KANTAR

Setting up Groups (Profiles)

Updated on February 11, 2021

Brief Overview

Groups allow users to combine multiple entities (i.e. Advertisers, Brands, Products, Properties) for the purpose of creating a single, user-named reporting entity.

How It Works

The Create Group functionality is available to users in the My Brands, Competitive Brands, Categories and My Properties sections of profile setup. After search results are displayed, if a user selects multiple entities of the same entity type, the Create Group button will be enabled. Clicking on the 'Create Group' button will then allow the user to name the group, add/remove additional entities to the group, set sharing options, and save the group.

Once the group is named and saved during profile setup, it will appear as a selected group with the corresponding entity type (i.e. Brand Group, Product Group).

Users can modify or delete saved groups by opening any Profile where a group is used.

Any groups that are created and saved during the profile setup process will be reported using the name provided during group setup.