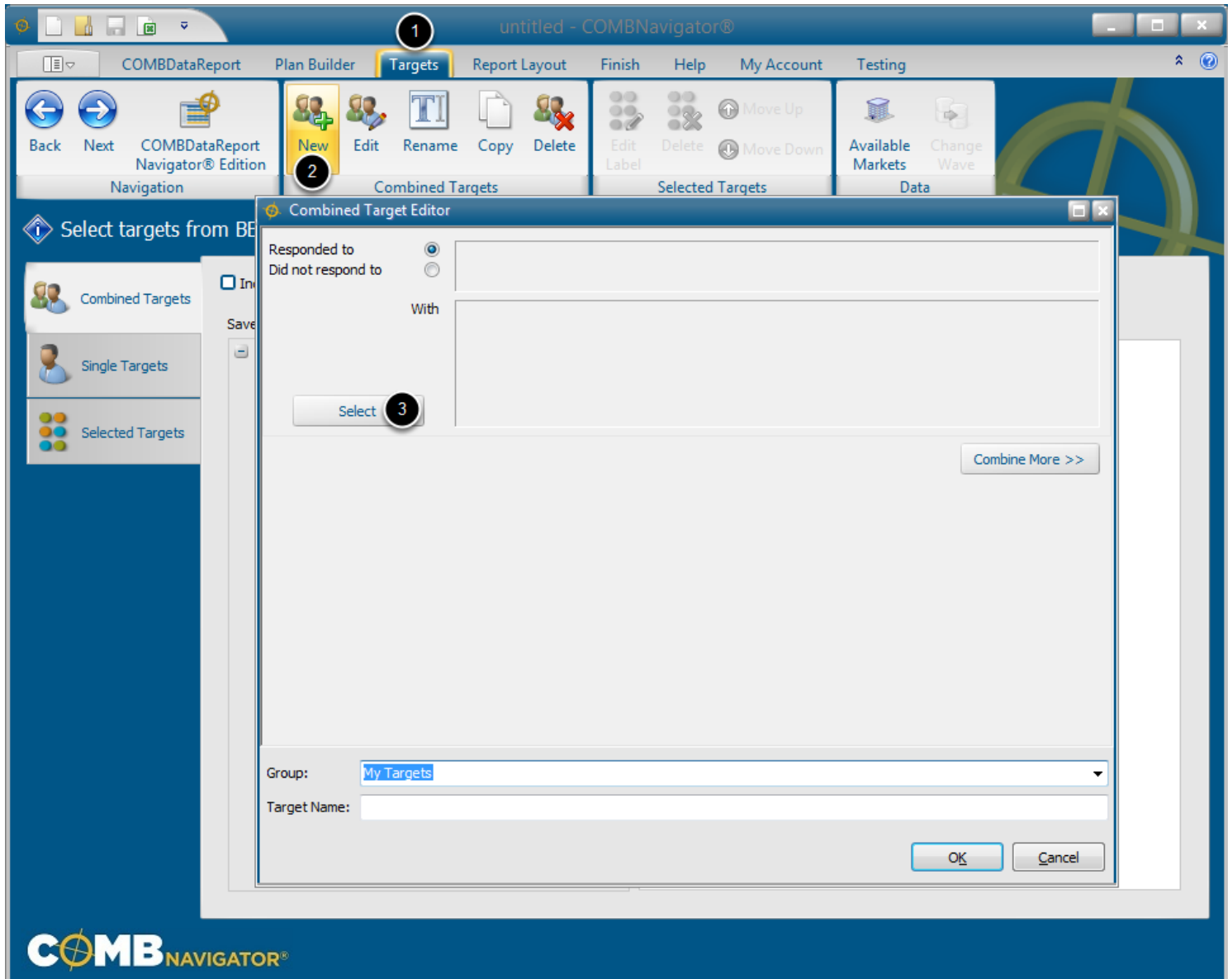


Targets

Creating a new combined target

This tutorial examines the process of creating a new combined target. Creating a target may be required to meet specific targeting needs beyond the demographics offered by the Basic Targets that ship with COMBNavigator.

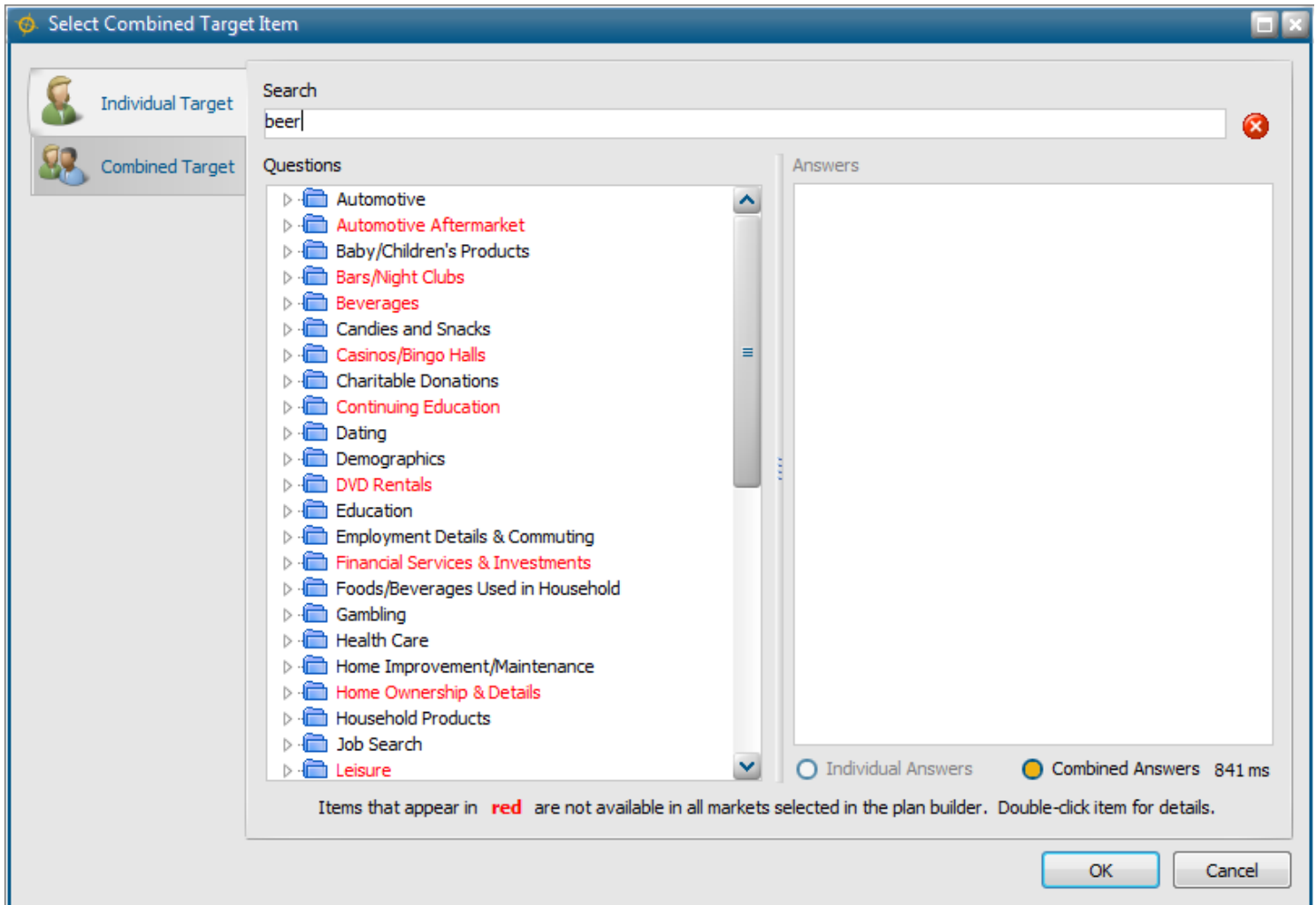
Invoking the combined target editor



To create a new combined target:

1. Select **Targets** in the ribbon menu
2. Select **New** in the ribbon bar. The Combined Target Editor will appear.
3. Building a combined target requires sequentially selecting the components of the target. Click **Select** to choose the first component. The Combined Target Selection dialog will appear.

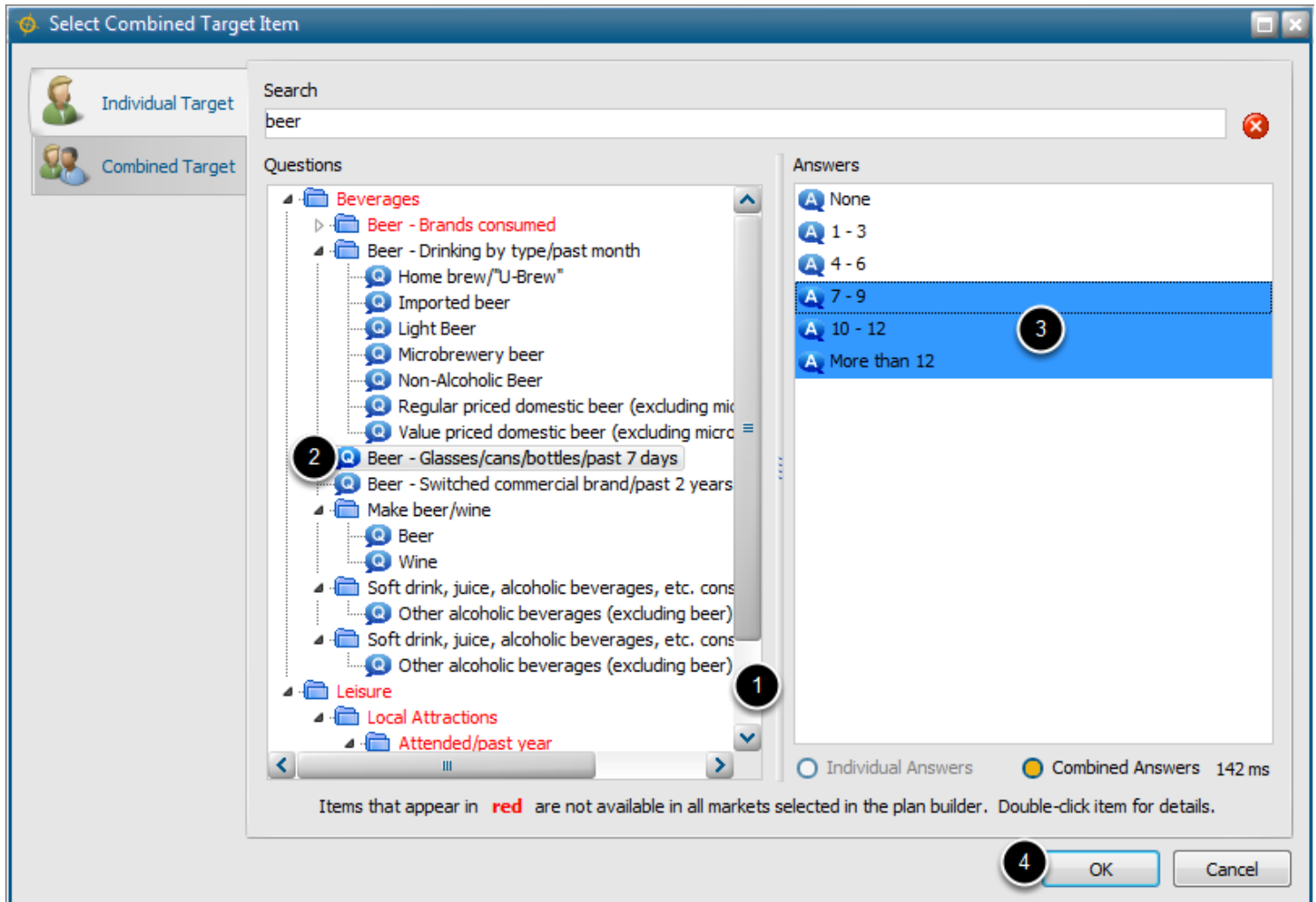
Selecting individual targets from the BBM-RTS database



Components of the combined target can be either existing combined targets, or individual targets from the BBM-RTS database. For our first component, we will select from the BBM-RTS database.

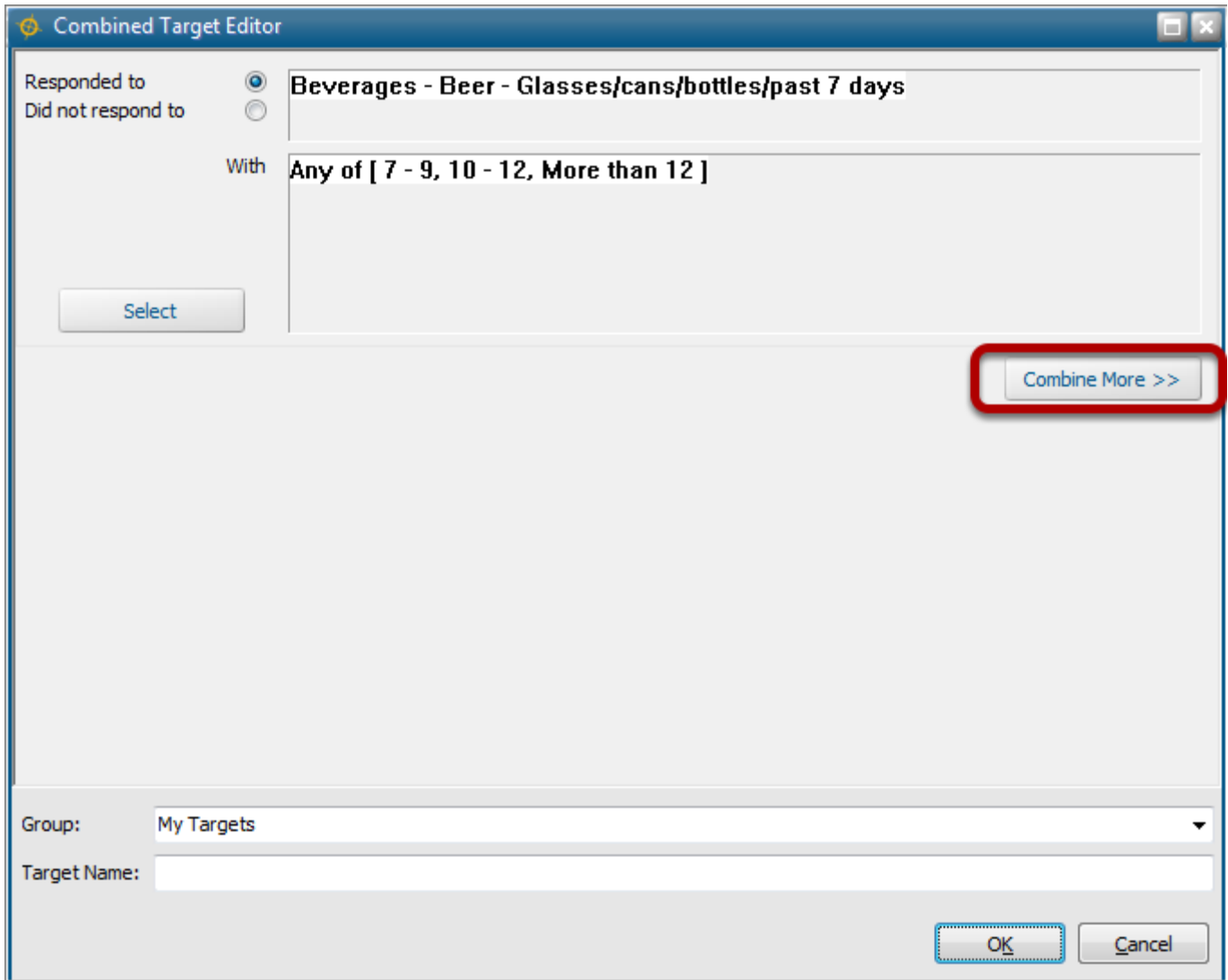
(Optional) Search the BBM-RTS database by entering text in the **Search** box. COMBNavigator will filter the tree in the Questions tree view to only includes questions which had matching text or that have answers with matching text.

Select a question and answers



1. Scroll the list of questions in the **Questions** box until the desired question is visible. If the desired question doesn't appear, search again.
2. Select the desired question. The **Answers** box will be populated with the answers of the selected question.
2. Select one or more of the desired answers in the **Answers** box.
3. Click **OK**. The selection dialog will close.

Adding another component to the combined target



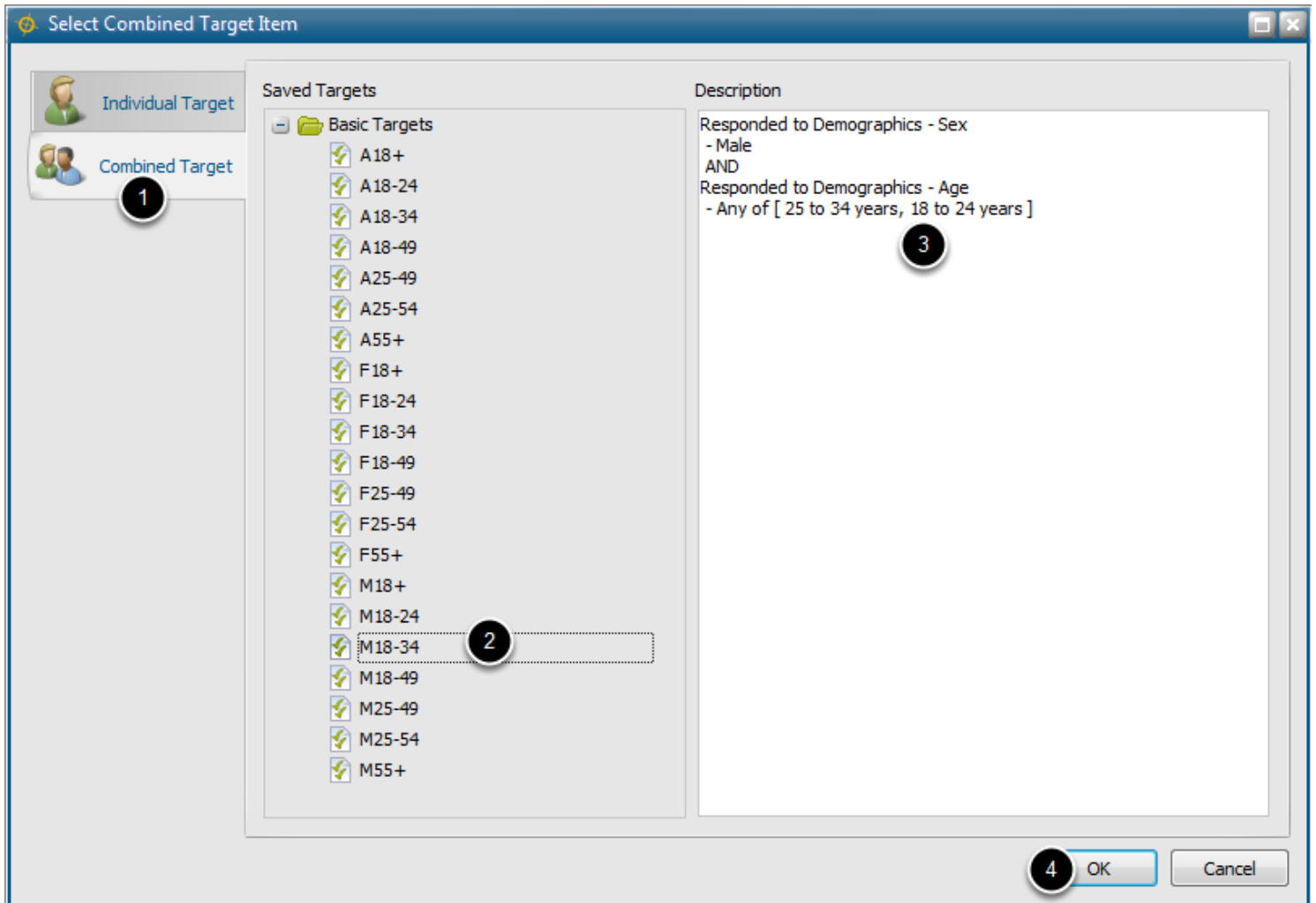
The screenshot shows the 'Combined Target Editor' dialog box. It has a title bar with a gear icon and window controls. The main area contains two radio buttons: 'Responded to' (selected) and 'Did not respond to'. The text 'Beverages - Beer - Glasses/cans/bottles/past 7 days' is entered in the field next to the selected radio button. Below this, the text 'With Any of [7 - 9, 10 - 12, More than 12]' is entered in another field. A 'Select' button is located to the left of the second field. A 'Combine More >>' button is highlighted with a red rectangle on the right side of the dialog. At the bottom, there is a 'Group:' dropdown menu set to 'My Targets', an empty 'Target Name:' text box, and 'OK' and 'Cancel' buttons.

Upon returning to the **Combined Target Editor**, the recently completed component selection will now be reflected.

To add another component to the combined target, select **Combine More >>**

The **Combined Target Selection** dialog will appear again.

Selecting an existing combined target as a component



1. Select the **Combined Target** tab on the left of the **Combined Target Selection** dialog.
2. Select the desired existing target from the **Saved Targets** tree view.
3. (Optional) View the coding of the existing target in the **Description** box.
4. Click **OK**. The selection dialog will close again.

The component selection process can be repeated again until all component of the combined target have been selected.

Select an operator for combining target components

The screenshot shows the 'Combined Target Editor' dialog box. It contains two target components. The first component is 'Beverages - Beer - Glasses/cans/bottles/past 7 days' with radio buttons for 'Responded to' (selected) and 'Did not respond to'. The second component is 'Basic Targets - M18-34' with radio buttons for 'Belongs to' (selected) and 'Do not belong to'. A dropdown menu is open, showing 'AND' and 'OR' options, with 'AND' selected. The dialog also includes 'Select' buttons for each component, 'Combine Fewer >>' and 'Combine More >>' buttons, a 'Group' dropdown set to 'My Targets', a 'Target Name' field, and 'OK' and 'Cancel' buttons.

Select **AND** or **OR** as the method for combining target components. **AND** requires **all** components to be satisfied. **OR** requires **any** component to be satisfied.

Complete the combined target

Combined Target Editor

Responded to Beverages - Beer - Glasses/cans/bottles/past 7 days
Did not respond to

With Any of [7 - 9, 10 - 12, More than 12]

Select

AND

Belong to Basic Targets - M18-34
Do not belong to

Select

Combine Fewer >> Combine More >>

Group: My Targets **1**

Target Name: Heavy Male Beer Consumers **2**

3 OK Cancel

1. Use the **Group** box to select an existing group or type in the name of a new group. Combined Target Groups are a means of categorizing or organizing combined targets.
2. Enter a name for the combined target in the **Target Name** box
3. Select **OK**. The **Combined Target Editor** will close.

Finish

The screenshot shows the COMB Navigator software interface. The title bar reads "untitled - COMBNavigator®". The main menu includes "COMBDataReport", "Plan Builder", "Targets", "Report Layout", "Finish", "Help", "My Account", and "Testing". The "Targets" tab is active, displaying a toolbar with "Navigation" (Back, Next), "Combined Targets" (New, Edit, Rename, Copy, Delete), "Selected Targets" (Edit Label, Delete, Move Up, Move Down), and "Data" (Available Markets, Change Wave). Below the toolbar, a blue banner reads "Select targets from BBM-RTS study data". On the left, there are three target categories: "Combined Targets", "Single Targets", and "Selected Targets". The main area shows a list of "Saved Targets" under the heading "Include Total Market Target (Age 5+)". The "My Targets" folder is expanded, and the "Heavy Male Beer Consumers" target is highlighted with a red box. To the right of the target list is a "Description" box containing the following text:

```
Responded to Beverages - Beer - Glasses/cans/bottles/past 7 days
- Any of [ 7 - 9, 10 - 12, More than 12 ]
AND
Responded to Demographics - Sex
- Male
AND
Responded to Demographics - Age
- Any of [ 25 to 34 years, 18 to 24 years ]
}
```

The new combined target now appears in the list of **Saved Targets** and is ready for inclusion in future reports. The complete coding appears in the **Description** box to the right.

To include the new combined target in the current report, check the box to the left of its name.