



New Comperemedia Search
USER GUIDE

TABLE OF CONTENTS

| | |
|--------------------------------------|---|
| SUMMARY OF CHANGES | 1 |
| SEARCH PAGE OVERVIEW | 2 |
| FILTERING | 3 |
| BASIC SEARCH | 4 |
| SAVING A SEARCH | 5 |
| MANAGING SAVED SEARCHES | 5 |
| ADDING TO HOPPERS | 6 |
| DOWNLOADING AND ANALYZING RESULTS | 7 |
| INTERACTIVE GRAPHING | 8 |
| INTEGRATION OF PANELISTS AND CONTENT | 9 |
| SITE WIDE SEARCH | 9 |

SUMMARY OF CHANGES

Comperemedia has made significant enhancements to how you can search for Campaigns, Panelists, and Content. Here is a summary of changes, benefits, and applications.

These developments were inspired and driven by the needs of our clients and users:

“[Search] is very difficult to scan quickly.”

“Learning curve is a little high with the UI. It’s a little overwhelming for novice users.”

“Searching for specific campaigns results...need to click back and forth to see the creative.”

“The search is a little cumbersome with all the options up front.”

Site-wide searching

We’ve addressed the limited Media ID searching and expanded capabilities to deliver a more comprehensive, informative “google-esque” experience. Type in what interests you. Our search platform will return relevant results.

Simple filtering

With same-page filtering you no longer have to edit your last search to make changes. We’ve provided quick access to the most commonly searched fields. All other fields are available through a simple interface built into one search page.

Clean views of campaign creatives

Scanning creatives is a great way to be inspired and our new interface makes this easy. Change your thumbnail size to match your browsing needs.

Integration of Campaigns, Panelists, and Content

Fully integrated into a single interface – you can now move back and forth between these different datasets. All search criteria is carried over from one page to the next.

Improved saved search and hoppers

We’ve expanded both saved search and hoppers for campaigns, panelists, and content. With expanded hoppers you can have a robust project folder to store relevant campaigns, intriguing panelists, and insightful content for fast access, quick sharing, and easy collaboration.

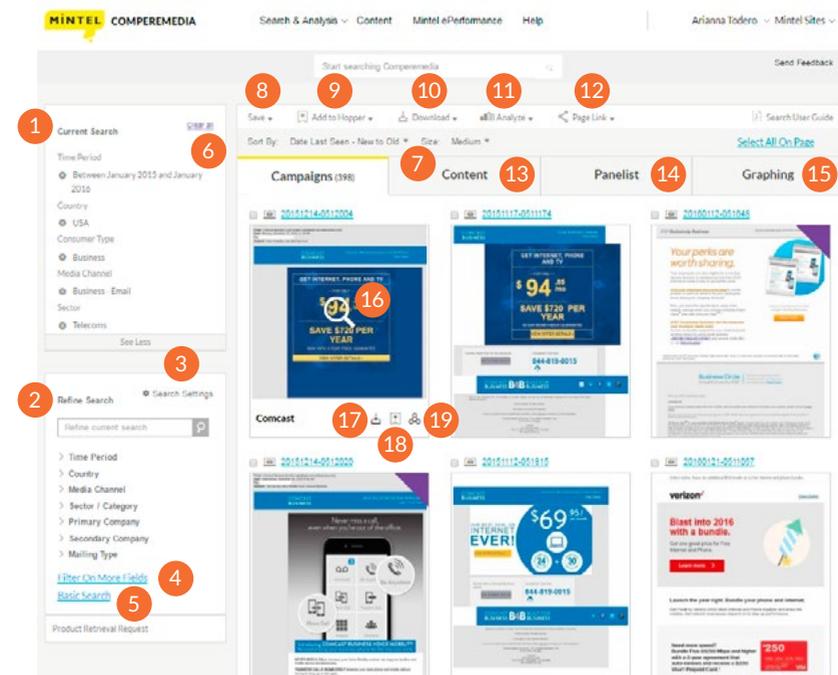
SEARCH PAGE OVERVIEW

When you first arrive at the search page, you'll see search results for all of the campaigns in your subscription. Since your subscription may include a wider set of Sectors or Media Channels than your focus, we encourage you to take advantage of setting a default search. This ensures your search page is loaded with the results you find most relevant each time you visit.

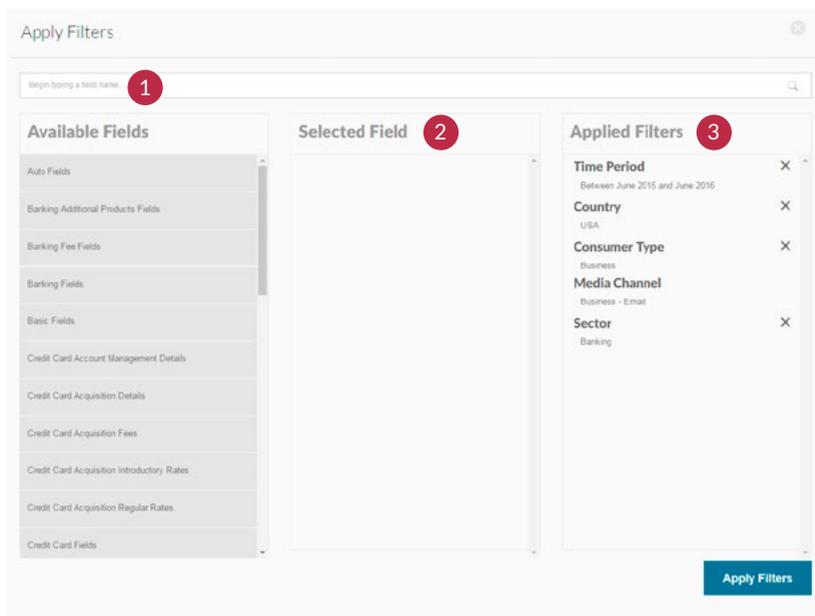
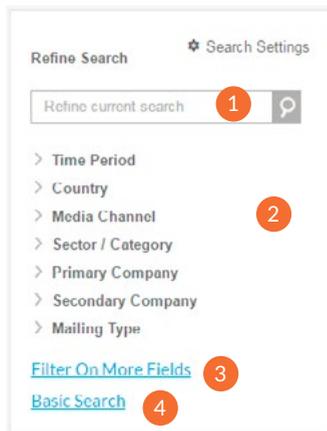
Commonly used fields are always available on the left side. If your focus is sector specific, you can choose to show some additional sector fields through Search Settings. Remember that you can filter on these fields and all others through our 'Filter On More Fields' interface. It's fully integrated into the page – no need to navigate back and forth to perform advanced field searching!

All other functionality for saving a search, adding to hoppers, downloading, and analyzing data is available through our simple menu actions.

1. Applied filters
2. Filter selection
3. Customize search settings
4. Filter on all fields, apply multiple changes at once
5. Basic Search shows all visible filters
6. Sorting
7. Pick thumbnail size
8. Save new, save, save as, set email alert
9. Add selected campaigns to existing hopper or create new



10. Download all or selected campaigns
11. Analyze results in Planit Reporting or interactive Analysis
12. Grab a short url to share with colleagues
13. View all Content
14. Panelist Portal
15. Interactive Graphing
16. View enlarged campaign images
17. Download campaign images
18. Add campaign to hopper
19. Show similar campaigns



FILTERING

There are four easy ways to filter within search:

1. **Refine current search**
Type in a keyword or phrase in this box and be prompted with options. You can search OCR, Everywhere, or within a number of other fields.
2. **Filter on visible fields**
Some fields will always be visible. You can select multiple values and fields consecutively – you don't need to wait for the page to load your new results before selecting additional criteria.
3. **Filter on more fields**
This interface allows you to filter on all fields within Comperemedia. It is a convenient way to apply multiple changes at once. You can also search to find fields.
4. **Basic Search**
This simple interface shows all visible fields fully expanded. Results will not refresh until you've pressed Apply Filters.

FILTER ON MORE FIELDS

1. **Search Fields**
Narrow down the list of fields to the ones you're looking for.
2. **Select your field values**
Once you've selected a field to filter, you will be prompted to select values.
3. **Apply Changes**
See selected field filters and apply your changes.

BASIC SEARCH

Basic Search displays all visible fields and doesn't refresh results until you've Applied Filters. Through the Search Settings you can even have this displayed by default each time you start a new search!

1. See All Filter Options - Each filter you see on the search
2. Apply Filters - Your results will not update until you've applied the filter changes.
3. Search Settings - Click on Search Settings to customize some search options.
4. Filters - Add Sector specific fields to the list of always visible filters.
5. Basic Search - Show the Basic Search form each time you visit the search page.

Basic Search

Time Period
Report months: [Start date] to [End date]

New campaigns added
[Any] **1**

Country
 Canada USA

Media Channel

- Business
 - Direct Mail
 - Email
 - Mobile Advertisement
 - Online Advertisement
 - Print Advertisement
- Consumer
 - Direct Mail
 - Email
 - Mobile Advertisement
 - Online Advertisement
 - Print Advertisement
- Professor
 - Direct Mail
 - Email
 - Print Advertisement

2 Apply Filters

Refine Search **3** Search Settings

Refine current search [Search]

> Time Period
> Country

Customize Search Settings

Select a Set of Filters

[No Custom Filters]

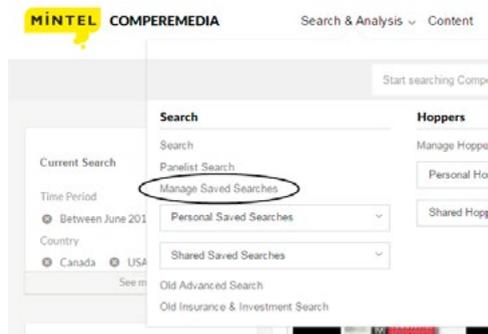
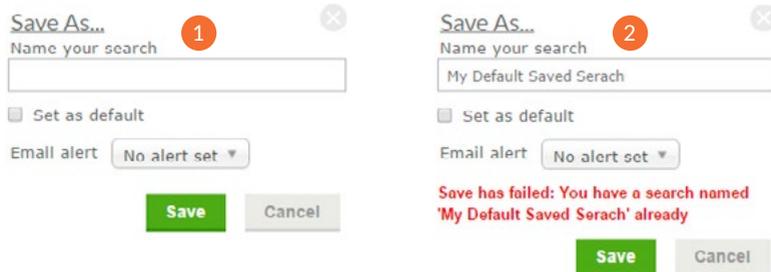
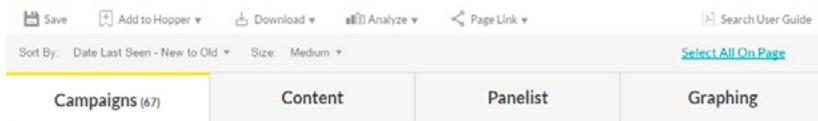
*Selecting a set of filters will modify your default settings

New Fields **4**

Consistent Fields
Time Period
Country
Media Channel
Sector/Category
Primary Company
Secondary Company
Mailing Type

5 Show Basic Search by Default

Customize Cancel



SAVING A SEARCH

You can save a search in any tab; Campaigns, Content, and Panelists.

1. Give your saved search a name. Select 'Set as default' if you would like this to be the search you see every time you visit. At the same time, you can set an email alert. This way you can be notified when new campaigns are published that meet your criteria.
2. Don't worry about overwriting an existing search. We give you the option to overwrite if you pick a name that you've already used.

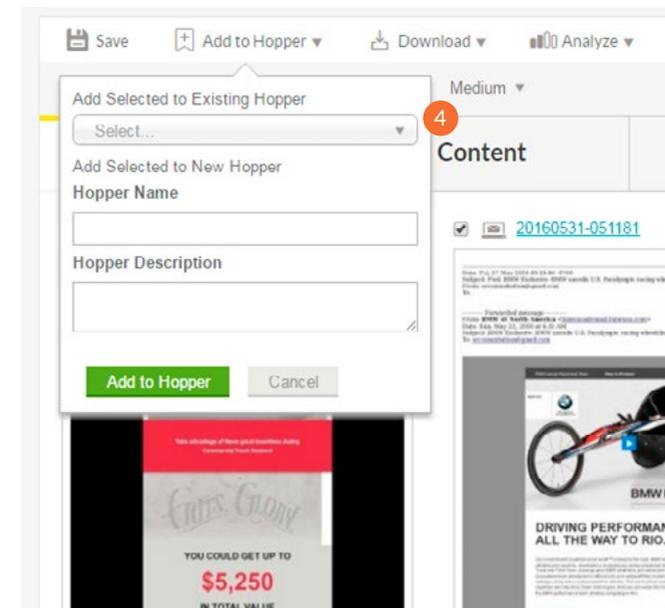
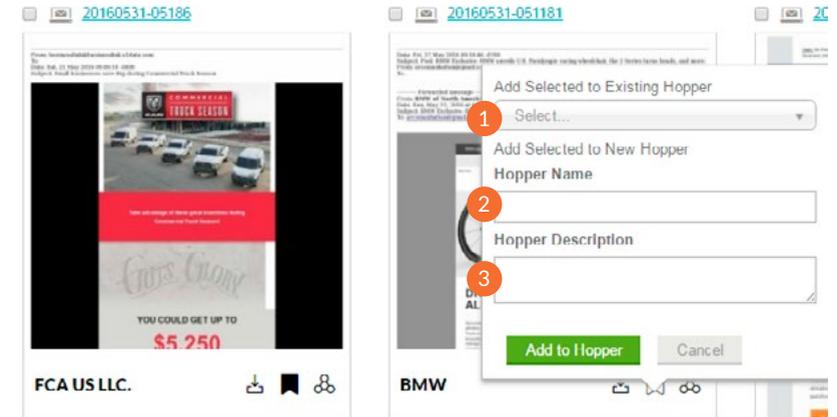
MANAGING SAVED SEARCHES

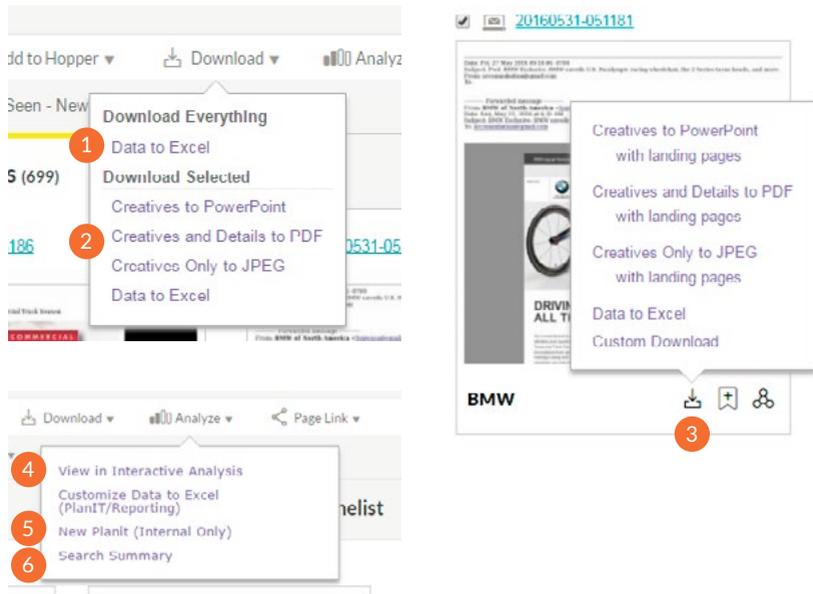
1. Set as Default - Recommended if you would always like certain criteria selected when you open search. A great timesaver!
2. Collaboration - Share your searches with colleagues in your organization.
3. Email Alert - Set up Daily, Weekly, and Monthly alerts to new campaigns that meet your criteria.
4. Search Criteria - Expand to easily see the criteria of your searches. Very helpful for those with lots of searches!

ADDING TO HOPPERS

Within search you have the ability to (a) add individual items to a hopper and (b) add multiple items to a hopper at once. Each item (Campaign, Panelist, or Content) will have a hopper icon next to it when you hover over the image. You can use this to add that individual item to a new or existing hopper. A black hopper icon indicates the item can be found in one or more hoppers.

1. Add to an Existing Hopper - Add the item to an existing personal or shared hopper.
2. Create a New Hopper - Give your hopper a descriptive name.
3. Provide a description (optional) - Enter a detailed description of this hopper.
4. To add multiple items to a hopper, click the box in the upper right corner and then click 'Add to Hopper' at the top of your tool bar.

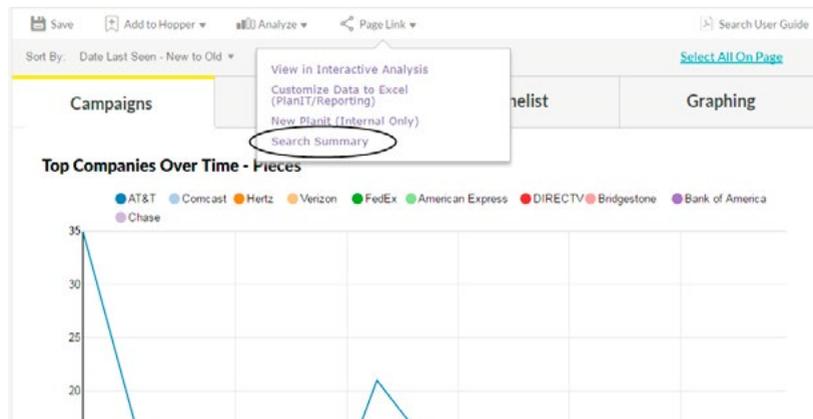




DOWNLOADING AND ANALYZING RESULTS

There are a few options for downloading and interacting with your search results.

1. Download to Excel - Quickly download all results with a few predefined fields.
2. Selected Campaigns - Selected campaigns can be downloaded to PPT, PDF, Jpeg.
3. Individual Campaigns Image, or Excel. - You can also download creatives or data about a single campaign.
4. Interactive Analysis - Load up Interactive Analysis with your criteria already applied.
5. Planit/Reporting - Select your fields and download to Excel or CSV.
6. Search Summary - Quickly view a dashboard summary of your search results.



INTERACTIVE GRAPHING

This allows you to quickly graph your search results. You can customize X and Y axis to display any field available.

1. Fully Interactive - Change your filter criteria and the chart will update in real time.
2. Save - Save your graph view for quick reference. Load it up from the list of views in the header.
3. Download - Get a fully functional Excel file with data and graph. Great for easily pasting into a presentation.
4. Customize - Control your series, X, and Y axis options. We allow you to graph any field we capture!



INTEGRATION OF PANELISTS AND CONTENT

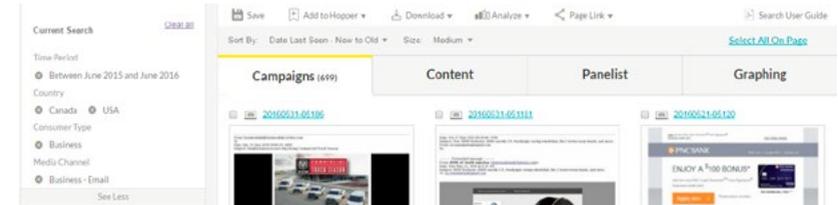
We've created a single, integrated interface to search for campaigns, panelists, and content. The filters you've applied in one tab will carry through to the others you select. With this functionality, you can search across Comperemedia for campaigns, panelists, and content in one seamless interface.

SITEWIDE SEARCH

We now have a sitewide search. You can still type in Media ID(s) to see those campaigns. Even better – you can type in anything else and get results! Our system tries to determine what you're searching for. If it matches keywords, it will automatically apply some filters. If it doesn't, you'll be doing a keyword search across all captured fields.

1. The simple text search 'Telecom Acquisition' is interpreted and filters automatically applied.
2. If you don't think our system guessed correctly you can override and just run your criteria as a keyword search.

If you have any suggestions or comments about our new search – please let us know! Each page has a feedback form available which will send your comments directly to our product development team. They may reach out for additional conversation to ensure we've built the best search possible.





comperemedia.com

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