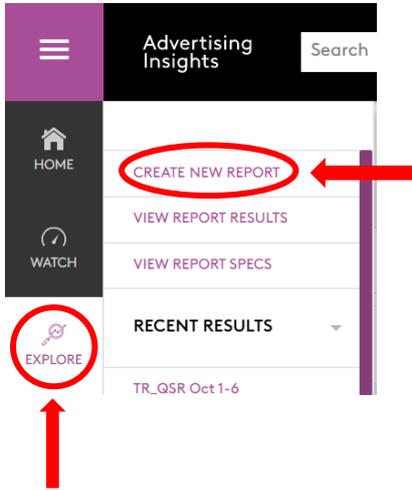


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Advertising Insights – How to create a custom report

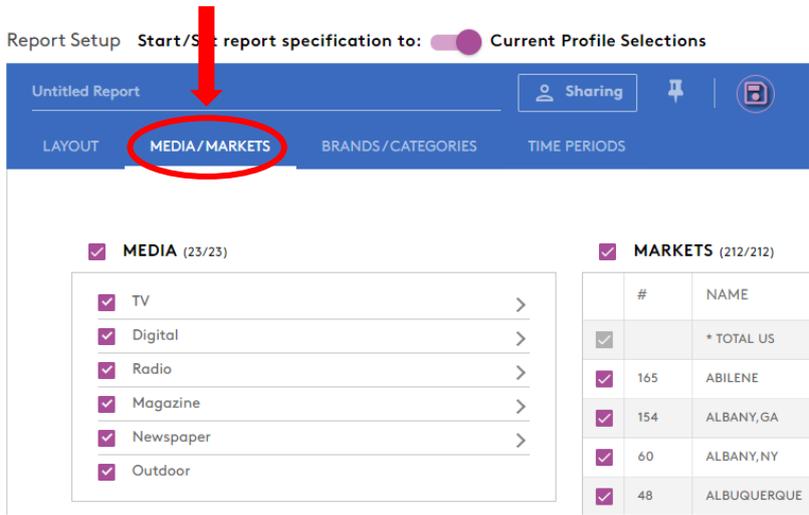
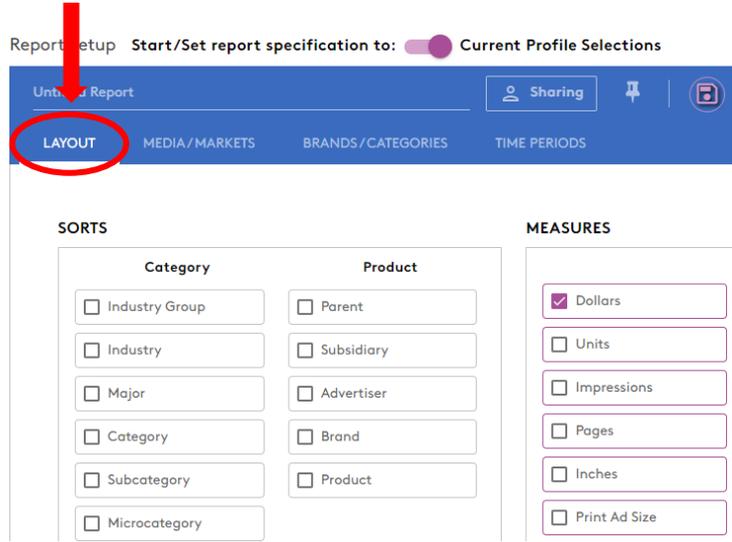


1. Select the “Explore” module on the left-hand side of the screen.
2. Click on “Create New Report”

Step 1 - LAYOUT

SORTS - In this section you’ll select your level of detail for each of the following options: Category, Product, Media/Time, Digital, and Media Specific.

MEASURES – Select which deliverable you want to appear in your report. Options include Dollars, Units, IMPs, Ratings, etc.



Step 2 – MEDIA/MARKETS

MEDIA - In this section you’ll select the media type you want to include in your report. You can check the box at the top to select all or click on the arrows on the right to select specific ones.

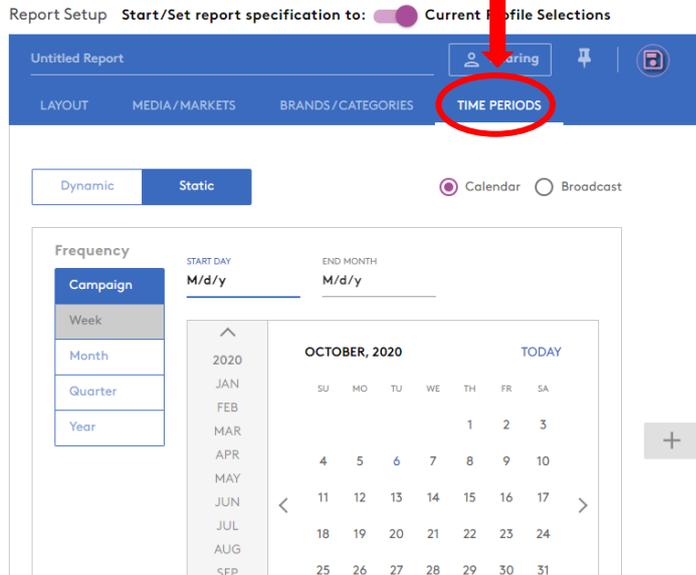
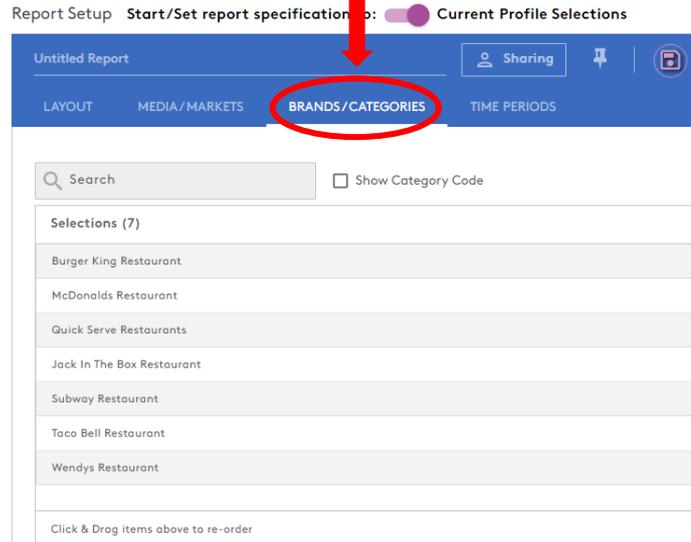
MARKETS – Select which markets you would like to include in your report. You can check the box at the top to select all or select individual markets.

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Step 3 – BRANDS/CATEGORIES

In this section you'll search for and add any advertisers, brands, categories, etc.

Start by clicking on the search bar, then type the name of the advertiser, or category. Check the box of your selection and click the "ADD" button at the bottom of the menu.



Step 4 – TIME PERIOD

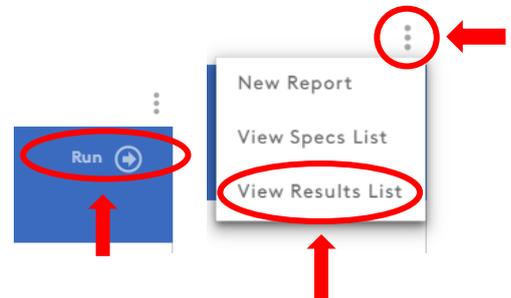
In this section you'll select the time period for your report.

You can select **Calendar** or **Broadcast**. From there you can break your report out by Day, Week, Month, Quarter, or Year.

Step 5 – NAME & RUN REPORT

NOTE: Make sure to name the report before you run it. Once you name the report, click the "Run" button in the top-right corner.

To see the status of the report, click the three small dots, which opens a dropdown menu with three options. Select "View Results List" to download your report.



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Step 6 – DOWNLOAD REPORT

Once the report is completed click on the three dots under the “**Action**” column. You now have the option to download your report into an **Excel, PDF, or CSV file**. You can also view how the report was created by clicking on “**Info**,” share the report, or delete it.

Report Result List

 [Create a new report](#)

SHARING	STATUS	REPORT TITLE	COMPLETED DATE/TIME	ACTIONS
	Completed	TR_QSR Oct 1-6	10/6/2020 1:18 PM	...
	Errored	Top 2000 UO Jan 19-Jun 20	9/14/2020 3:49 PM	<ul style="list-style-type: none">InfoSharingDownload ExcelView PDFDownload CSVDelete