

## Enhanced Data Capture

With the introduction of our new data capturing methodology, we would like to provide some additional information about the changes associated with this enhancement.

### Details of the enhancement

- Data collection for print and direct mail will now be handled in one of two ways – as a new record or as a copy of an existing record. Our previous methodology captured variants of existing records. Historical records with variants have been converted into separate records, each with a unique media ID.
- Along with this change, we have added a “Similar Offers” section available on each record page. This section shows records with similar data and notes any differences in the offer.

### Benefits of the enhancement

This enhancement was made to streamline the data capturing process and will be effective with the close of the January mail month. This change will offer you:

- Increased consistency and simplicity in data collection – no subjectivity in the data entry process
- More detailed information available at the campaign level – incentive level data is collected and recorded with each new campaign
- New tools that help group data according to your definitions – the introduction of “Similar Offers” and “Interactive Analysis” has enhanced the way to view search results

### Rules for how records are captured as either a “new” campaign or a “copy”

Copies are defined as the exact record when comparing offer information and creative, taking out personalized information (name, address, etc...). The exceptions to this rule are geography and offer close date.

- If the only difference in a new record is the offer close date, it will be entered as a copy.
- Geographical differences alone will also result in a copy of a campaign versus a newly created record.



### Implications to historical data

- The ONLY change to historical data will be seen at the media ID level
  - Campaigns collected back to 1999 on Mintel Comperemedia with multiple variants have been converted into individual campaigns
  - A matrix with the campaign's old media ID and old variant ID mapped to the new media ID is available upon request
- “Top campaign” reporting is defined differently going forward, as historically any campaign variants were included in the totals
- Former media IDs for campaigns with variants are still valid on Mintel Comperemedia and when searched will result in a list of each variant as a new campaign

For more information on our **enhanced data collection**, please contact your account manager or contact the help desk at [312.932.0600](tel:312.932.0600) or [info@comperemedia.com](mailto:info@comperemedia.com)

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