



INTERACTIVE ANALYSIS
USER GUIDE

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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.

The screenshot shows the top navigation bar of the Mintel Comperemedia website. The logo 'TEL COMPEREMEDIA' is on the left. The navigation menu includes 'Search & Analysis', 'Content', 'Mintel ePerformance', and 'Help'. Below the navigation bar is a search bar with the placeholder text 'Start searching Comperemedia'. The main content area is divided into three columns: 'Search', 'Hoppers', and 'Reporting & Analysis'. The 'Reporting & Analysis' column contains a list of options, with 'Interactive Analysis' circled in red. Other options in this column include 'Manage Planit Templates', 'Manage Analysis', 'Personal Analysis Views', and 'Shared Analysis Views'. The 'Search' column includes 'Search', 'Panelist Search', 'Manage Saved Searches', 'Personal Saved Searches', 'Shared Saved Searches', 'Old Advanced Search', and 'Old Insurance & Investment Search'. The 'Hoppers' column includes 'Manage Hoppers', 'Personal Hoppers', and 'Shared Hoppers'.

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

The screenshot shows the 'Interactive ANALYSIS' interface. It features a top navigation bar with the text 'Start Searching | Competemedia' and a user profile 'JOHN | TERAVIVA'. The main content area is divided into several sections, each with a numbered callout:

- 1. Time Period:** Includes a date range selector 'Between [Select Report Month] and [Select Report Month]' and a 'Last [] months' field. Below this are links for 'Most recently completed' reports for USA Consumer, USA Business, and Canada Consumer.
- 2. Media Channel:** A grid of checkboxes for 'Consumer', 'Business', and 'Producer' categories, each with sub-options like 'Direct Mail', 'Email', 'Mobile Advertisement', 'Online Advertisement', and 'Print Advertisement'.
- 3. Country:** A dropdown menu currently showing 'Canada' and 'USA'.
- 4. Sector:** A grid of checkboxes for sectors such as 'Auto', 'Banking', 'Investment', 'Mortgage & Loans', 'Retail', 'Shipping', 'Tobacco', and 'Travel/Leisure'.
- 5. Category:** A section stating 'Available Category values are based on your Dataset and Sector selections'.
- 6. Company:** A search box with the placeholder 'Type company here' and a 'Show sub-companies' checkbox. Below it is a 'Competitor Set' dropdown set to 'No Competitor Set'.
- 7. Mailing Type:** A section stating 'Mailing Type is only available if you have selected at least one non-Producer Direct Mail or Email Dataset'.
- 8. Keyword Search:** A search box with a checked option 'Exclude Landing Pages from OCR search'.

On the right side, there are 'Personal Views' and 'Shared Views' sections, each with a 'Select a [View Type]' dropdown menu. A 'Go to Last Table View' link is also present. At the bottom right, there is a 'Clear Current Selections' link and a green 'Launch' button, both of which are circled in the image.

MINTEL COMPEREMEDIA Search & Analysis Content Mintel ePerformance Help

Interactive Analysis

Total # of Pieces by Month [over the last 3 months](#) **Add/Remove Fields** [Apply Filter](#)

Current Filters: Category Banking 2 Country multiple values Mailing Type multiple values

Mar 2016	Apr 2016	May 2016	Total	View Campaigns	Primary Company
3	5	1	9	<input type="checkbox"/>	UpfR Financial
	6		6	<input type="checkbox"/>	RBC
3			3	<input type="checkbox"/>	BMO Financial Group
	2		2	<input type="checkbox"/>	KeyBank
	2		2	<input type="checkbox"/>	First National Bank
2			2	<input type="checkbox"/>	Scotiabank
1			1	<input type="checkbox"/>	BBVA Compass
1			1	<input type="checkbox"/>	Citibank
		1	1	<input type="checkbox"/>	PNC

Add/Remove Fields

× Primary Company **Fields to Include in Table**

Basic Fields

[Add Field](#) Affinity Partner Type

[Add Field](#) Aggregator

[Add Field](#) Campaign Languages

[Add Field](#) Category

[Add Field](#) Country

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'.

Interactive Analysis

Total # of Pieces by Month [over the last 3 months](#)

Current Filters: Country multiple values Mailing Type multiple values Media Channel

Mar 2016	Apr 2016	May 2016	Total	View Campaigns	Primary Company
13.3 k	16.3 k	13.5 k	43.1 k	<input type="checkbox"/>	Amazon
9,680	9,490	7,296	26.5 k	<input type="checkbox"/>	Kohl's
9,113	9,678	7,240	26.0 k	<input type="checkbox"/>	Target
7,051	6,934	5,614	19.6 k	<input type="checkbox"/>	Sears
6,726	6,619	5,382	18.7 k	<input type="checkbox"/>	Walmart
5,272	5,551	5,195	16.0 k	<input type="checkbox"/>	Bath & Body Works
4,922	5,785	5,256	16.0 k	<input type="checkbox"/>	Old Navy
5,850	5,329	4,147	15.3 k	<input type="checkbox"/>	Walgreens

Remove Column

Apply Filter

Merge

Sort A-Z

Sort Z-A

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.

Interactive Analysis

Total ▼ # of Pieces ▼ by Month ▼ [over the last 3 months](#)

Current Filters: Country multiple values Mailing Type multiple values Media Channel

Mar ▼ 2016	Apr ▼ 2016	May ▼ 2016	Total ▼	View Campaigns	Primary Company ▼
13.3 k	16.3 k	13.5 k	43.1 k	<input type="checkbox"/>	Amazon
9,680	9,490	7,296	26.5 k	<input type="checkbox"/>	Kohl's
9,113	9,678	7,240	26.0 k	<input type="checkbox"/>	Target
7,051	6,934	5,614	19.6 k	<input type="checkbox"/>	Sears
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5,272	5,551	5,195	16.0 k	<input type="checkbox"/>	Bath & Body Works
4,922	5,785	5,256	16.0 k	<input type="checkbox"/>	Old Navy
5,850	5,329	4,147	15.3 k	<input type="checkbox"/>	Walgreens

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Interactive Analysis

of Pieces by Month [over the last 3 months](#) [Add/Remove Fields](#) [Apply Filter](#)

Filters: Country multiple values Mailing Type multiple values Media Channel

Apr ▼ 2016	May ▼ 2016	Total ▼	View Campaigns	Primary Company ▼
16.3 k	13.5 k	43.1 k	<input type="checkbox"/>	Amazon
9,490	7,296	26.5 k	<input type="checkbox"/>	Kohl's
9,678	7,240	26.0 k	<input type="checkbox"/>	Target
6,934	5,614	19.6 k	<input type="checkbox"/>	Sears
6,619	5,382	18.7 k	<input type="checkbox"/>	Walmart
5,551	5,195	16.0 k	<input type="checkbox"/>	Bath & Body Works
5,785	5,256	16.0 k	<input type="checkbox"/>	Old Navy
5,329	4,147	15.3 k	<input type="checkbox"/>	Walgreens
5,551	4,793	14.9 k	<input type="checkbox"/>	Bed Bath & Beyond
4,596	4,285	14.4 k	<input type="checkbox"/>	Victoria's Secret
4,834	4,158	14.0 k	<input type="checkbox"/>	Overstock
4,530	3,748	12.4 k	<input type="checkbox"/>	JCPenney
4,593	3,426	9,879	<input type="checkbox"/>	The Home Depot
4,031	2,764	9,617	<input type="checkbox"/>	The Children's Place
3,067	2,810	8,622	<input type="checkbox"/>	CVS
3,063	2,448	8,035	<input type="checkbox"/>	Macy's
2,356	2,199	7,272	<input type="checkbox"/>	Bon-Ton

Apply Filter

Basic Fields

- Apply Filter Affinity Partner Type
- Apply Filter Aggregator
- Apply Filter Brand Mortgage & Loans
- Apply Filter Campaign Languages
- Apply Filter Category
- Edit Remove Country
- Apply Filter Email Marketing Provider
- Apply Filter Email Marketing Provider Sub-Company
- Apply Filter Featured Campaign
- Apply Filter Featured Campaign Category
- Apply Filter Featured Campaign Description
- Apply Filter Incentive Text
- Apply Filter Incentive Type
- Apply Filter Incentive Unit

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Start searching Comperemedia

Interactive Analysis

Total | # of Pieces | by | Month | over the last 3 months | Add/Remove Fields | Apply Filter

Current Filters: Country multiple values Mailing Type multiple values Media Channel Consumer - Email Sector multiple values

Mar 2016	Apr 2016	May 2016	Total	View Campaigns	Primary Company
13.3 k	16.3 k	13.5 k	43.1 k	<input type="checkbox"/>	Amazon
9,680	9,490	7,296	26.5 k	<input type="checkbox"/>	Kohl's
9,113	9,678	7,240	26.0 k	<input type="checkbox"/>	Target
7,051	6,934	5,614	19.6 k	<input type="checkbox"/>	Sears
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4,922	5,785	5,256	16.0 k	<input type="checkbox"/>	Old Navy
5,850	5,329	4,147	15.3 k	<input type="checkbox"/>	Walgreens
4,503	5,561	4,793	14.9 k	<input type="checkbox"/>	Bed Bath & Beyond
5,491	4,596	4,285	14.4 k	<input type="checkbox"/>	Victoria's Secret

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).

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

Interactive Analysis

Total | # of Pieces | by | Month | over the last 3 months | Add/Remove Fields | Apply Filter

Current Filters: Country Canada USA
 Mailing Type Acquisition E-mail Cross Sell E-mail (Retention) Follow Up E-mail (Acquisition) Win Back E-mail
 Media Channel Consumer - Email
 Sector Auto Banking Credit Cards Insurance Investment Mortgage & Loans Retail Shipping

Mar 2016	Apr 2016	May 2016	Total	View Campaigns	Primary Company
13.3 k	16.3 k	13.5 k	43.1 k	<input type="checkbox"/>	Amazon
9,680	9,490	7,296	26.5 k	<input type="checkbox"/>	Kohl's
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5,850	5,329	4,147	15.3 k	<input type="checkbox"/>	Walgreens
4,503	5,561	4,793	14.9 k	<input type="checkbox"/>	Bed Bath & Beyond

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.

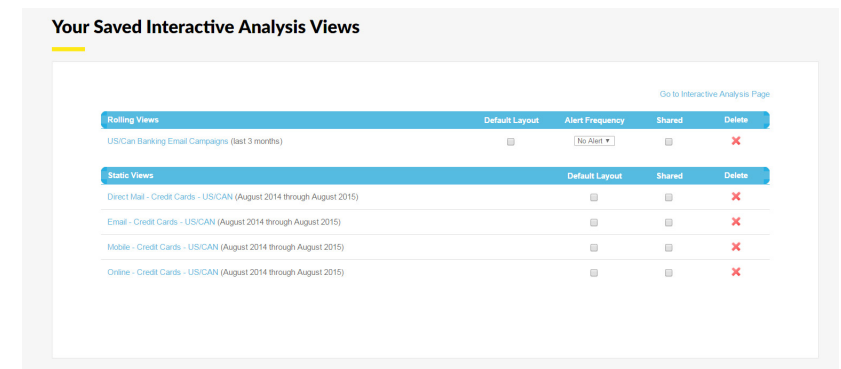
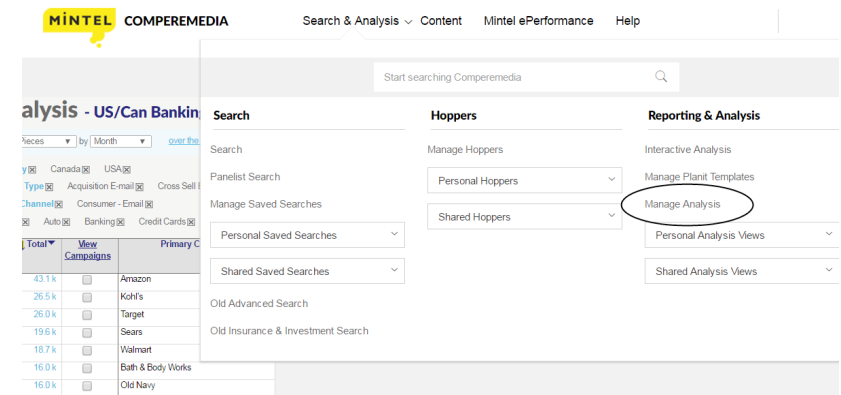
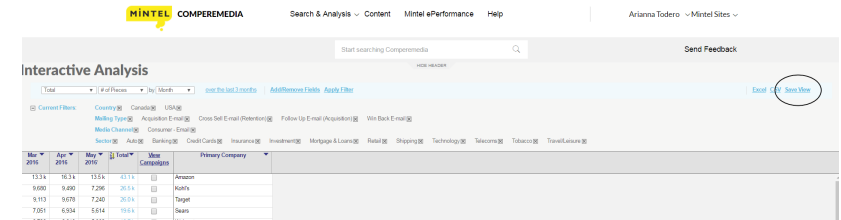
There are two types of views:

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:

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