



MINTEL COMPEREMEDIA USER GUIDE

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Client Login

Email Address

Password

Remember me | [Forgot your password?](#)

Log in

1 New to Mintel? [Register Now](#)

Registration Step 1 of 3

Please enter your email address. You will be sent an email containing a link that will grant you access to your Mintel services.

2 Email Address

Send Email **Cancel**

CREATING A PROFILE

Go to portal.mintel.com.

1. Under the sign in box, notice 'New to Mintel' click on the link 'click here to activate your account'
2. Enter your company email address and click register for access (our system will automatically recognize your company email URL)
3. A link will be emailed to you to activate your account
4. Go to your inbox and open the email from Mintel Client Services (Please ensure you check spam folders)
5. Click on the link which will take you to a registration page.
6. Fill in your details and set your password
7. You have now created your profile

Please note: Your username will always be your company email address.

LOGGING IN

Go to portal.mintel.com.

1. In the box in the middle of the page titled 'Client Login' fill in your email address and the password you created.
2. Click 'Log in'. If you have forgotten your password click on 'forgotten your password' to reset it. If you have forgotten your password you will have to create a new one.
3. You are now logged into your Mintel Services. Look to the 'Current Subscriptions' menu on the left hand side and select Mintel Comperemedia. Other services you are subscribed to will also be listed here.

Please note: The box titled Mintel solutions includes services you are not currently subscribed to.

Client Login

1 Email Address

Password

Remember me | [Forgot your password?](#)

2 [Log in](#)

The screenshot shows the Mintel portal homepage for user Arianna Todero. The header includes the Mintel logo, a welcome message, and navigation links for Home, Preferences, and About Mintel. A search bar is present below the header. The main content area features a 'Welcome' message with the user's name, a profile picture placeholder, and an 'Email' button. Below this is a 'Recently used by you' section with three tiles: 'Mintel Comperemedia RBR Portal', 'Mintel Comperemedia', and 'Mintel Who's Who (live)'. A footer section contains contact information for technical support, including a phone number and email address, along with a 'More locations' dropdown menu.

The screenshot displays the Mintel Comperemedia homepage. At the top, there is a navigation bar with the Mintel logo, the name 'COMPEREMEDIA', and menu items for 'Search & Analysis', 'Content', 'Mintel ePerformance', and 'Help'. A user profile 'Arianna Todero' and 'Mintel Sites' are also visible. Below the navigation bar, there are three main tabs: 'CONTENT' (Thought provoking insight and analysis), 'FEATURED CAMPAIGNS' (Innovative marketing we've observed), and 'RECENT CAMPAIGNS' (The most recent marketing we've collected). A search bar is located above the 'CONTENT' tab. Below the tabs, there are three filter dropdown menus for 'Countries', 'Media Channels', and 'Sectors', along with a 'Clear' button. The main content area features three featured report cards:

- KEY TAKEAWAYS FROM CHASE'S Q3 2016 EARNINGS CALL** (Oct 21, 2016): A summary of the five most important things to know about Chase's earnings call.
- US CREDIT CARD RESPONSE RATES - AUGUST 2016** (Oct 21, 2016): This report surveys over 3,000 U.S. households on a monthly basis, gauging consumer responsiveness to credit card offers from major issuers and across media channels.
- CANADIAN CONSUMER CREDIT CREDIT CARDS REPORT - AUGUST 2016** (Oct 18, 2016): This report provides a monthly overview of acquisition direct mail activity in the Canadian Consumer Credit Cards sector for August 2016.

CUSTOMIZING YOUR HOMEPAGE

The Comperemedia homepage highlights our Content and Campaigns. Within the content tab you'll see the most recent reports we've published. Featured Campaigns are those campaigns we've observed which are worth noting. We include a brief summary of what makes them noteworthy. And Recent campaigns are a stream of campaigns as they're observed.

You can customize the areas of focus for the homepage by filtering on Country, Sector, and Media Channel. This setting is retained until you change it.

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 Custom 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 elsewhere to perform advanced searching.

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

The screenshot displays the MINTEL COMPEREMEDIA search interface. At the top, there is a navigation bar with the MINTEL logo and 'COMPEREMEDIA' text. To the right of the logo are links for 'Search & Analysis', 'Content', 'Mintel ePerformance', and 'Help'. Further right, the user's name 'Arianna Todero' and 'Mintel Sites' are visible. Below the navigation bar is a search bar with the text 'Start searching Comperemedia' and a 'Send Feedback' link. The main content area is divided into several sections. On the left, there is a 'Refine Search' section with a search input field and a list of filter categories: 'Time Period', 'Country', 'Media Channel', 'Sector / Category', 'Primary Company', 'Secondary Company', and 'Mailing Type'. Below these categories are links for 'Filter On More Fields' and 'Basic Search'. The main content area is a grid of search results. The first row shows three results: 'NEW STYLES FOR EVERY SIZE' (a clothing advertisement), 'DOONEY & BOURKE' (a clothing advertisement), and 'WELCOME FROM DOONEY & BOURKE' (a clothing advertisement). The second row shows three results: 'SUPER SATURDAY SALE' (a clothing advertisement), 'ARHAUS' (a home goods advertisement), and 'amazon' (a retail advertisement). The third row shows three results: 'amazon' (a retail advertisement), 'GIVAJIA' (a retail advertisement), and 'Walmart' (a retail advertisement). The top right of the main content area has a 'Search User Guide' link and a 'Select All On Page' link. The top left of the main content area has a 'Narrow down your search results using the filters below' section with a magnifying glass icon.

The screenshot shows the Mintel Comperemedia search interface. The top navigation bar includes 'MINTEL COMPEREMEDIA', 'Search & Analysis', 'Content', 'Mintel ePerformance', and 'Help'. The user is logged in as 'Arianna Todero' and is viewing 'Mintel Sites'. The main search area is titled 'Start searching Comperemedia' and includes a search bar, a 'Send Feedback' link, and a 'Search User Guide' link. Below the search bar, there are options to 'Save', 'Add to Hopper', 'Download', 'Analyze', and 'Page Link'. The search results are sorted by 'Date Last Seen - New to Old' and are displayed in a grid of thumbnails. The thumbnails are categorized into 'Campaigns (398)', 'Content', 'Panelist', and 'Graphing'. The interface also features a 'Current Search' sidebar with filters for 'Time Period', 'Country', 'Consumer Type', 'Media Channel', and 'Sector'. A 'Refine Search' sidebar is also present, allowing users to filter on more fields, basic search, and product retrieval requests. The numbered callouts (1-19) point to various UI elements: 1. Current Search, 2. Refine Search, 3. Search Settings, 4. Filter On More Fields, 5. Basic Search, 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.

SEARCH PAGE OVERVIEW

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

PANELISTS

The panelists portal allows you to see a “mailbox” style view of the marketing received by our panelists. You can filter by attributes of the panelists and/or the marketing they've received.

PANELIST SERP:

1. Add panelist to hopper
2. Star/Favorite a panelist - you can give this panelist a custom name and description for easy reference
3. Filter by demographic information about the panelists
4. Filter by details about the marketing received
5. See the company relationships the panelist has, identified by marketing received
6. Click the panelist code to see their individual page

PANELIST PAGE:

1. See an overview of the panelist's demographics
2. Filter by details about the marketing received
3. See a detailed list of their company relationships
4. Add campaigns to a hopper or download creatives

The screenshot displays the Panelists portal interface, divided into two main sections: the Panelist SERP (Search Engine Results Page) and the Panelist Page.

Panelist SERP:

- Navigation:** Campaigns, Content, **Panelist (42,602)**, Graphing.
- Panelist #898682:** Consumer, \$75,000 - \$99,999 // 50-55 // New York, NY // New York, USA. Mail: 195 // Email: [See relationships](#).
- Recent Pieces:** Levi's, BJ's, Lands' End, Lightinthebox.com, Brylane Home.
- Panelist #881380:** Consumer Lifecycle, \$100,000 - \$149,999 // 26-30 // Miami-FL Lauderdale, FL // Florida, USA. Mail: 271 // Email: [See relationships](#).
- Recent Pieces:** Levi's, Michael Kors, Carter's, Victoria's Secret, Victoria's Secret.
- Panelist #881163:** Consumer Lifecycle, \$150,000 - \$199,999 // 48-49 // Los Angeles, CA // California, USA. Mail: 190 // Email: [See relationships](#).
- Recent Pieces:** H, SAVE 25%, [Unreadable], [Unreadable], [Unreadable].

Panelist Page:

- Navigation:** Campaigns, Content, **Panelist (11,124)**, Graphing.
- Month:** October 2016.
- Panelist Demographics:** Panel Type: Consumer Lifecycle, Country: USA, Age: 50-55, Income: \$75,000 - \$99,999, State: New York, DMA: New York, NY.
- Media Details:** Media Channel, Time Period, Sector / Category, Primary Company.
- Campaigns:**
 - 20161023-05293: NEW STYLES FOR EVERY SIZE (Levi's).
 - 20161022-05294: Earn extra money for the holidays. Become a Team Member. (NOW HIRING FOR THE HOLIDAY SEASON).
 - 20161022-05297: LANDS' END 40% OFF OUTERWEAR + 30% OFF EVERYTHING ELSE. A WARMER WINTER STARTS HERE & NOW.
 - 20161022-052932: Don't Miss Our Best Electronics Values.
 - 20161022-052894: Brylane Home HOLIDAY Mystery Offer! 25% OFF.
 - 20161022-052898: Living room perfection. \$1,699.99.

The screenshot displays the Mintel Comperemedia search interface. On the left, the 'Current Search' and 'Refine Search' panels are visible. The 'Refine Search' panel includes filters for 'Content Type', 'Sector', 'Media Channel', 'Country', 'ePerformance Content', and 'Mode'. The main content area shows a list of search results under the 'Content (1,159)' tab. The results are sorted by 'Publish date - newest to oldest'. The first result is 'Key Takeaways from Bank of America's Q3 2016 Earnings Call', which is a 'RESEARCH REPORT' published on Oct 18, 2016. Below the title, there is a summary (highlighted with a red circle 3) and tags (highlighted with a red circle 4). The interface also features tabs for 'Campaigns' (highlighted with a red circle 5) and 'Panelist' (highlighted with a red circle 6). Download icons for PDF, Word, and Excel are visible next to the first result.

CONTENT

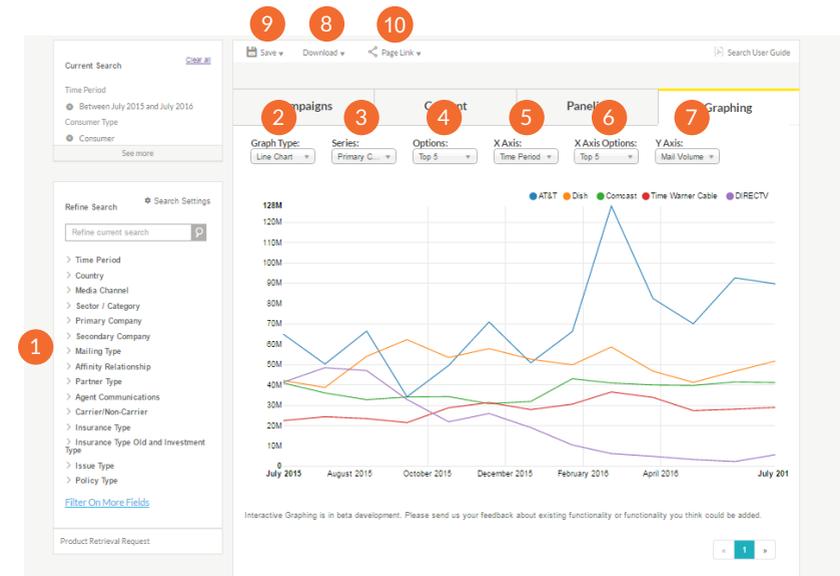
The content tab provides a simple view into the vast amount of content we've published. Here you can access all reports, blogs, webinars, and other material produced by our research team.

1. Filter by details about the content
2. Download the PDF, PowerPoint, Excel, or Word file
3. Share this content with a colleague
4. Click tags to see other similar content
5. Click the title to view that content in browser
6. Add content to a hopper

GRAPHING

The graphing tab allows you to quickly see a visual representation of marketing data. This is great for a fast look of mail volume by competitor over time. It's currently in beta form.

1. Filter by details about the campaigns
2. Change the chart type (Currently supports Bar and Line)
3. Select the Primary Series to graph
4. Select from 3 to 20 series
5. Select the X-Axis: All fields are available for graphing
6. Select from 3 to 20 series
7. Select the Y-Axis metric to graph
8. Download an image or Excel file of this graph
9. Save this view for later
10. Grab a short link to share with colleagues or bookmark for later



Current Search [Clear all](#)

Time Period
Between June 2015 and June 2016

Country
Canada USA

Consumer Type
Business

Media Channel
Business - Email

See Less

Save Add to Hopper Download Analyze Page Link Search User Guide

Sort By: Date Last Seen - New to Old Size: Medium [Select All On Page](#)

Campaigns (699) Content Panelist Graphing

20160531-05186 20160531-05181 20160521-05120

Current Search [Clear all](#)

Sector

1 Telecoms

Mailing Type Group

Acquisition

Search 'Telecom Acquisition' as freetext 2

MINTEL COMPEREMEDIA Search & Analysis Content Mintel ePerformance Help Arianna Todero Mintel Sites

Start searching Comperemedia Send Feedback

Narrow down your search results using the filters below.

Refine Search

1 Refine current search

Content Type Sector Media Channel Country ePerformance Content Mode Product Retrieval Request

2 Save Add to Hopper Page Link Search User Guide

Sort By: Publish date - newest to oldest [New Document](#) [Select All On Page](#)

Campaigns Content (3,206) Panelist Graphing

Key Takeaways from Chase's Q3 2016 Earnings Call

RESEARCH REPORT Credit Cards Oct 21, 2016

A summary of the five most important things to know about Chase's earnings call

Tags: Chase Earnings Call

US Credit Card Response Rates - August 2016

RESEARCH REPORT - U.S. Credit Card Response Rate Credit Cards Oct 21, 2016

Monthly Report

This report surveys over 3,000 U.S. households on a monthly basis, gauging consumer responsiveness to credit card offers from major issuers and across media channels.

Tags: None

Canadian Consumer Credit Cards Report- August 2016

RESEARCH REPORT - Canada Consumer Credit Card Credit Cards Oct 16, 2016

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.

Select Content on the toolbar of the search page to view all published reports available with your subscription

1. **Filter** by Sector, Date Range, or Title Keyword
2. Sort list of reports by **Name**, **Sector**, or **Date** uploaded

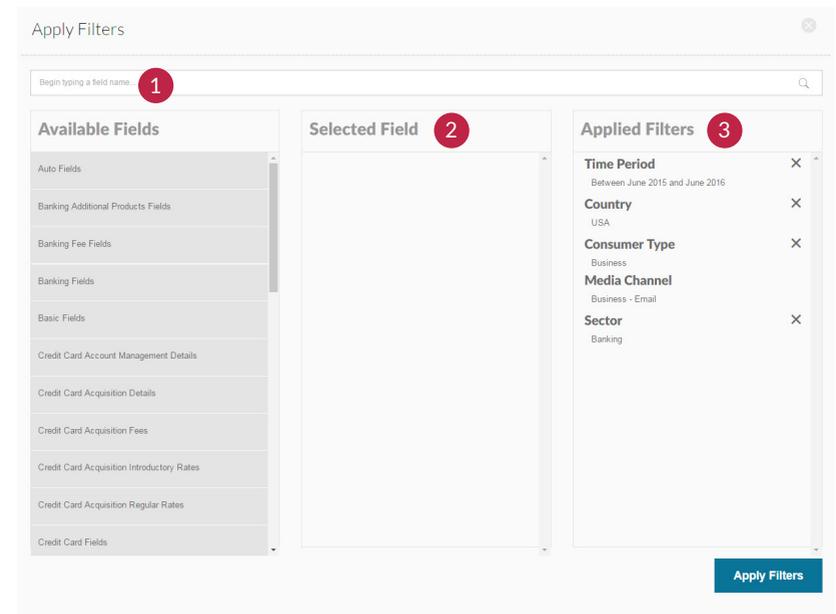
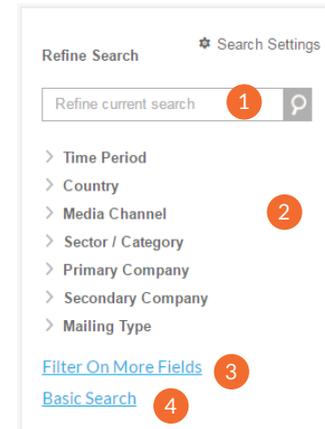
FILTERING

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.



Liberty Mutual

Primary Company: Liberty Mutual Insurance Company Sector: Insurance
 Secondary Company: Category: Property & Casualty (Personal Lines)

Media ID: 20160305-05184 Country: USA
 First Seen: September 2016 Media Channel: Email
 Last Seen: September 2016 Panel Type: Consumer

Product: Customer Information Campaign Language: English
 Marketing Provider: Liberty Mutual Insurance Company Offer: a notification that the policy change quote has been saved
 Subject: Your Liberty Mutual Home Policy Change Quote
 Email Mailing Type: International E-mail

Corporate Branding

First Seen: September 2016
 Last Seen: September 2016
 Media ID: 20160305-05184

Type: OCR term

5G

THE MOBILE INDUSTRIAL REVOLUTION

HUAWEI

RECORD PAGE

From the search page, click on the picture of the result that interests you.

On the left, click the Media ID number to access more information.

1. Download record information and images to PDF and PPT
2. Add the campaign to a hopper
3. View all information about the record
4. Use OCR to search within a campaign for specific words or phrases
5. Click on images for high resolution viewing

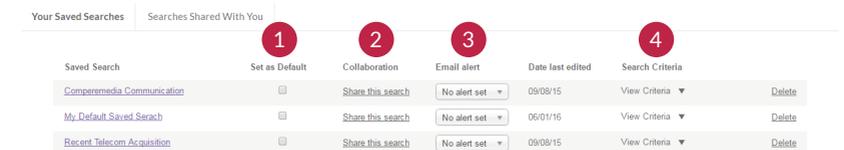
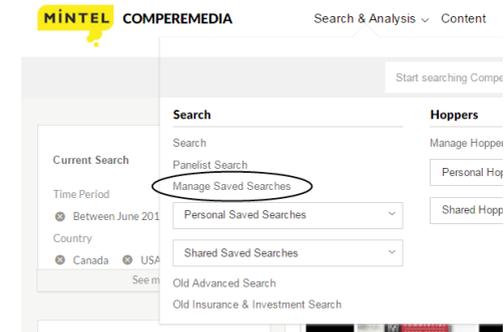
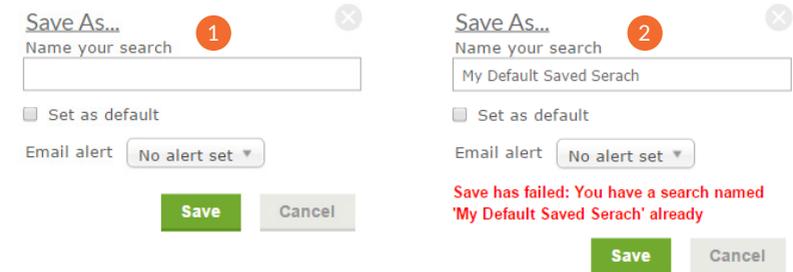
SAVING A SEARCH

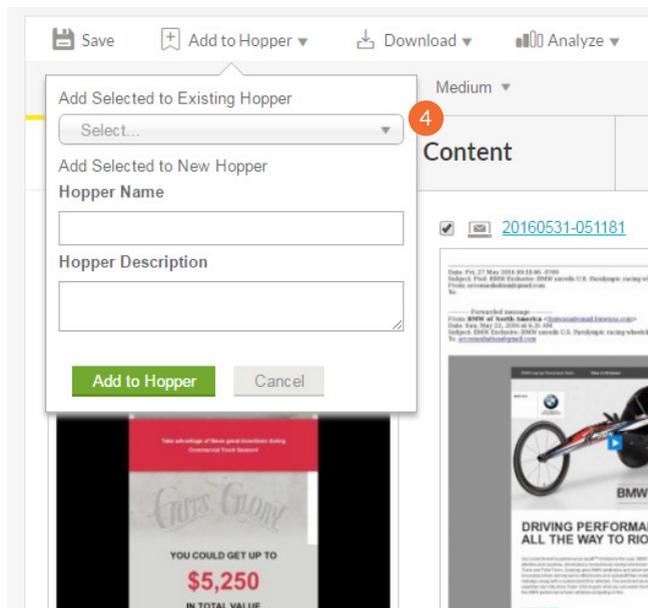
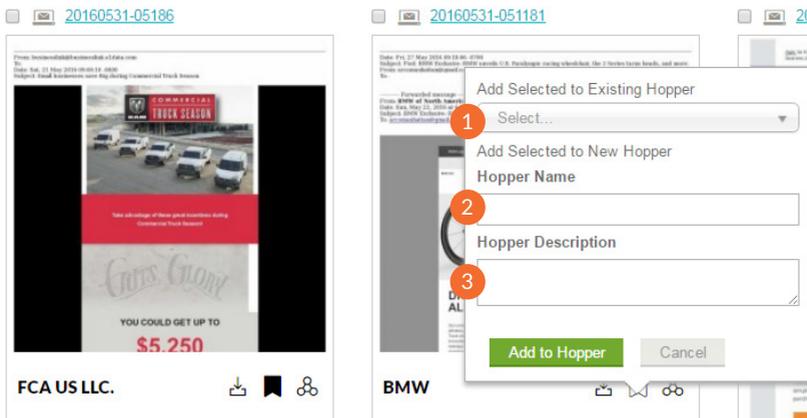
You can save a search in any tab; Campaigns, Content, Panelists, and Graphing.

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

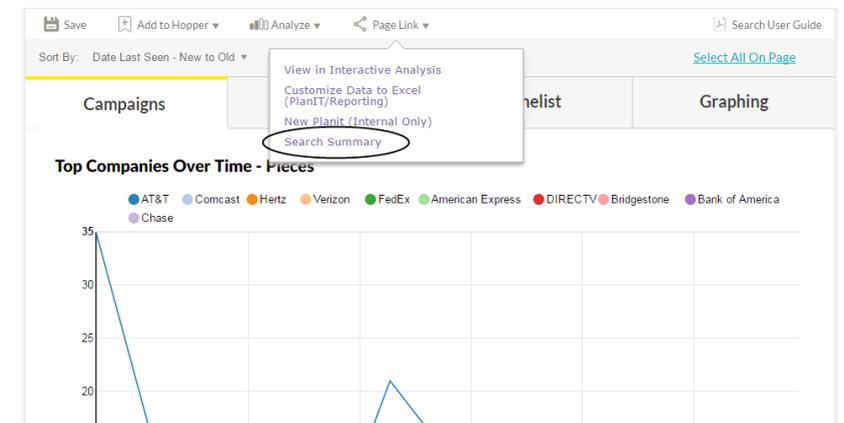
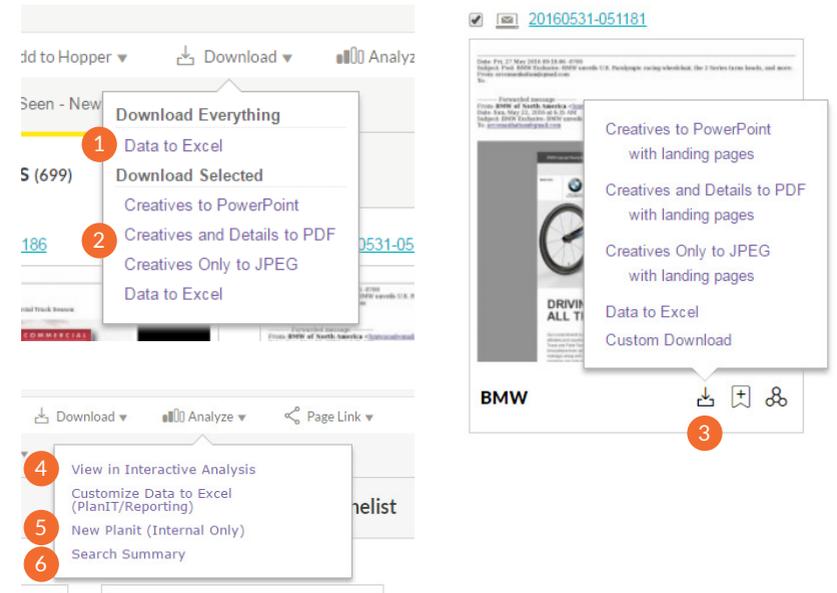
Within search you have the ability to (a) add individual items to a hopper and (b) add multiple items to a hopper at once. Each item (Campaign, Panelist, or Content) will have a hopper icon next to it when you hover over the image. You can use this to add that individual item to a new or existing hopper.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



1 PlanIT fields are now categorized in the left column. To view the fields under each category select the category name or click the icon. To **select the field**, simply drag and drop the field to the right hand box. To **remove the field**, drag the field from the right hand box to left hand box.

2

3

1. Choose data fields
 Number of Campaigns

2. Choose output types
 Include numbers as percentages
 Hide "Not Specified" values
 Filter Output: None

3. Choose output format
 Output format
 Report
 Schedule

4. Finish
 Use the controls below to choose a download type. Alternatively, select "view in browser" to load the analysis directly into your browser window.

Finalizing data

 Include search criteria in download

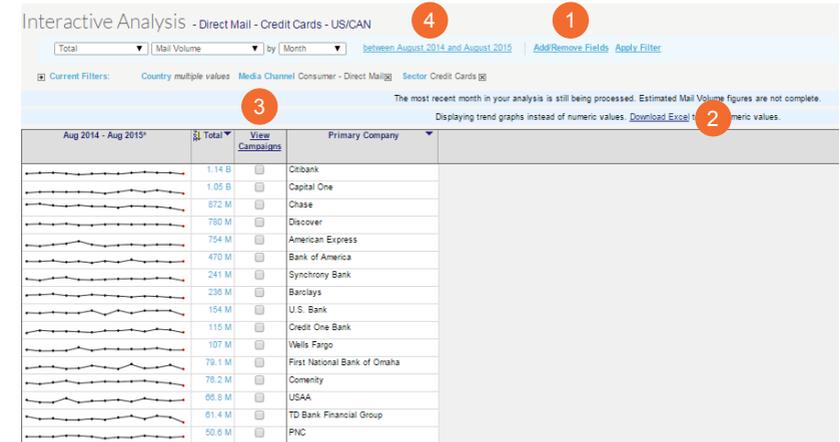
PLAN IT/REPORTING

- From the Search Results page, click on Analyze
- In the drop-down menu, click Customize Data to Excel (Plan it/ Reporting)
- Drag the fields you would like to download from the left column to the center column

1. Select which data fields you want to include
2. Choose to view in the browser or download to Excel
3. **Reporting Tip:**
Click the plus signs to expand your reporting options and see more fields

INTERACTIVE ANALYSIS

- Click Analyze on the toolbar
 - On the drop down, click Interactive Analysis
1. Add or remove **fields** or apply **filters**
 2. **Save view** for quick analysis at a later date, or **download** data to Excel
 3. **Select** individual groups or multiple to view those campaigns
 4. Change date ranges and summary variables



MINTEL COMPEREMEDIA Search & Analysis Content Mintel ePerformance Help Arianna Todero Mintel Sites

Start searching Comperemedia Send Feedback

Interactive ANALYSIS

1 Time Period
Between and Last months

* Most recently completed USA Consumer - Direct Mail report month: July 2018
* Most recently completed USA Business - Direct Mail report month: July 2018
* Most recently completed Canada Consumer - Direct Mail report month: July 2018
* Most recently completed Print Advertisement report month: July 2018

2 Media Channel

Consumer	Business	Producer
<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Direct Mail
<input type="checkbox"/> All Panelists	<input type="checkbox"/> Email	<input type="checkbox"/> Email
<input type="checkbox"/> Lifecycle Panelists Only	<input type="checkbox"/> Mobile Advertisement	<input type="checkbox"/> Online Advertisement
<input type="checkbox"/> Email	<input type="checkbox"/> Online Advertisement	<input type="checkbox"/> Print Advertisement
<input type="checkbox"/> All Panelists	<input type="checkbox"/> Print Advertisement	
<input type="checkbox"/> Lifecycle Panelists Only		
<input type="checkbox"/> Mobile Advertisement		
<input type="checkbox"/> Online Advertisement		
<input type="checkbox"/> Print Advertisement		

3 Country
 Canada USA

Sector

<input type="checkbox"/> Auto	<input type="checkbox"/> Retail
<input type="checkbox"/> Banking	<input type="checkbox"/> Shipping
<input type="checkbox"/> Credit Cards	<input type="checkbox"/> Technology
<input type="checkbox"/> Insurance	<input type="checkbox"/> Telecoms
<input type="checkbox"/> Investment	<input type="checkbox"/> Tobacco
<input type="checkbox"/> Mortgage & Loans	<input type="checkbox"/> Travel/Leisure
<input type="checkbox"/> Select All	

Category
Available Category values are based on your Dataset and Sector selections.

Company
 Primary company Secondary company Email marketing provider Show sub-companies

[Go to Last Table View](#)

INTERACTIVE ANALYSIS

You also have access to the launch page and your saved views.

1. View a list of your saved interactive analysis views
2. Select the **criteria** on which you'd like to search. (Leaving all criteria unselected is the same as selecting all.) You have the option to search on time period, dataset, keyword, country, sector, category, company and mailing type
3. When you've selected all your criteria, click **Launch** at the bottom of the page



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