How do I create a report in Advertising Insights?

On home page, within the section for custom reports, click the new icon. If you don't see that, click the explore icon and click create new report.

How do I pick a report type like in Stradegy?

Advertising Insights does not have report types. Within the Layout Tab portion of the application there is a column dropdown where you can choose what the report should be pivoted on. The default is Time Period (Trend), but this may be changed to Media (Media Mix), Market, Property, etc. The column "NONE" is like the current Summary Report within Stradegy (single column) for pivot export.

For detail reports there are choices within the Column dropdown for TV Schedule and Magazine Schedule. Radio Schedules and Newspaper Schedules are coming soon.

How do I pick my Sorts and Measures for my report?

Sorts and Measures are all selected within the Layout tab.

Sorts are separated into sections by type: Category, Product, Media/Time, Digital, Media Specific. Unlike Stradegy, sorts may be run with media for which they may not be valid (e.g. Dayparts with Magazines) and data will simply be reported in a blank row, or column if the media specific item is the pivot. Summary only media (Outdoor, Nat'l Spot Radio, Network Radio, B-to-B Magazines) may not be run with detail sorts. These sorts are shown italicized. Transaction level sorts (Date Time, Issue Date) may only be run in schedule reports. Other sorts (e.g. Edition, Pod Position) only show within schedule reports. Once sorts are added the order of selected sorts may be changed by clicking and dragging them within the list.

Measures are available in the middle of the page. Like sorts, measures may be included whether they are applicable to all media in the report or not. If measures are not applicable to all media, then media will be a required sort (e.g. if you include TV ratings with magazines in the report). Once measures are selected, they may be clicked and dragged to change the order as well.

How do I pick demographics, ratings types for TV ratings?

Once you pick a ratings measure in the Layout tab a demographics selection with age breaks for each different sex break becomes available. Within the measures section there will also be an option to choose the ratings type at the bottom.

How do I pick calculations? How do I pick ranking/cutoffs?

Calculations may be included with measures by clicking on the calculator icon next to each measure after it is selected. Ranking/Cutoffs may be added via a 1-2-3 icon that also shows next to the measure after it is selected, if applicable.

Can I run creative across all media in the same report? Can I view creatives?

Yes! Advertising Insights now allows you to run multi-media creative reports. If you subscribe to creative viewing you can simply include a creative sort and run for all applicable media. Summary media will not be included. Once the report completes either within the PDF output like Stradegy, or within the Excel output you can click on the linked creative titles to view the creative. (Note: currently you need to be logged in to view the creatives but we will be changing that in the future.)

Where do I pick media, markets, properties, dayparts, etc.?

The second tab in report setup is called "Media/Markets" and as the name indicates, this is where you select the media and/or markets to filter the report to include. Properties may also be selected here as well as dayparts. In addition, you also have the option to include English, Spanish, or both types of properties to make including or excluding Spanish language or English language properties easier. Program and Program Type selection is planned for a later enhancement.

How do I pick brands/products/categories for my report?

The third tab in report setup is called "Brands/Categories" and as you would expect, this is where you can filter what the report results show based on any level of brands or categories. When you start a report at the top of the page is a large "switch" that allows you to base the default selections on the current profile or start from scratch. If you start with the current profile, those selections will be shown as selected when you begin.

Can I group items within my report like Stradegy? How do I include a group within my report?

Yes. You may group all brand levels, categories, and subcategories. Properties may also be grouped. Saved groups may be shown via the filter on the left-hand side within the brands/categories or properties pages. Once groups have been selected you can also choose to show the group alone, or all of the items within the group as well as a group subtotal with the icon that shows next to the selected group.

How do I pick time periods for my report?

The time period page functions almost identically to Stradegy, but with more interactive calendars. Within static time periods the system will no longer restrict what you are able to select based on media availability.

Where can I see my report specifications?

If you scroll down within report setup, you will see an area for your report specs at the bottom. Additionally, in the upper right-hand corner of report setup you there is a 3-dot menu. Within the menu is an option to view/export spec once the report is saved.

How do I save/run my report? Can I make it public so others may see it?

You may save the report by giving it a title in the textbox that defaults to "Untitled Report". Then simply click the save icon to the right of the pushpin icon. The pushpin icon is to "pin" the given report within your specification list and show it at the top. You can also simply title and then click run, in the upper right-hand corner, to save the report by name.

You can change the sharing (previously public/private) options by clicking on the "Sharing" button immediately to the left of the report title. Once within sharing you can choose to keep the report private, share with all users, or share with individuals (and individual groups). You can save report specs, groups, or report results in the same way.

Does running reports work the same as Stradegy? How do I see my report results?

Once you click run on your report you will see a message show on the page with a link to go to the Report Results page. If you don't click on this and it disappears you can also get to report results via the 3-dot menu in the right-hand corner of the page. Within the report results you can view the specifications for reports, view results in different formats, or make the results public via the 3-dot menu shown for each report in the list. Additionally, there is an option from explore menu to view report results or within the list on the Homepage.

Where can I select/deselect subtotals, include total columns, and other things that used to be within the Report Options page in Stradegy?

Subtotals may be deselected via an icon shown next to each selected sort on the Layout page. You can also choose whether to select sorts with subtotals on by default within User Preferences. Include Total Column and where is above the 3-dot menu for measures on the Layout page. Intersection/Union between categories and brands is available on the Brands/Categories page in the lower right-hand corner of the selected brands/categories list.