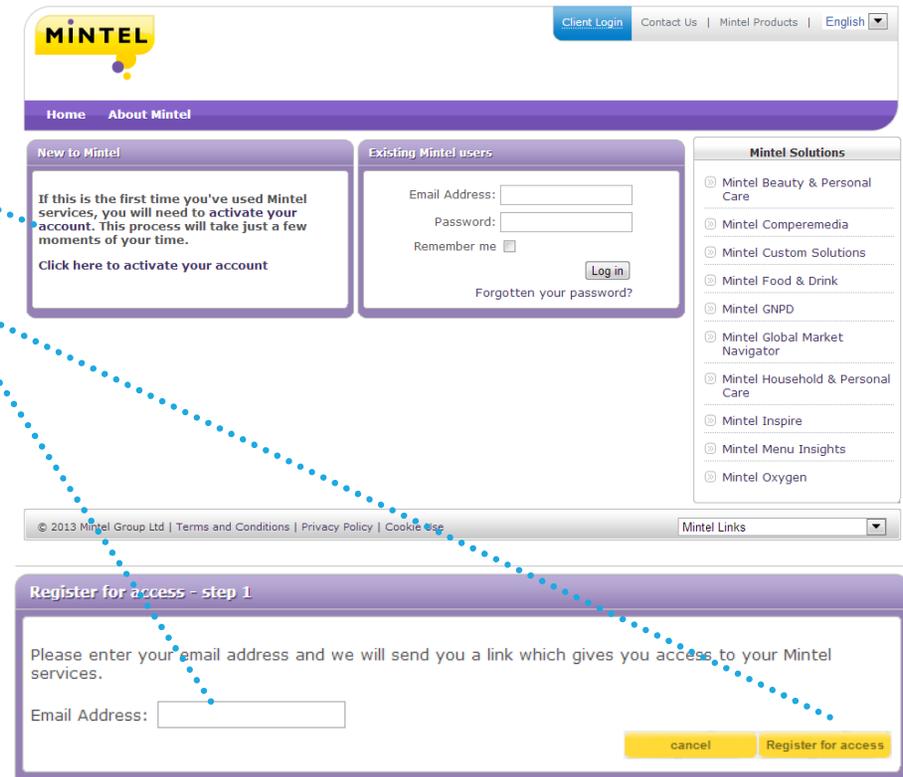


CREATING A PROFILE

1. Go to **portal.mintel.com**
2. In the box on the left-hand side titled **New to Mintel**, select the link **Click here to activate your account**
3. Enter your **company email address** and click **Register for access** (our system will automatically recognize your company email URL)
4. A link will be emailed to you to activate your account
5. Go to your inbox and open the email from **Mintel Client Services** (check your spam folder if you don't see it)
6. Click on the link that takes you to a **registration page**
7. Fill in **your details** and set **your password**
8. You have now created **your profile**



The screenshot displays the Mintel portal interface. At the top, there is a navigation bar with the Mintel logo, 'Client Login', 'Contact Us', 'Mintel Products', and 'English'. Below this is a purple header with 'Home' and 'About Mintel' links. The main content area is divided into three columns. The left column, titled 'New to Mintel', contains a message: 'If this is the first time you've used Mintel services, you will need to activate your account. This process will take just a few moments of your time.' and a link 'Click here to activate your account'. The middle column, titled 'Existing Mintel users', contains a login form with fields for 'Email Address' and 'Password', a 'Remember me' checkbox, and a 'Log in' button. Below the login form is a link 'Forgotten your password?'. The right column, titled 'Mintel Solutions', lists various product categories: 'Mintel Beauty & Personal Care', 'Mintel Comperemedia', 'Mintel Custom Solutions', 'Mintel Food & Drink', 'Mintel GNPD', 'Mintel Global Market Navigator', 'Mintel Household & Personal Care', 'Mintel Inspire', 'Mintel Menu Insights', and 'Mintel Oxygen'. At the bottom of the page, there is a footer with copyright information and a 'Mintel Links' dropdown menu. Below the footer is a registration form titled 'Register for access - step 1'. The form contains the text: 'Please enter your email address and we will send you a link which gives you access to your Mintel services.' and an 'Email Address:' field. At the bottom right of the form are two buttons: 'cancel' and 'Register for access'.

Please note:

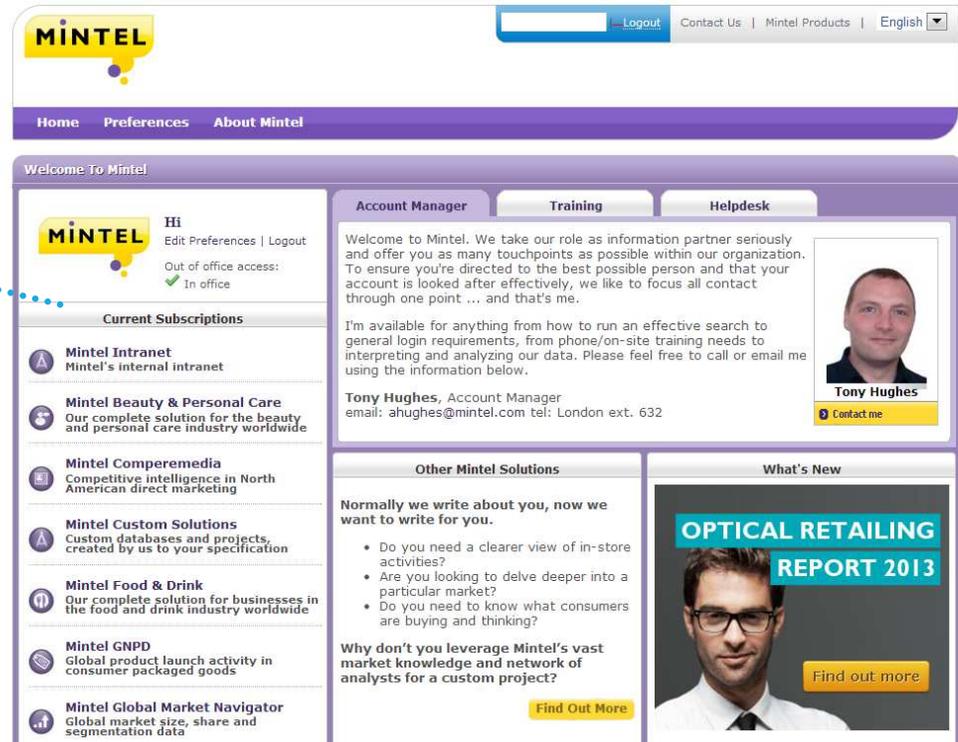
Your username will always be your company email address

COMPEREMEDIA USER GUIDE



LOGGING IN

1. Go to **portal.mintel.com**
2. In the box in the middle of the page titled **Existing Intel Users**, enter your email address and the password you created
3. Click **Log in**. If you have forgotten your password, click on **Forgotten your password?** to reset it
4. You are now logged into your Mintel Services. Look to the **Current Subscriptions** menu on the left-hand side of the page and select **Mintel Comperemedia**. Other services to which you are subscribed will also be listed here



Please note:

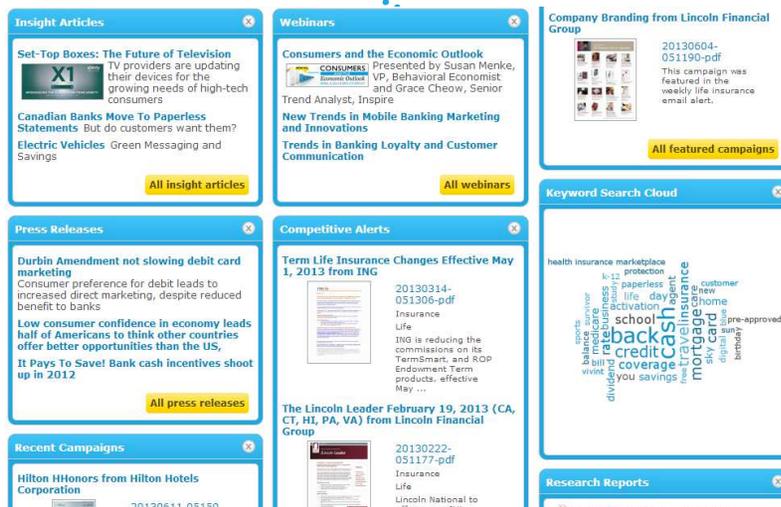
The box titled **Other Intel Solutions** includes services to which you are not currently subscribed

COMPEREMEDIA USER GUIDE



CUSTOMIZING YOUR HOMEPAGE

1. Click on **Homepage Settings** in the upper right-hand corner of the homepage
2. On the **Add/Remove Content** tab, check or uncheck boxes to determine which widgets are displayed on your homepage
3. You can also click the **Set Preferences** tab to filter your content by sector, dataset or country
4. Once you've selected your widgets, **drag and drop them** on the homepage into an arrangement that works for you

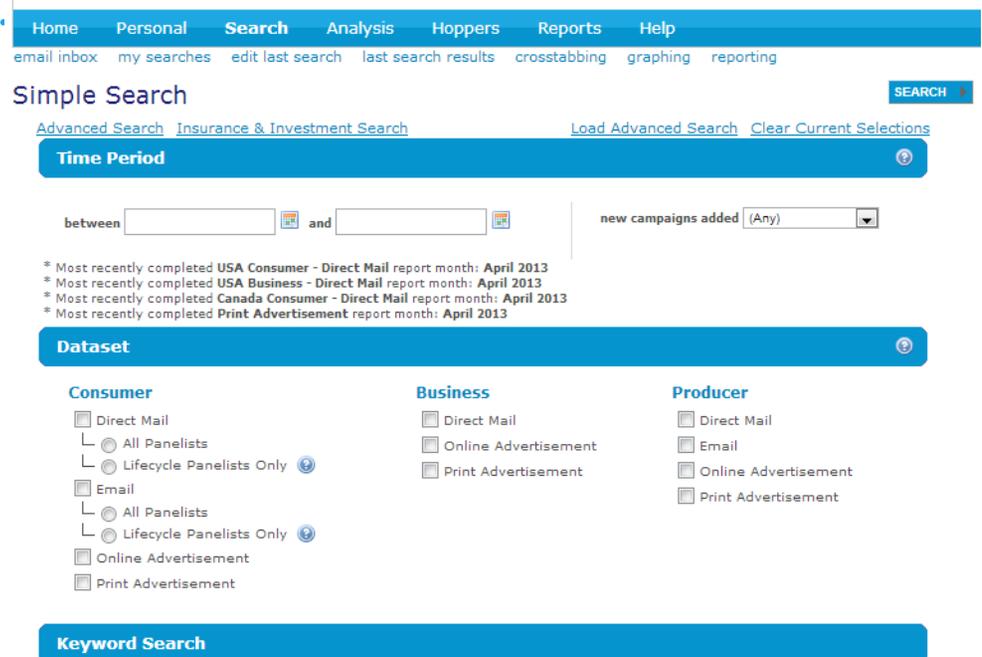


SEARCHING

1. To run a simple search for data on Comperemedia, click **Search** on the toolbar
2. You will see the **Simple Search** page, with your saved searches listed down the right-hand side
3. 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
4. When you've selected all your criteria, click **Search** at the top or bottom of the page to run your search

Searching Tip:

You can also enter a **Media ID** in the upper right-hand corner of the screen to find specific campaigns



The screenshot shows the 'Simple Search' page in the Comperemedia application. At the top is a navigation bar with links for Home, Personal, Search, Analysis, Hoppers, Reports, and Help. Below this is a secondary navigation bar with links for email inbox, my searches, edit last search, last search results, crosstabbing, graphing, and reporting. The main content area is titled 'Simple Search' and includes a 'SEARCH' button. Below the title are links for 'Advanced Search', 'Insurance & Investment Search', 'Load Advanced Search', and 'Clear Current Selections'. The 'Time Period' section has two date input fields separated by 'and', and a dropdown for 'new campaigns added' set to '(Any)'. Below this are four asterisked notes about report months for USA Consumer, USA Business, Canada Consumer, and Print Advertisement, all for April 2013. The 'Dataset' section is divided into three columns: 'Consumer', 'Business', and 'Producer'. Each column has a 'Direct Mail' checkbox and a tree view for 'All Panelists' and 'Lifecycle Panelists Only'. Under 'Email', there are checkboxes for 'Online Advertisement' and 'Print Advertisement'. The 'Keyword Search' section is partially visible at the bottom.

SEARCH RESULTS

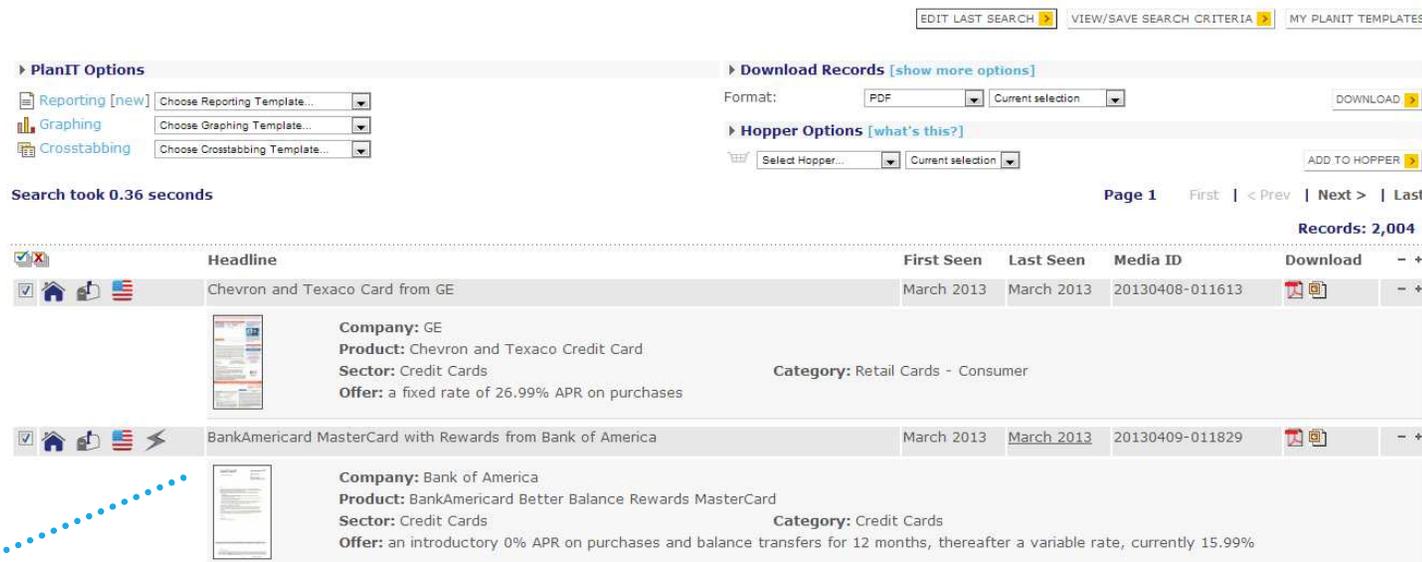
The **search results page** gives you a brief summary of the records found for your search criteria

You can choose to download your search results as a **report**, or you can **graph** or **crosstab** them

To save your search criteria, click **View/Save Search Criteria**. Enter a name and save to access in the future

You can **download** records or add them to a **Hopper**. Select the records you want by checking them, then add them to a Hopper or download

Search Results



PlanIT Options

- Reporting [new] Choose Reporting Template...
- Graphing Choose Graphing Template...
- Crosstabbing Choose Crosstabbing Template...

Download Records [show more options]

Format: PDF Current selection DOWNLOAD

Hopper Options [what's this?]

Select Hopper... Current selection ADD TO HOPPER

Search took 0.36 seconds Page 1 First < Prev | Next > | Last Records: 2,004

	Headline	First Seen	Last Seen	Media ID	Download
<input checked="" type="checkbox"/>	 Chevron and Texaco Card from GE	March 2013	March 2013	20130408-011613	 
	Company: GE Product: Chevron and Texaco Credit Card Sector: Credit Cards Offer: a fixed rate of 26.99% APR on purchases			Category: Retail Cards - Consumer	
<input checked="" type="checkbox"/>	 BankAmericard MasterCard with Rewards from Bank of America	March 2013	March 2013	20130409-011829	 
	Company: Bank of America Product: BankAmericard Better Balance Rewards MasterCard Sector: Credit Cards Offer: an introductory 0% APR on purchases and balance transfers for 12 months, thereafter a variable rate, currently 15.99%			Category: Credit Cards	

To view the **details** of a campaign, click onto its **title**. This will take you to the record page, where you can see images, review offer details, add to a Hopper, print or download

Search Results Tip:
Hover over an image to view a large preview without leaving the search results page

Reporting

From the **Search Results** page, click on **Reporting**

Drag the **fields** you would like to download from the left column to the center column

PlanIT Options

- Reporting [new] Choose Reporting Template...
- Graphing Choose Graphing Template...
- Crosstabbing Choose Crosstabbing Template...

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.

Drag from this column	Drop into this box
Main Fields	Country
General Refine Fields	Product
Credit Card Fields	Media ID
Account Management Details	Mailing Type
Acquisition Details	
Acquisition Fees	
Acquisition Introductory Rates	
Acquisition Regular Rates	
Rewards	
Mailing Property Fields	
Shared Competitors	

Credit Card Fields

- Brand
- Card Network
- Card Type
- New Regulation Format
- Payment Allocation
- Rewards Brand

Account Management Details

Reporting Tip: Click the plus signs to expand your reporting options and see more fields

SEARCH CRITERIA USED | SAVE AS TEMPLATE | MY PLANIT TEMPLATES

Alternate interface: Drag and Drop

1. Choose data fields

- Average Purchase Regular APR (%)
- Estimated Mail Volume
- Estimated Mail Volume - Historic
- Number of Campaigns
- Number of Mail Pieces
- Number of Panelists

2. Choose output types

- Include numbers as percentages
- Hide "Not Specified" values

Filter Output: None

3. Choose output format

Output format

- Report
- Schedule

Sample data over time: -

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.

view in browser | SELECT

- Include search criteria in download

Select which **data fields** you want to include

Choose to **view in the browser** or **download** to Excel

COMPEREMEDIA USER GUIDE



RECORD PAGE

Access a **Record Page** by clicking on its headline from the **Search Results** page

Download record information and images to PDF and PPT

Add the campaign to a **hopper**

Use **OCR** to search within a campaign for specific words or phrases

► **Download Record** [show more options]
Format: [custom download]

► **Print**

► **Hopper**
 [what's this?]

► **OCR Search**

Auto Loan from Suffolk Federal Credit Union **Mailbox Report**

First Seen: March 2013 **Last Seen:** March 2013 **Media ID:** 20130411-011366

Estimated Mail Volume: 79,400

Estimated Direct Mail Spend (\$): 62,700

Product: Auto Loan

Sector: Mortgage & Loans **Category:** Auto Loans

Company: Suffolk Federal Credit Union **Second Company:** -

Campaign Languages: English

Mailing Type: Cross Sell Mailing (Retention)

Offer: a rate as low as 1.97% APR for a term of 60 months

Incentives

Image Viewer

View all **information** about the record

Click on **images** for high resolution viewing

HOPPERS

Hoppers are folders in which you can store related campaigns of your choosing to access at a later date

- You can add campaigns from **search results** page or the **record details** page **Hopper Options** [\[what's this?\]](#)
- **View and manage** your Hoppers from the toolbar
- **Download** the records to PDF, Powerpoint, or Excel



My Hoppers

You can now create and manage multiple Hoppers. This is a powerful new feature which allows you to hold several lists of campaigns at once. Each list can contain a description, and you can also comment on the campaigns within the list.

Hopper Name

 **Creatives**
Colorful marketing ideas

Owner: Personal	Created: 05/16/2013	Size: empty	Comments: none
EDIT		DELETE	

My Hopper

A collection of new and innovative campaigns.

Owner: Personal	Created: 05/16/2013	Size: empty	Comments: none
EDIT		DELETE	

Need to create a new hopper?

Name:

Description:

CREATE HOPPER

COMPEREMEDIA USER GUIDE



REPORTS

Select **Reports** on the toolbar to view all published reports available with your subscription

Filter by Sector, Date Range, or Title Keyword

Research Reports

Name ^ v	Sector ^ v	Uploaded on ^ v
Q1 2013 Secured Loan Overview	Mortgage & Loans	5/14/2013
Q1 2013 U.S. Consumer Card Overview	Credit Cards	5/13/2013
Q1 2013 Banking Cross-Channel Direct Marketing Review	Banking	5/7/2013
Q1 2013 U.S. Small Business Acquisition Credit Card Overview	Credit Cards	5/2/2013
Credit Card Trend Report March 2013	Credit Cards	4/26/2013
US Credit Card Monthly March 2013	Credit Cards	4/26/2013
US Credit Card Response Rates - March 2013	Credit Cards	4/26/2013
US Secured Loans Monthly March 2013	Mortgage & Loans	4/26/2013
March 2013 ECM Creative	Custom	4/25/2013
March 2013 BALCON Creatives	Custom	4/25/2013
March 2013 ACQ Creatives	Custom	4/25/2013
Retail ECM Balcon Research Deck October 2012	Custom	4/19/2013
Credit Card Trend Report February 2013	Credit Cards	3/26/2013

Sort list of reports by **Name**, **Sector**, or **Date** uploaded

Filter Options

Sector:

Date Range:

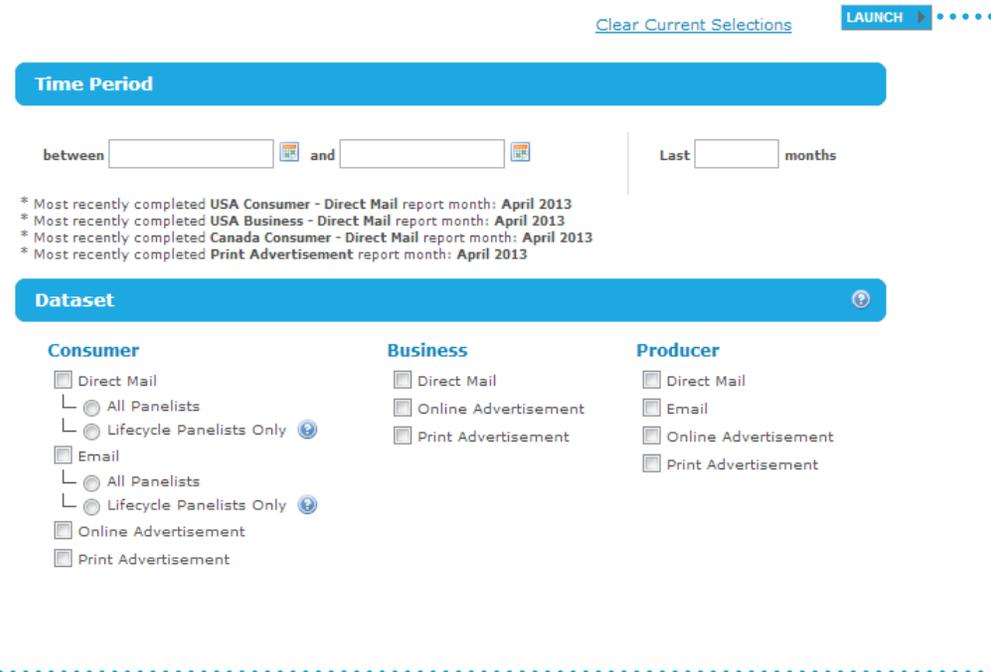
Title Keyword:

Filter Reports

INTERACTIVE ANALYSIS

1. Click **Analysis** on the toolbar
2. You will see the **Interactive Analysis Launch Page**, where you can begin your initial search
3. 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
4. When you've selected all your criteria, click **Launch** at the top or bottom of the page

Interactive Analysis Launch Page

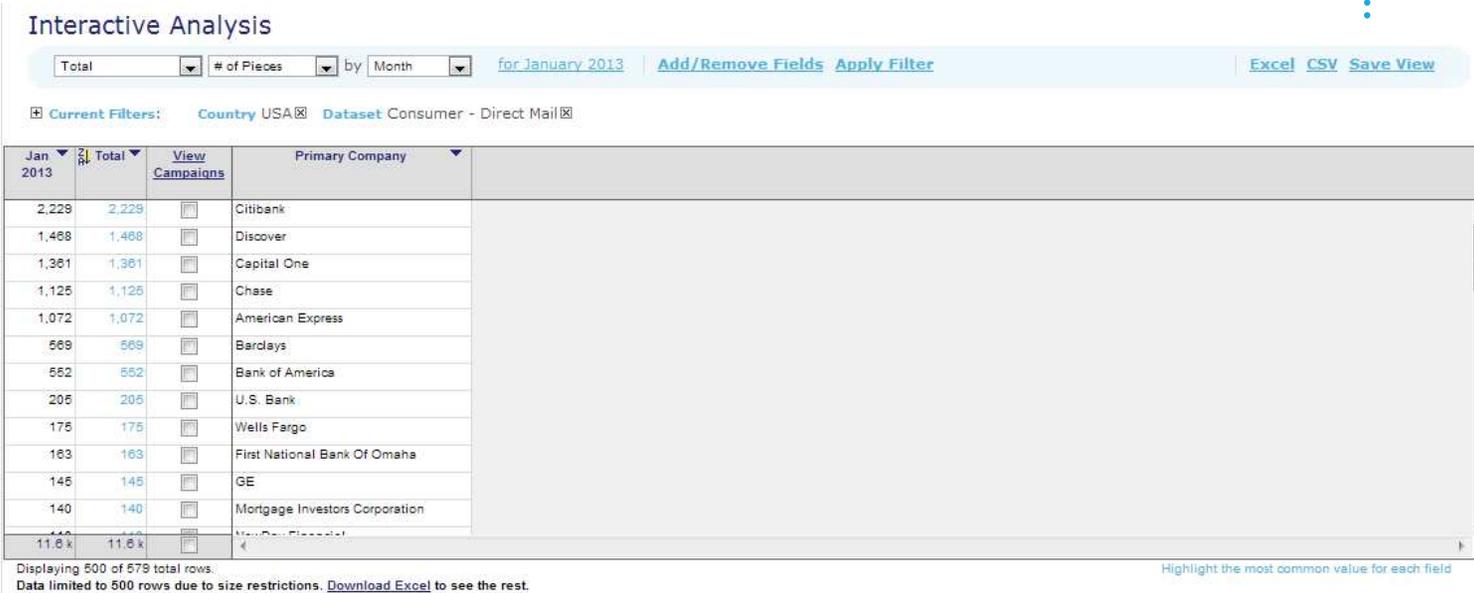


The screenshot shows the 'Interactive Analysis Launch Page' interface. At the top right, there is a 'Clear Current Selections' link and a 'LAUNCH' button. Below this is a 'Time Period' section with a blue header. It contains two input fields for dates, separated by 'between' and 'and', and a 'Last' input field followed by 'months'. Below the date fields are four asterisked notes: '* Most recently completed USA Consumer - Direct Mail report month: April 2013', '* Most recently completed USA Business - Direct Mail report month: April 2013', '* Most recently completed Canada Consumer - Direct Mail report month: April 2013', and '* Most recently completed Print Advertisement report month: April 2013'. Below the notes is a 'Dataset' section with a blue header and a help icon. It is divided into three columns: 'Consumer', 'Business', and 'Producer'. Each column has a list of categories with checkboxes and radio buttons. In the 'Consumer' column, 'All Panelists' and 'Lifecycle Panelists Only' are selected. In the 'Business' column, 'Direct Mail', 'Online Advertisement', and 'Print Advertisement' are selected. In the 'Producer' column, 'Direct Mail', 'Email', 'Online Advertisement', and 'Print Advertisement' are selected.

INTERACTIVE ANALYSIS

Add or remove **fields** or apply **filters**

Save view for quick analysis at a later date, or **download** data to Excel



Interactive Analysis

Total # of Pieces by Month for January 2013 [Add/Remove Fields](#) [Apply Filter](#) [Excel](#) [CSV](#) [Save View](#)

Current Filters: Country USA Dataset Consumer - Direct Mail

Jan 2013	Total	View Campaigns	Primary Company
2,229	2,229	<input type="checkbox"/>	Citibank
1,488	1,488	<input type="checkbox"/>	Discover
1,381	1,381	<input type="checkbox"/>	Capital One
1,125	1,125	<input type="checkbox"/>	Chase
1,072	1,072	<input type="checkbox"/>	American Express
569	569	<input type="checkbox"/>	Barclays
552	552	<input type="checkbox"/>	Bank of America
205	205	<input type="checkbox"/>	U.S. Bank
175	175	<input type="checkbox"/>	Wells Fargo
163	163	<input type="checkbox"/>	First National Bank Of Omaha
145	145	<input type="checkbox"/>	GE
140	140	<input type="checkbox"/>	Mortgage Investors Corporation
140	140	<input type="checkbox"/>	Mortgage Investors Corporation
11.8 k	11.8 k	<input type="checkbox"/>	<

Displaying 500 of 579 total rows. Data limited to 500 rows due to size restrictions. [Download Excel](#) to see the rest. [Highlight the most common value for each field](#)

Select individual groups or multiple to view those campaigns

Change date ranges and summary variables