

## Recalculating results

This tutorial examines the process of making changes to an existing report and recalculating results

### An existing report

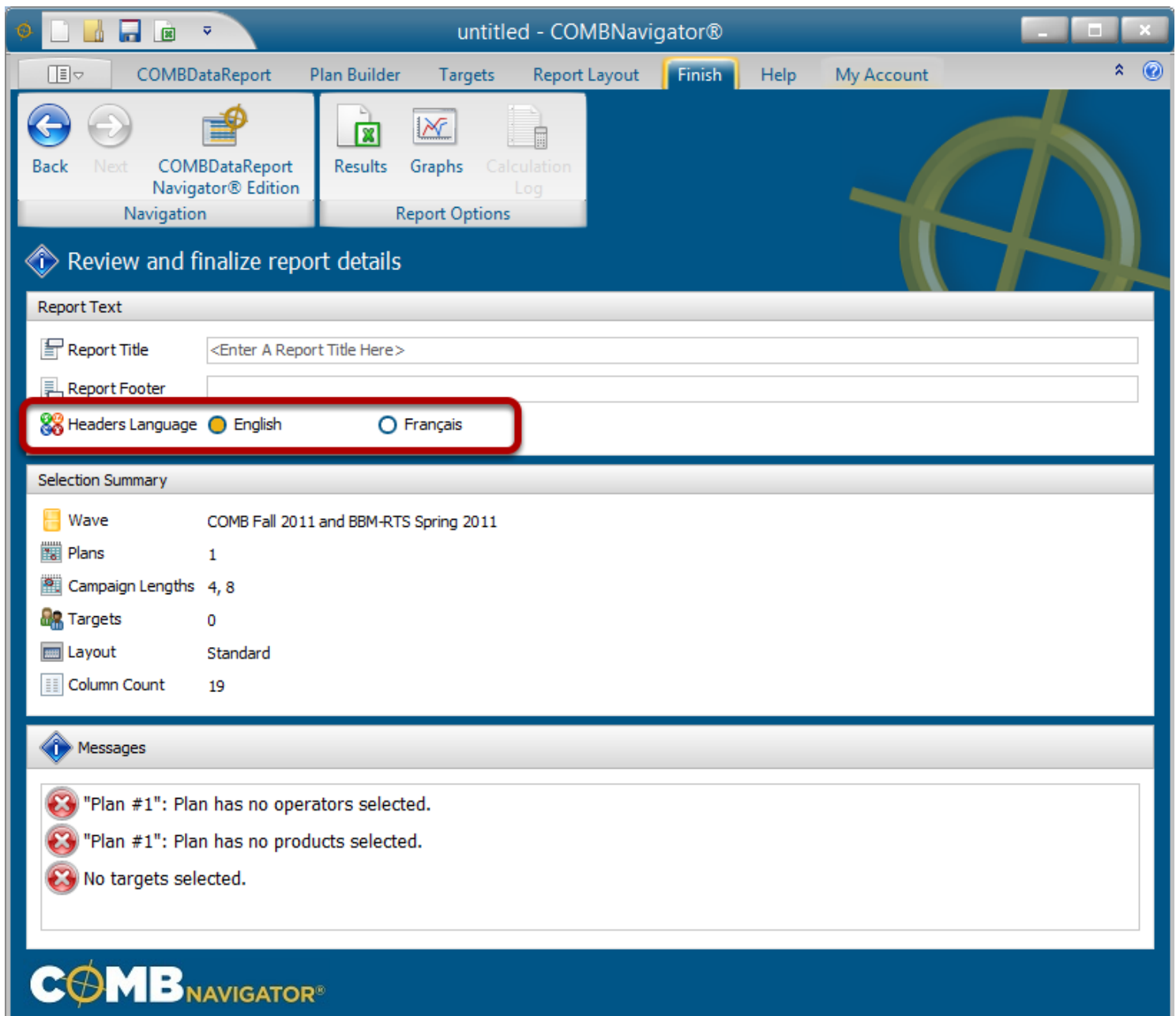
A	B	C	D	E	F	G	H	I	J	K	L	M	N
Cible	Beverages - Beer - Glasses/cans/bottles/past 7 days - all locations - Any of [ None, 1 - 3 ]												
Campagnes	4, 8												
Trier par	Taille du marché RMR, Afficheur, Produit												
Marché RMR	Pop RMR (000s)	Pop Cible (000s)	Afficheur	Produit d’Affichage	Circ Moy / Jour	No Faces	PEB Cible /Jour	PEB Marché /Jour	4 semaines				
									P	F	PEB Cible Camp	Imp Cible Camp (000s)	Imp Tot Camp (000s)
Toronto Plan 1	5,905.2	4,564.4	Astral	Panneau horizontal	35,900	45	25	25	59	12.0	708	35,133	45,242
				Mobilier urbain (68x47)	18,900	85	25	25	76	9.2	702	34,849	44,875
				<b>Astral Mix</b>	<b>19,900</b>	<b>130</b>	<b>50</b>	<b>50</b>	<b>84</b>	<b>16.7</b>	<b>1,411</b>	<b>69,982</b>	<b>90,116</b>
			OUTFRONT	Panneau horizontal	25,200	64	25	25	60	11.8	706	35,040	45,121
				Mobilier urbain (68x47)	23,400	68	25	25	59	11.8	699	34,667	44,641
				<b>OUTFRONT Mix</b>	<b>24,300</b>	<b>132</b>	<b>50</b>	<b>50</b>	<b>69</b>	<b>20.4</b>	<b>1,405</b>	<b>69,707</b>	<b>89,762</b>
				<b>Toronto Mix</b>	<b>21,400</b>	<b>262</b>	<b>101</b>	<b>100</b>	<b>90</b>	<b>31.3</b>	<b>2,816</b>	<b>139,689</b>	<b>179,878</b>
Montréal Plan 1	3,891.3	3,027.9	Astral	Panneau horizontal	50,300	21	25	25	55	12.4	689	22,669	29,584
				Mobilier urbain (68x47)	16,900	63	25	25	55	12.6	694	22,848	29,819
				<b>Astral Mix</b>	<b>38,500</b>	<b>84</b>	<b>49</b>	<b>50</b>	<b>63</b>	<b>21.9</b>	<b>1,383</b>	<b>45,517</b>	<b>59,403</b>
			OUTFRONT	Panneau horizontal	39,800	27	25	25	56	12.6	700	23,026	30,051
				<b>OUTFRONT Mix</b>	<b>39,800</b>	<b>27</b>	<b>25</b>	<b>25</b>	<b>56</b>	<b>12.6</b>	<b>700</b>	<b>23,026</b>	<b>30,051</b>
				<b>Montréal Mix</b>	<b>39,100</b>	<b>111</b>	<b>74</b>	<b>76</b>	<b>70</b>	<b>29.6</b>	<b>2,083</b>	<b>68,543</b>	<b>89,454</b>
	9,796.5	7,592.3		<b>Plan 1 Total Mix</b>	<b>23,700</b>	<b>373</b>	<b>90</b>	<b>90</b>	<b>82</b>	<b>30.8</b>	<b>2,523</b>	<b>208,232</b>	<b>269,332</b>
Source : COMB Été 2017 (juillet) et Numeris-RTS Printemps 2017													
Créé le : July-17-17													

This is an example of an existing report.

This example will demonstrate making three changes and regenerating the revised report

- 1) Changing report headers from French to English in Finish
- 2) Changing the objectives from 25 daily GRPs to 35 daily GRPs in the Plan Builder
- 3) Adding a column to the report in Report Layout

## Changing the report header language



Close Excel or change back to COMBNavigator®, returning to the **Finish** area

Change the **Report Headers** to **English**

## Increase the objective from 25 Daily GRPs to 35 Daily GRPs

untitled - COMB Navigator®

COMBDataReport Plan Builder 1 Reports Report Layout Finish Help My Account

Navigation Data Source Options Costing

Select inventory, view and edit plans COMB Summer 2017 (July) and Numeris-RTS Spring 2017

Flighting Campaign Lengths Plan Type

Flighting Common # of weeks for all products 4, 8 Different # of weeks for some products Multiple Levels

Plan #1

Select Inventory View/Edit Summary View/Edit Detail 2

Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : Astral			
Horizontal Posters	Daily GRPs	25	50313
Street Furniture (68x47)	Daily GRPs	25	16904
Operator : OUTFRONT			
Horizontal Posters	Daily GRPs	25	39750
Market CMA : Toronto			
Operator : Astral			
Horizontal Posters	Daily GRPs	25	35906
Street Furniture (68x47)	Daily GRPs	25	18855
Operator : OUTFRONT			
Horizontal Posters	Daily GRPs	25	25179
Street Furniture (68x47)	Daily GRPs	25	23446

Shared Objective / Shared Cost / Shared Weeks

Method Level Cost Field Cost Value # of Weeks

Daily GRPs 35 4 Wk Face Cost Apply Objective Apply Cost 4

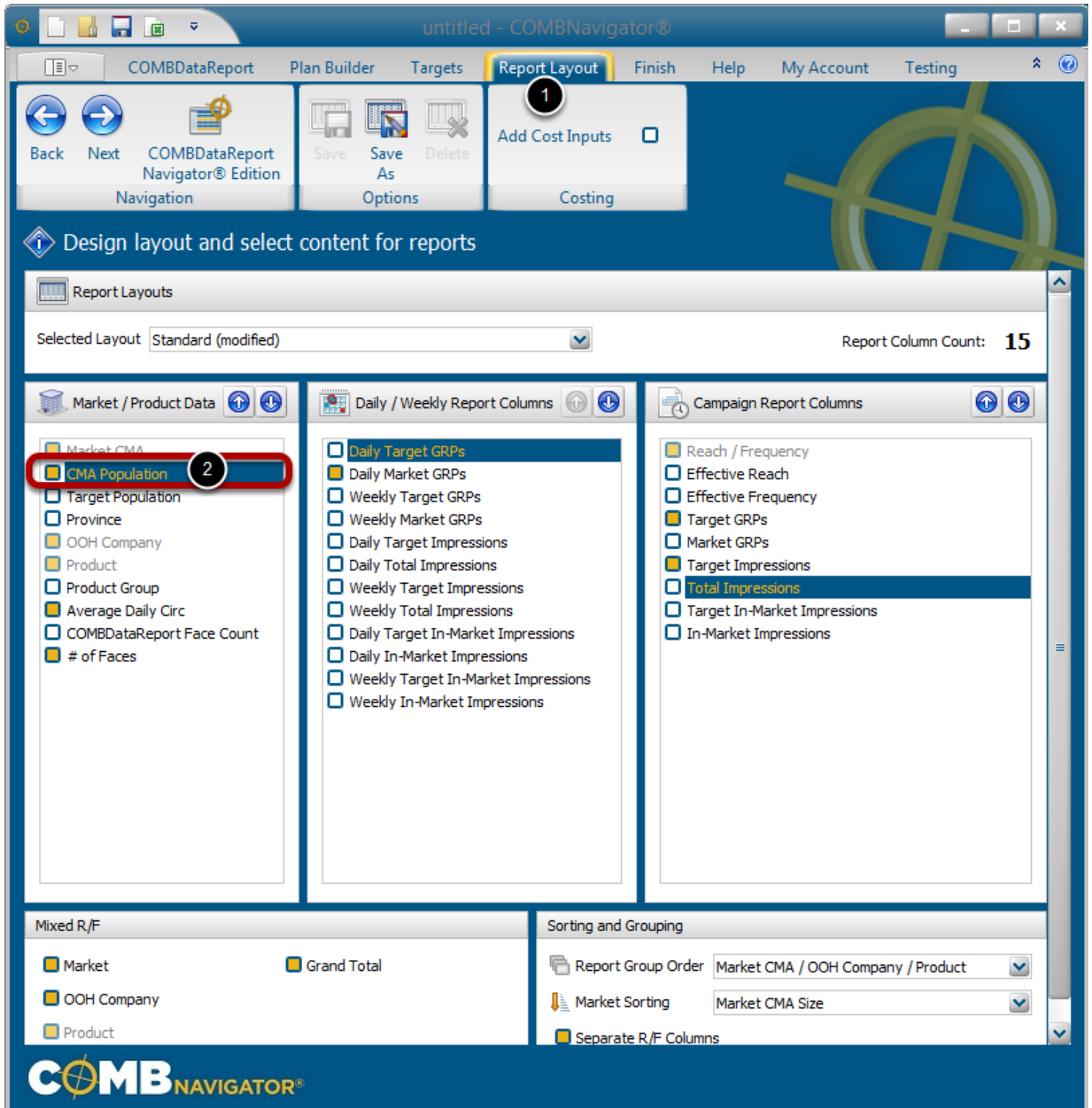
View: Selected Unselected 7 Selected 0 Unselected 7 Total

COMB NAVIGATOR®

1. Select **Plan Builder** from the ribbon menu.
2. Select **View/Edit Detail** tab
3. In **Shared Objectives** at the bottom of the tab, select **Daily GRPs** in the **Method** box
4. Enter **35** in the **Level** box
5. Select **Apply Objective**

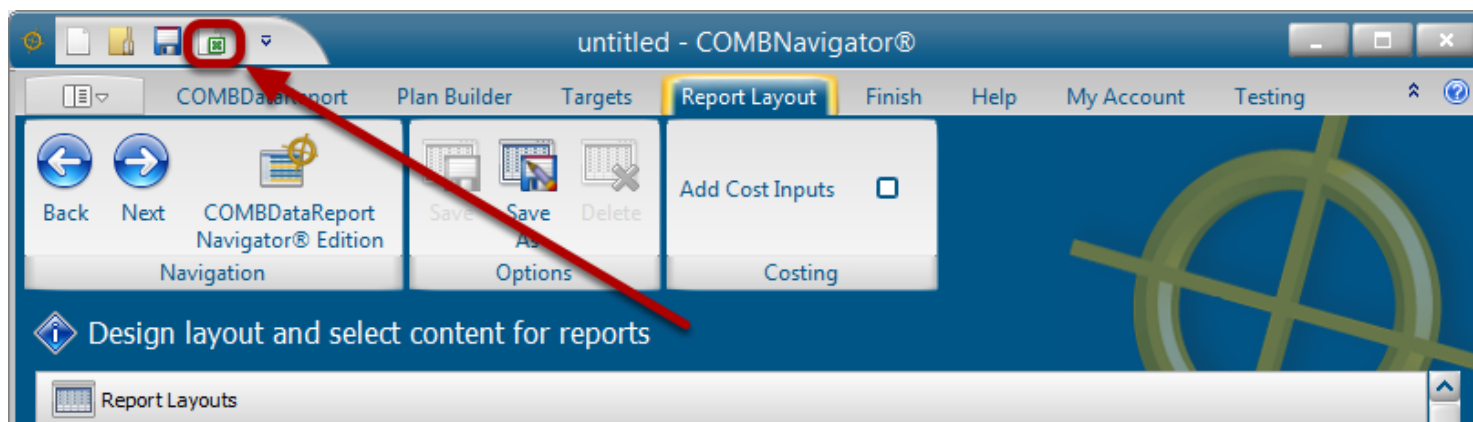
After a delay of a few seconds, all the objectives will be changed to the new value.

## Adding a column



1. Select **Report Layout** from the ribbon menu
2. Add **CMA Population** to the report by checking the box beside the column name

## Recalculate results



It is not necessary to return to the Finish area to calculate results.

A shorter route is available by selecting **View Results** from the Quick Access Toolbar at the top-left of the **COMBNavigator®** window. This is available from any tab in the application.

## Updated report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Target	Beverages - Beer - Glasses/cans/bottles/past 7 days - all locations - Any of [ None, 1 - 3 ]												
2	Campaigns	4, 8												
3	Sort By	Market CMA Size, OOH Company, Product												
4														
5														
6	Market CMA	CMA Pop	Tgt Pop	OOH Company	Product	Average	# of	Daily Tgt	Daily Mkt	4 weeks				
7		(000s)	(000s)			Daily Circ	Faces	GRPs	GRPs	R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)
8	Toronto	5,905.2	4,564.4	Astral	Horizontal Posters	35,900	45	25	25	59	12.0	708	35,133	45,242
9	Plan #1				Street Furniture (68x47)	18,900	85	25	25	76	9.2	702	34,849	44,875
10					<b>Astral Mix</b>	<b>19,900</b>	<b>130</b>	<b>50</b>	<b>50</b>	<b>84</b>	<b>16.7</b>	<b>1,411</b>	<b>69,982</b>	<b>90,116</b>
11														
12				OUTFRONT	Horizontal Posters	25,200	64	25	25	60	11.8	706	35,040	45,121
13					Street Furniture (68x47)	23,400	68	25	25	59	11.8	699	34,667	44,641
14					<b>OUTFRONT Mix</b>	<b>24,300</b>	<b>132</b>	<b>50</b>	<b>50</b>	<b>69</b>	<b>20.4</b>	<b>1,405</b>	<b>69,707</b>	<b>89,762</b>
15														
16					<b>Toronto Mix</b>	<b>21,400</b>	<b>262</b>	<b>101</b>	<b>100</b>	<b>90</b>	<b>31.3</b>	<b>2,816</b>	<b>139,689</b>	<b>179,878</b>
17														
18	Montreal	3,891.3	3,027.9	Astral	Horizontal Posters	50,300	21	25	25	55	12.4	689	22,669	29,584
19	Plan #1				Street Furniture (68x47)	16,900	63	25	25	55	12.6	694	22,848	29,819
20					<b>Astral Mix</b>	<b>38,500</b>	<b>84</b>	<b>49</b>	<b>50</b>	<b>63</b>	<b>21.9</b>	<b>1,383</b>	<b>45,517</b>	<b>59,403</b>
21														
22				OUTFRONT	Horizontal Posters	39,800	27	25	25	56	12.6	700	23,026	30,051
23					<b>OUTFRONT Mix</b>	<b>39,800</b>	<b>27</b>	<b>25</b>	<b>25</b>	<b>56</b>	<b>12.6</b>	<b>700</b>	<b>23,026</b>	<b>30,051</b>
24														
25					<b>Montreal Mix</b>	<b>39,100</b>	<b>111</b>	<b>74</b>	<b>76</b>	<b>70</b>	<b>29.6</b>	<b>2,083</b>	<b>68,543</b>	<b>89,454</b>
26														
27														
28		9,796.5	7,592.3		<b>Plan #1 Total Mix</b>	<b>23,700</b>	<b>373</b>	<b>90</b>	<b>90</b>	<b>82</b>	<b>30.8</b>	<b>2,523</b>	<b>208,232</b>	<b>269,332</b>
29														
30	Source: COMB Summer 2017 (July) and Numeris-RTS Spring 2017													
31	Created on July-17-17													
32														

The updated report appears with English headers, 35 Daily GRPs, and CMA populations.