

## Reporting Page

The Reporting Page allows the user to pull up reports in many ways by utilizing the search filters.

When doing a search on the Reporting Page, make sure that any field with a red asterisk is filled in.

**Channel** – Select whether the asset you are searching for is Video or Audio

**Date Range** – Select a date range that you want your search to encompass

**Initial View** – Select which criteria you would like to see first sorted in the results.

**The Remaining Fields** – Use these filters to further narrow down the search parameters to get more specific results

1 SELECTED	SELECT REGION	SELECT MARKET
SELECT BUSINESS UNIT	SELECT SEGMENT	SELECT AGENCY
SELECT CAMPAIGN	SELECT OR SEARCH	SELECT MESSAGE
SELECT OR SEARCH TITLE		

[X CLEAR FILTERS](#)
[Q SEARCH](#)

**Breakdown by Market** – This search result will show a breakdown by the markets that appeared in your search results. The results will include the Number of Spots for each market, Total GRPs (Gross Rating Points) and the GRPs per week.

BREAKDOWN BY MARKET			
Spot Breakdown by Market			
MARKET	NUMBER OF SPOTS	TOTAL GRPS	GRPS PER WEEK
ALBANY - SCHENECTADY - TROY	60.68	325.72	108.57
BALTIMORE	336.51	1,195.00	398.33
NEW YORK	01.68	03.48	1.16
PHILADELPHIA	521.69	404.84	134.95

1 - 4 of 4 items

**Breakdown by Flight** – This search result will show all the flight info you queried. Use the filters within to further narrow down your search. You can filter by Market, ISCI Code, Spot Title, Campaign, Message Type, Estimate Number, or Date Range. You can also sort the list to show Total GRPs in by highest to lowest or vice versa.

BREAKDOWN BY FLIGHT								
Spot Breakdown by Flight								
MARKET	ISCI	SPOT TITLE	CAMPAIGN	MESSAGE TYPE	EST #	DATE RANGE	AVG ROTATION	TOTAL GRPS
ALBANY - SCHENECTADY - TROY	10101133H	New Agency Tactic	New	Product Led Acquisition	130	08/06/2019 - 08/07/2019	100%	42.86
ALBANY - SCHENECTADY - TROY	PJH0123H	Test Tactic on 6.12	Test Campaign	Competitive Led Diff 1	130	08/11/2019 - 08/11/2019	100%	21.43
ALBANY - SCHENECTADY - TROY	PJH1234H	PJH Test Tactic 6.6.19	Test Campaign	Offer Led Acquisition	130	08/08/2019 - 08/10/2019	100%	111.42
ALBANY - SCHENECTADY - TROY	10101133H	New Agency Tactic	New	Product Led Acquisition	130	08/19/2019 - 09/01/2019	100%	150.01
BALTIMORE	617H	617CoreTactic	J/N Test	Offer Led Acquisition	01010101	08/05/2019 - 08/18/2019	50%	74.98

**DMA (Designated Market Area) Map** – This search result will provide a visual representation on the map of where the tactic will air. Hovering over one of the areas will bring up a quick overall statistic of total GRPs and the total numbers of spots in that area.

BREAKDOWN BY MARKET

BREAKDOWN BY FLIGHT

DMA MAP

TACTIC GALLERY

SPOT CALENDAR

Concentration of GRPs (click a location for tactic details)

New York, NY

Total GRPs : 3.48

Total # of Spots : 1.68



If you click on one of the regions, it will open a new window which gives you a further breakdown of that particular area

Market Details

NEW YORK

3 Tactics

Download

ISCI	TITLE	NUMBER OF SPOTS	TOTAL GRPS	GRPS PER WEEK
PJH1234H	PJH Test Tactic 6.6.19	00.34	00.70	0.23
PJH0123H	Test Tactic on 6.12	00.84	01.74	0.58
CAD12345H	CAD12345 Created in Columbus first	00.50	01.04	0.35

1 - 3 of 3 Items

**Tactic Gallery** – This search result shows all of the tactics in thumbnail form. If the tactic hasn't been uploaded into CAD or a proxy hasn't been uploaded in to AMP, the thumbnail will say Video File Not Uploaded. You have the ability to play or download the file as well.

## 12 Tactics

VIDEO FILE NOT UPLOADED

617H

617CoreTactic

VIDEO FILE NOT UPLOADED

NEWTACTICH

617CoreTactic

VIDEO FILE NOT UPLOADED

CTSB060319H

Slowski: Billy has his new home

VIDEO FILE NOT UPLOADED

PJH1234H

PJH Test Tactic 6.6.19

VIDEO FILE NOT UPLOADED

10101133H

New Agency Tactic

VIDEO FILE NOT UPLOADED

BCD10260000H

My Tactic Title

7777abcdH

Prime Test

PJH0123H

Test Tactin on 6.12

QCBR000244CH

CX\_The Slowskys\_Snail Mail\_BRAND\_CORE\_30

620019H

TVSpot JRN

CAD123H

CAD123H

CAD12345H

CAD12345 Created in Column bus first

**Spot Calendar** – This search result will bring up a calendar view of your search results. You can further filter the results by Market, ISCI, Rotation %, GRP's, and Spots.

## Spot Calendar

DOWNLOAD

MARKET	ISCI	ROTATION %	GRPS	SPOTS	08/05/2019	08/12/2019	08/19/2019
ALBANY - SCHENECTADY - TROY	10101133H	24.39	42.86	1.42			
ALBANY - SCHENECTADY - TROY	PJH0123H	12.2	21.43	0.71			
ALBANY - SCHENECTADY - TROY	PJH1234H	63.41	111.42	53.58			
BALTIMORE	10101133H	2.85	19.01	3.99			
BALTIMORE	617H	5.61	37.49	8.02			

**Downloading Your Reports** – All Reporting results except the Tactic Gallery can be downloaded. This will download the results into an Excel spreadsheet.