note – removing a field from the tool does NOT remove any filters on that field. See Filter section for more detail on this topic.

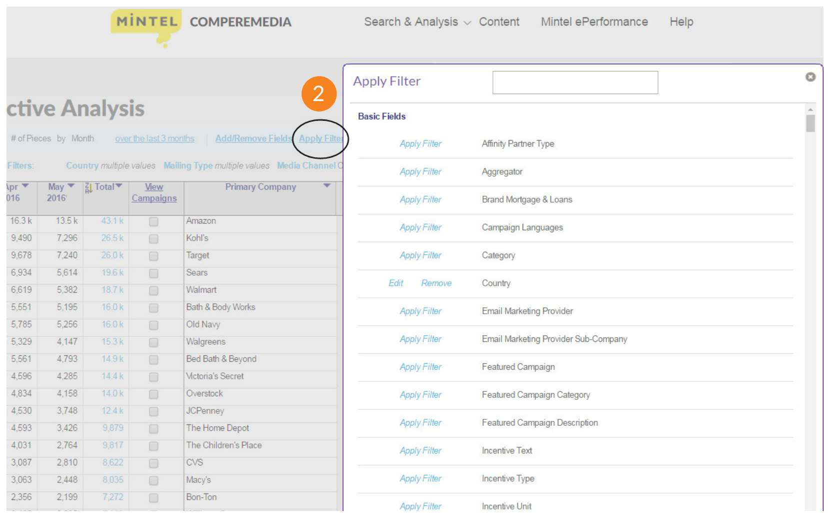
ADDING FILTERS

Filters can be added when the fields are in the results table or when they are not in the results table.

1. Single value - By clicking on an attribute within a column, you will filter on the selected discrete value. Every single attribute within a field column is clickable. This should only be used when only wanting to filter on a single value.

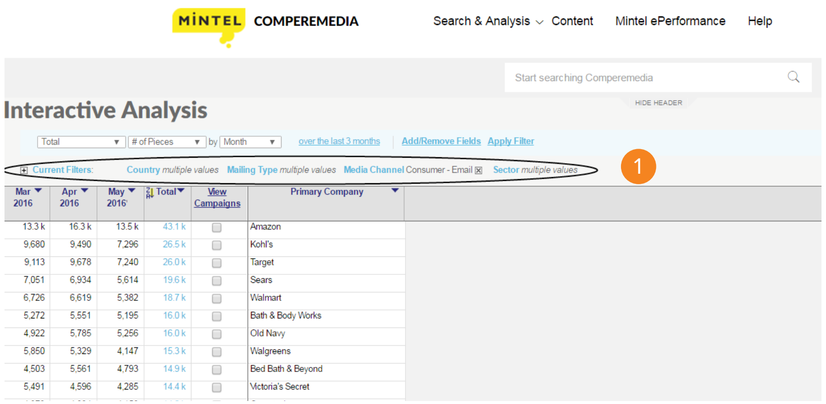
2. Multiple values - To filter on multiple values, click the down arrow in the field you would like to add the filter and select 'Apply Filter.' This will allow you to select multiple values, all or none.

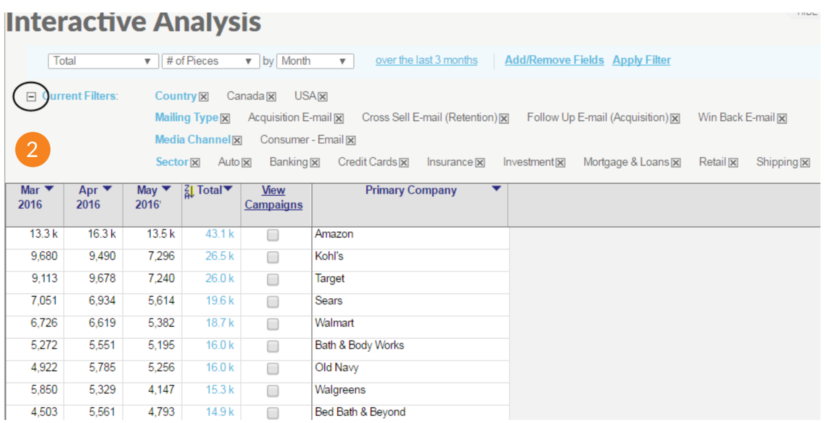




Insider Tip

To filter outside of the results table, you can click the 'Apply Filter' link at the top of the page and select your criteria.





REMOVING OR MODIFYING FILTERS

When modifying a filter within the tool, you only have the option to remove existing attributes, not include ones that are not currently included within the table. The later function must be done with the filters outside of the table ('Current Filter' section or 'Apply Filter' section).

1. To remove a filter, you can simply 'X' out the filter from the list of 'Current Filters.' Alternatively, you can modify or remove your filter by selecting 'Edit Filter/ Remove Filter' in the dropdown menu of each header or clicking directly on the link 'Apply Filters.'

2. To get more visibility to all of your current filters, you can expand the filter section to get a more detailed view.

Please note: Removing a field from the tool will NOT remove the filters. This must be done as a separate step. A list of all current filters will always be displayed in the 'Current Filters' section.

SAVING ANALYSIS AND SETTING NEW OFFER ALERTS

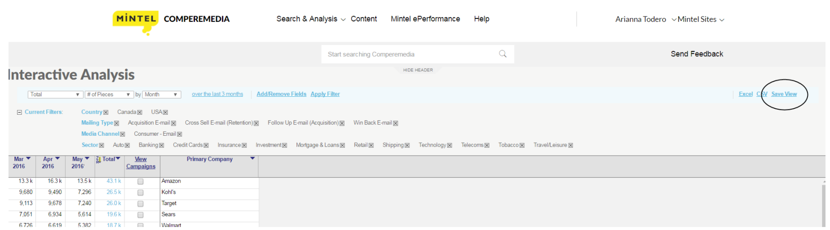
After launching and customizing your tool, it can be saved to open from a link on the homepage (custom content) or from your saved tools on the Launch Page.

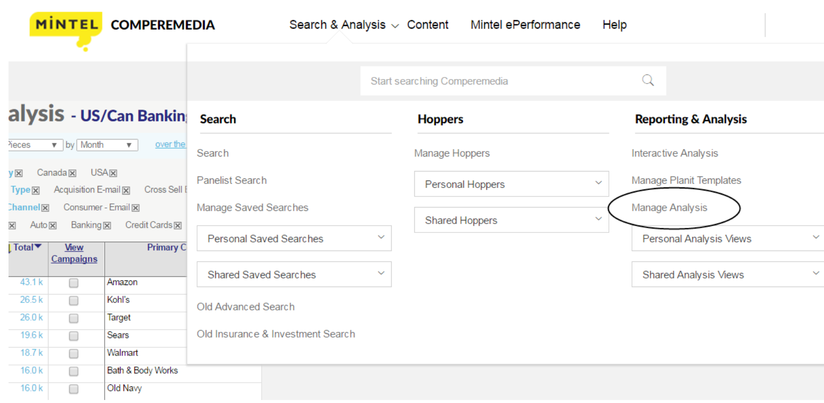
Click ‘Save View’. You will then be prompted to create a name. Once you have done this, your tool will be saved. To access your saved tools, click on ‘Search & Analysis’ at the top of the page, then click ‘Manage Analysis.’ From here you can share or delete your tools, as well as create alerts for a defined frequency of your choice.

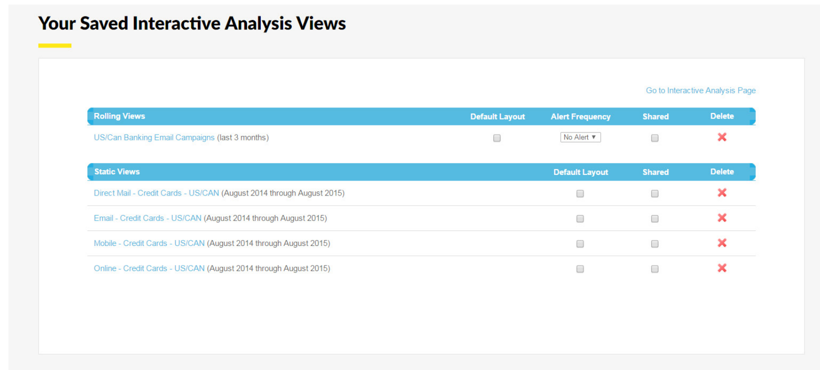
There are two types of views:

Rolling
Any tool that is saved with a rolling time period (last 3 months). Only rolling views can have new offer alerts set (daily, weekly or monthly).

Static
Any tool that is saved with a static time period (Jan 09 – Jun 09). New offer alerts may not be set up for this type of tool.







OTHER TOOL FEATURES

Viewing campaigns
Clicking on the numeric 'Total' link associated with a group will take you to a 'search results' view of those specific campaigns. You can also select multiple checkboxes in the table and click 'View Campaigns.'

Sorting
By default, each newly launched tool is sorted by the 'Total' column Z-A or High - Low. Any of the field (column) headings can be sorted. (Z-A or A-Z).

Moving columns
You may move the order of your field columns by grabbing the header and dragging and dropping. By doing this, the tool will regenerate to update the grouping of the data.

Merge fields
When analyzing data with multi-value fields, simply select 'Merge' from the dropdown within the field header to consolidate your data. This will eliminate any double counting issues (a warning will still appear when this is an issue).

OTHER TOOL FEATURES

Adjust timing/data field/output

In the upper left hand of the tool's page, you can modify the following:

- Numeric output – Default is total, can be changed to percent
- Measurement – Default is Estimated Mail Volume if it is a consumer direct mail based analysis, but can be changed to panelists, campaigns and pieces
- Timing – Default is month, can be changed to quarter or year
- Time period – Click the link with the currently displayed time period to initiate changes

Trend lines
When a tool is run with more than 6 columns of data, a trend line will replace the actual numbers. You can hover your mouse over the trend line to get actual numbers, or change your default timing (from month to quarter or year) to reduce your number of columns to less than 6.

Downloading data
To download data to CSV or Excel, simply click the corresponding link at the top right of the tool.

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Need more help?

If you have any questions please call our Helpdesk:

London:	+44 20 7778 7155	Sydney:	+61 2 8284 8100
Chicago:	+1 312 932 0400	Singapore:	+65 6653 3600
New York:	+1 212 796 57 10	Mumbai:	+91 22 4090 7217
Shanghai:	+86 21 6032 7300	Sao Paulo:	+ 55 11 4063 3744
Tokyo:	+81 3 6228 6591	Toronto:	+1 312 932 0400