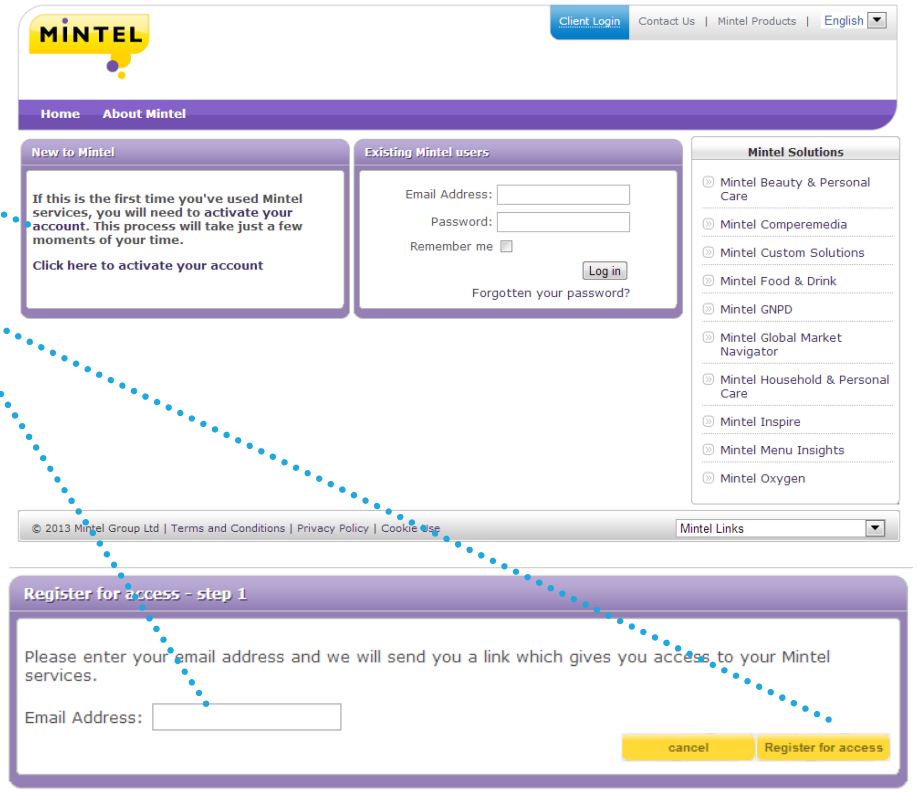
COMPEREMEDIA USER GUIDE

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**



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

COMPEREMEDIA USER GUIDE

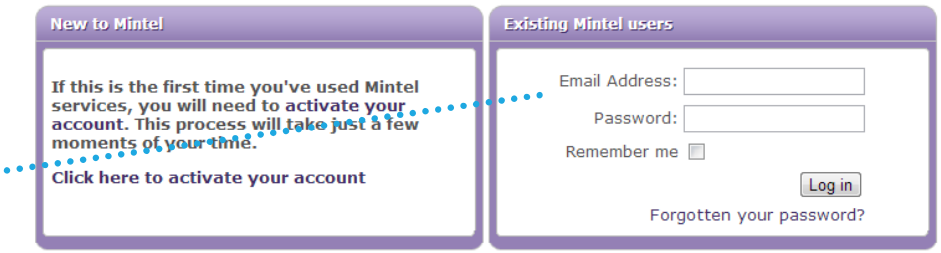
LOGGING IN

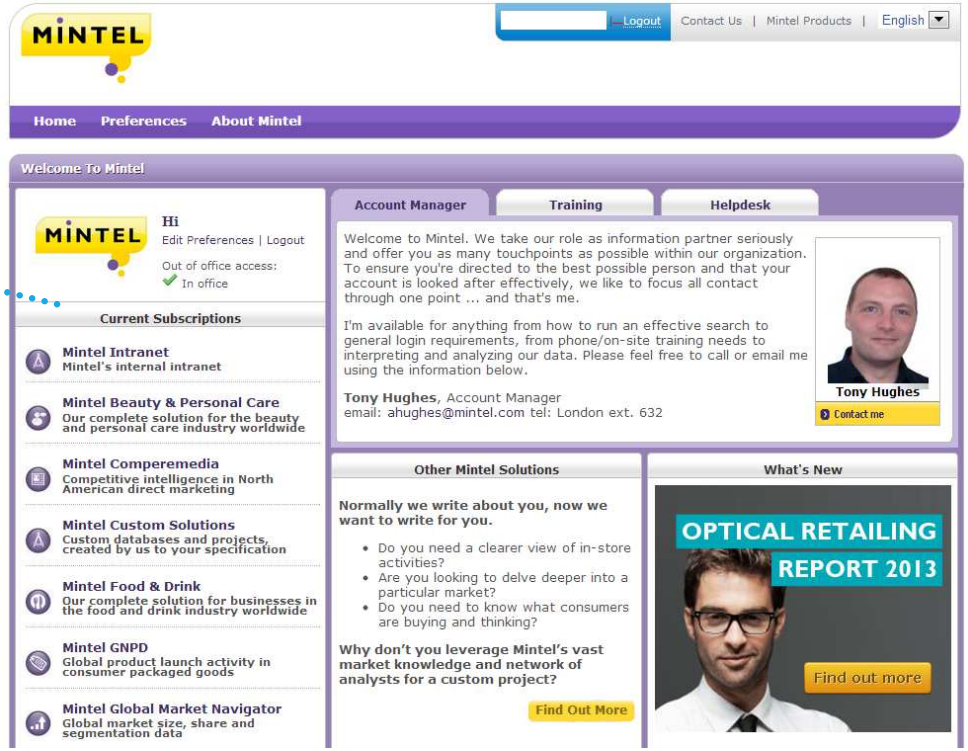
1. Go to **portal.mintel.com**

2. In the box in the middle of the page titled **Existing Mintel 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

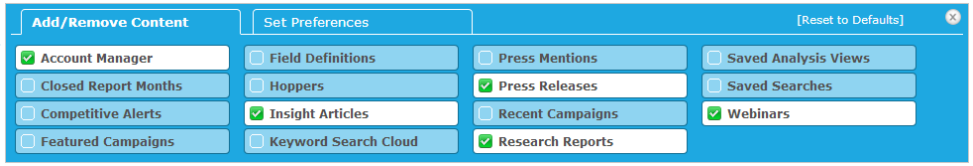


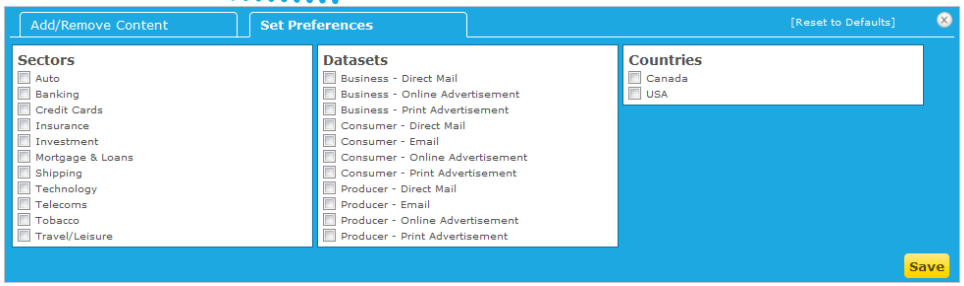


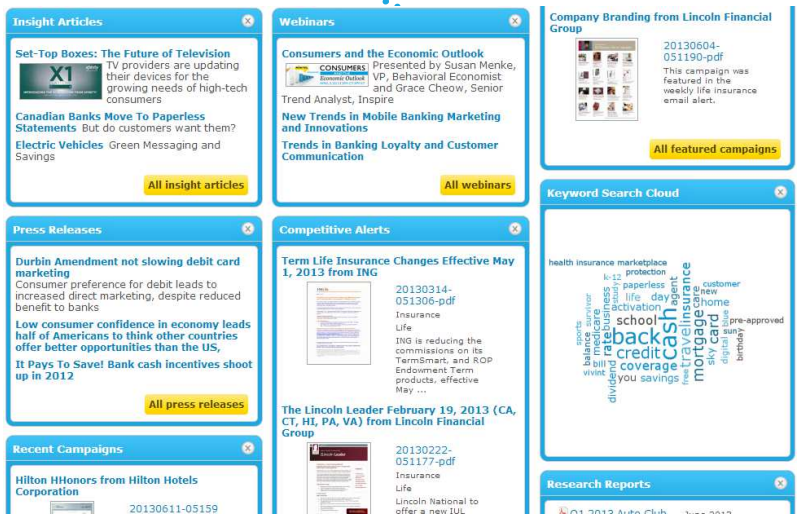
Please note:
The box titled **Other Mintel Solutions** includes services to which you are not currently subscribed

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

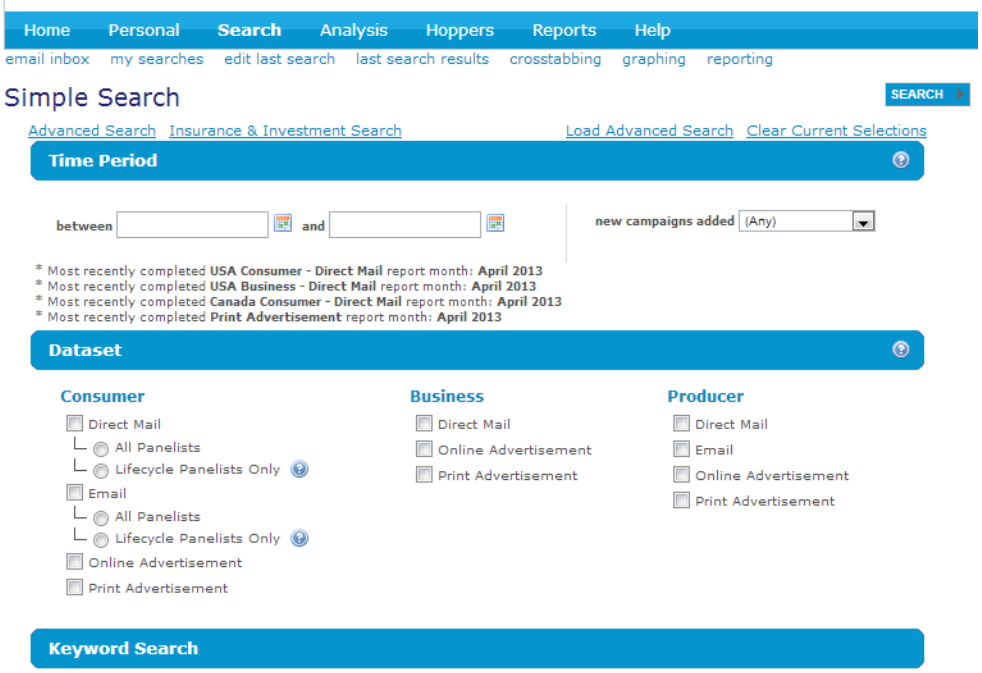






SEARCHING

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

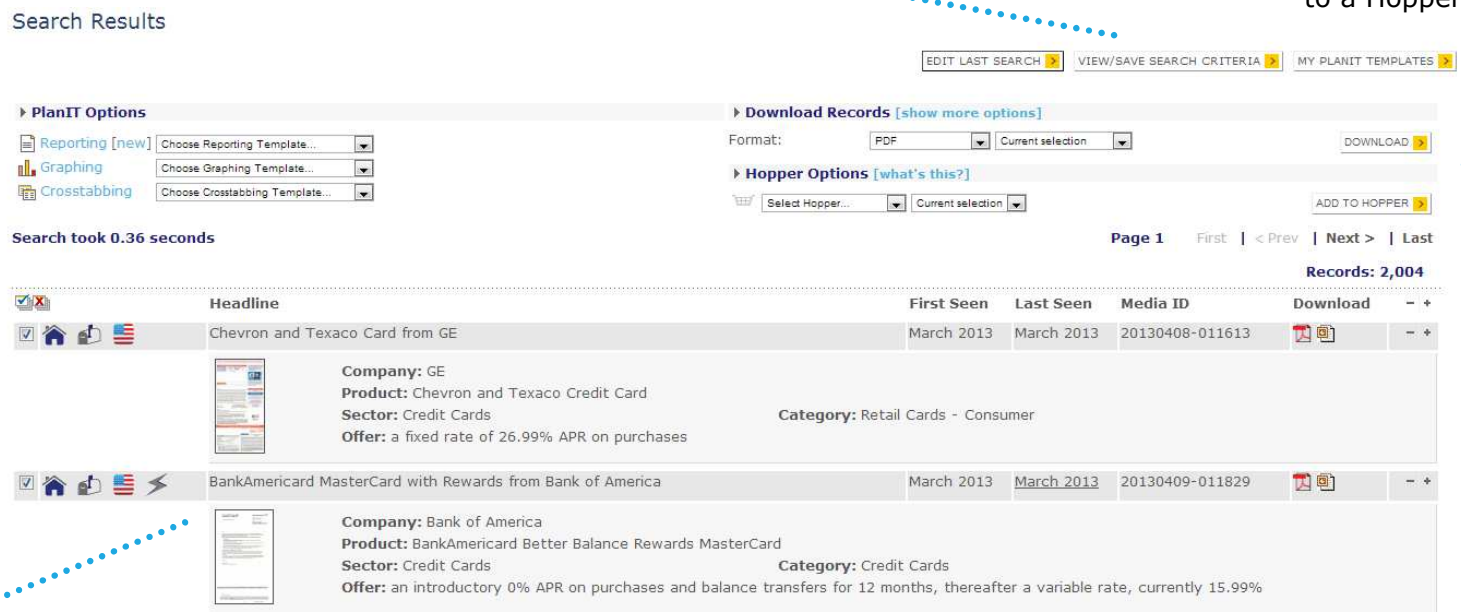
SEARCH RESULTS

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

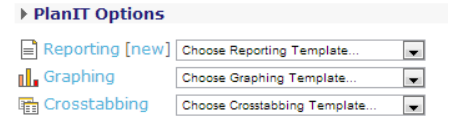


To view the **details** of a campaign, click onto its **title**. This will take you to the record page, where you can see images, review offer details, add to a Hopper, print or download

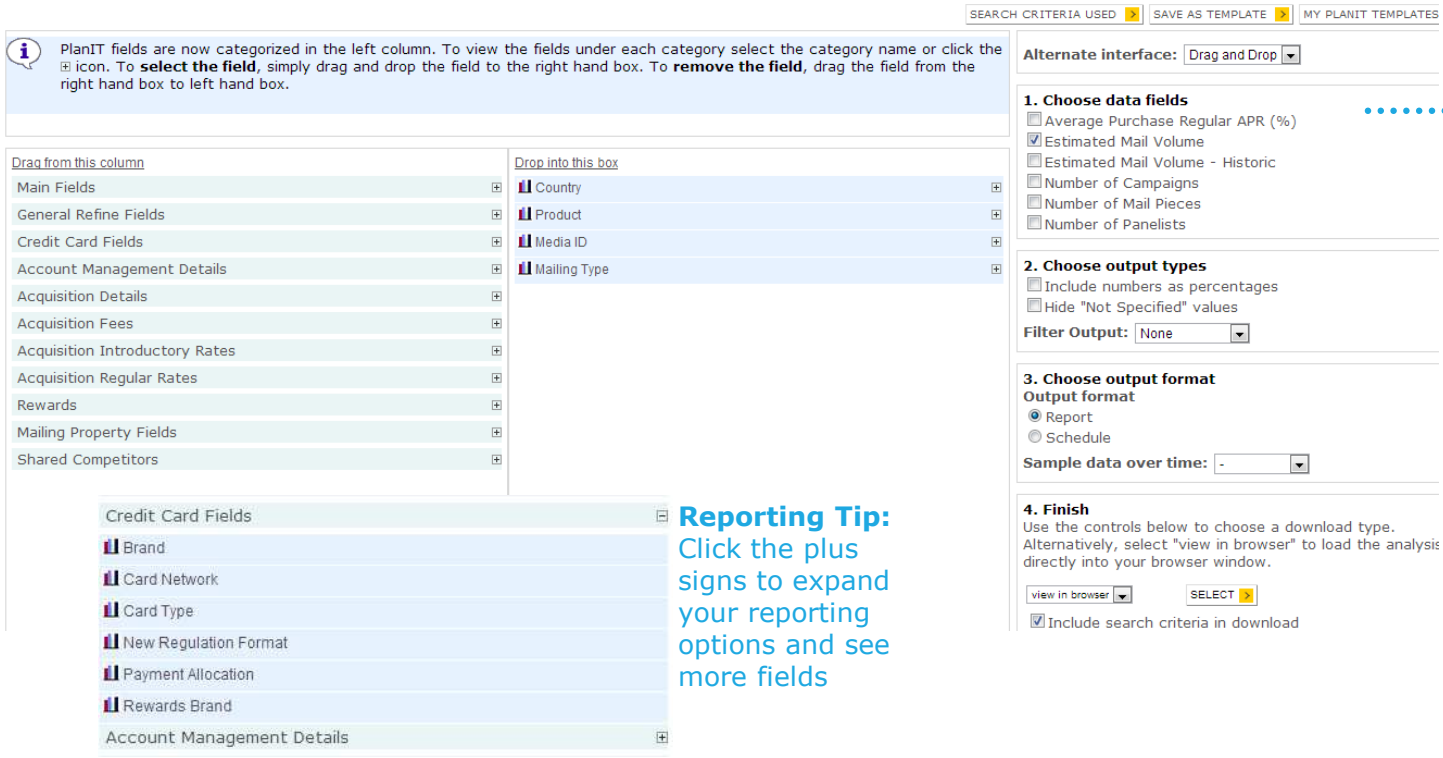
Search Results Tip:
Hover over an image to view a large preview without leaving the search results page

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



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

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

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

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

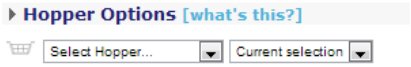
View all **information** about the record

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



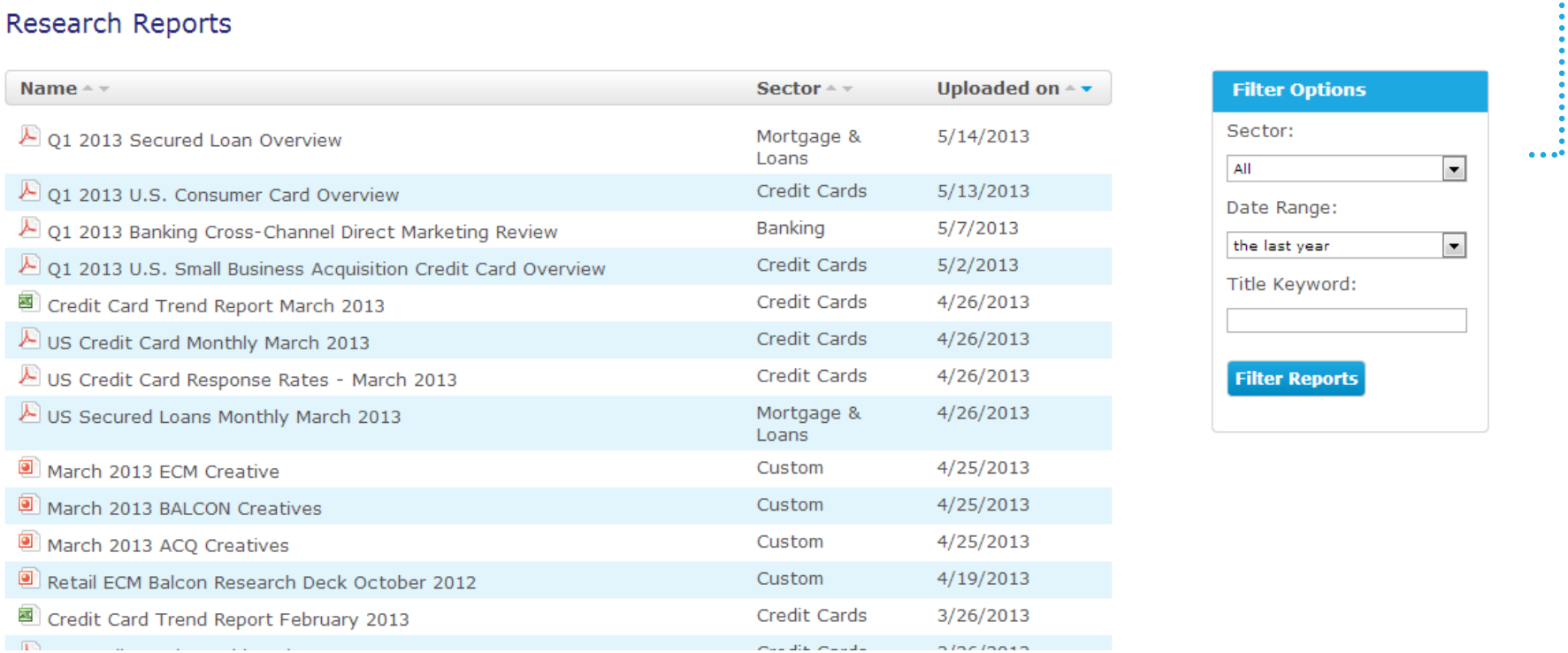
- **View and manage** your Hoppers from the toolbar
- **Download** the records to PDF, Powerpoint, or Excel

REPORTS

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

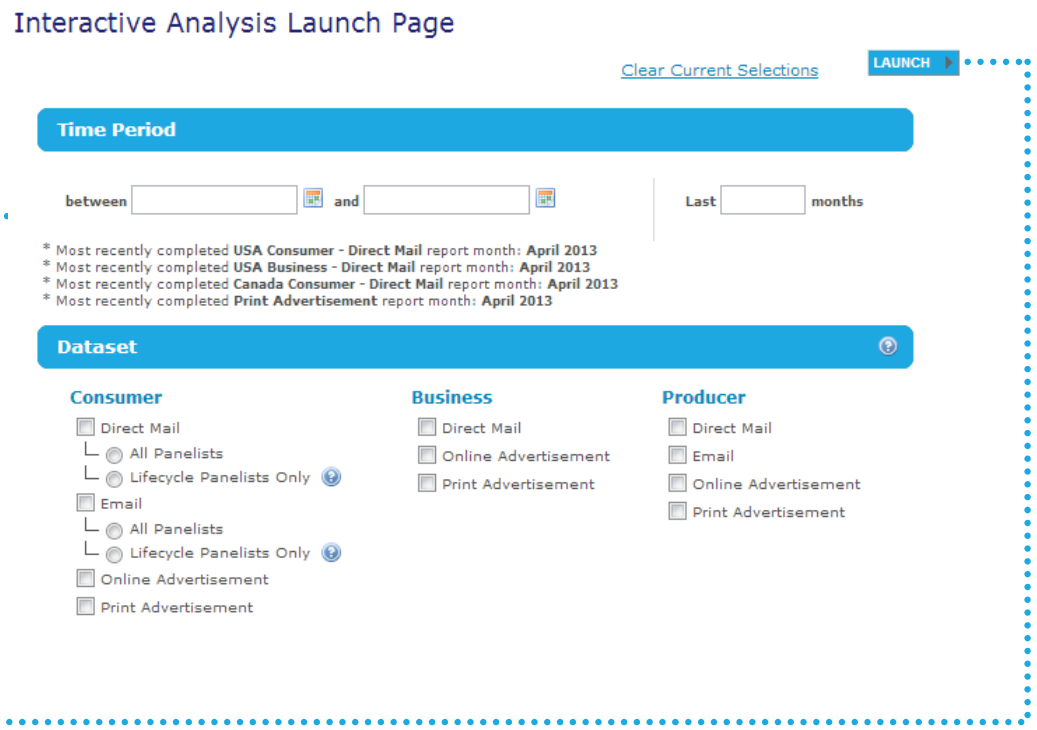
Filter by Sector, Date Range, or Title Keyword

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



INTERACTIVE ANALYSIS

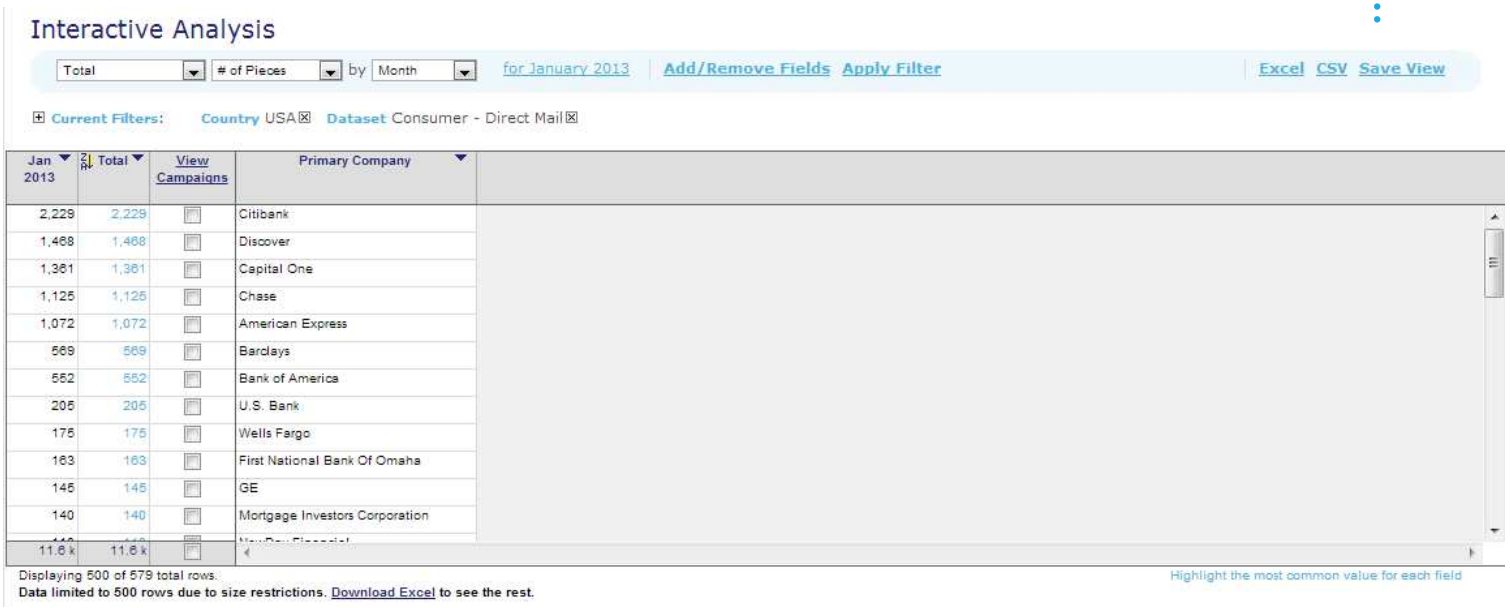
1. Click **Analysis** on the toolbar
2. You will see the **Interactive Analysis Launch Page**, where you can begin your initial search
3. Select the **criteria** on which you'd like to search. (*Leaving all criteria unselected is the same as selecting all*.) You have the option to search on time period, 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

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

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



Select individual groups or multiple to view those campaigns

Change date ranges and summary variables