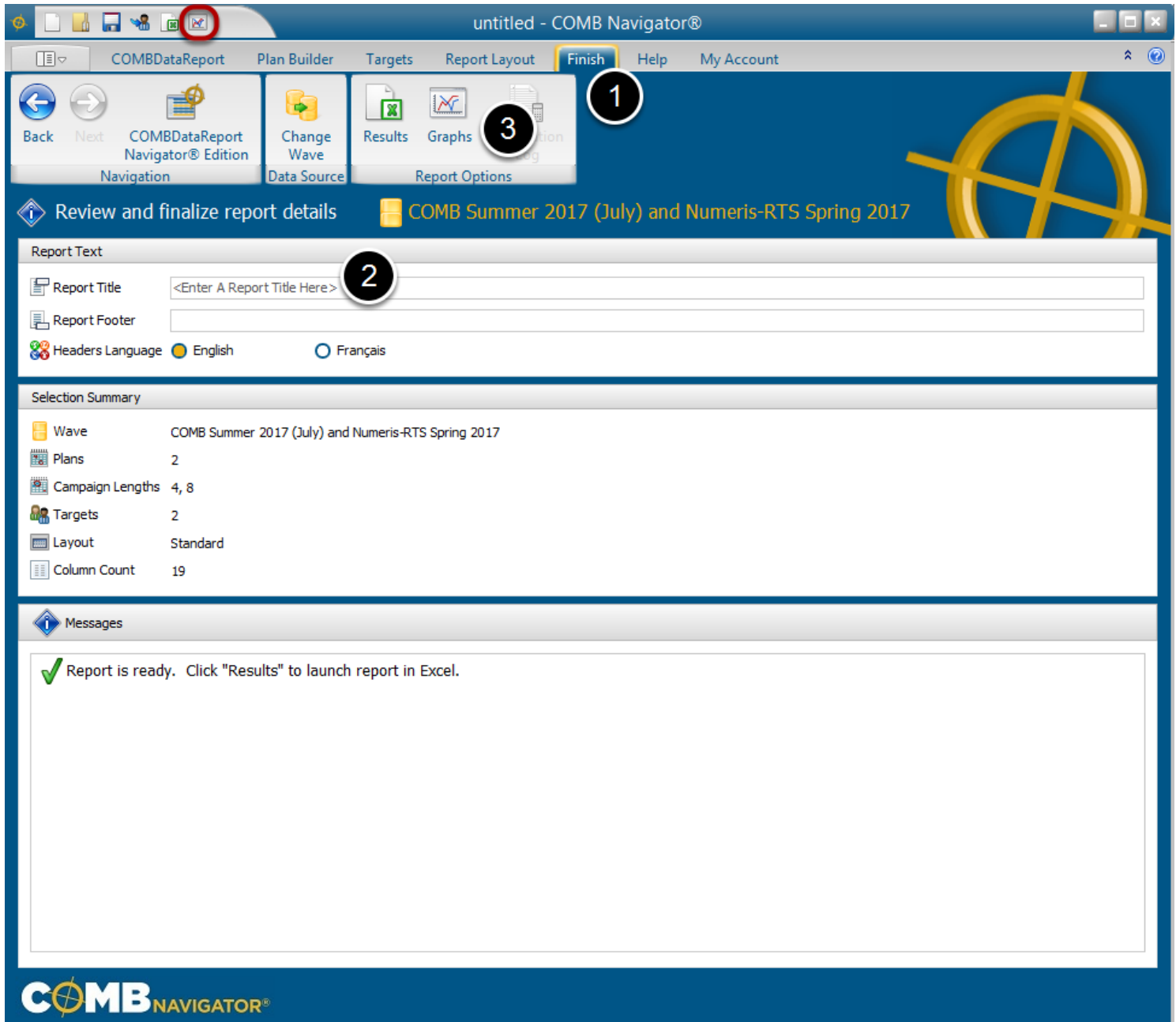


Graphing Effective Reach

This tutorial examines the impact on effective reach through adjusting frequency and weeks.

Display Graphs



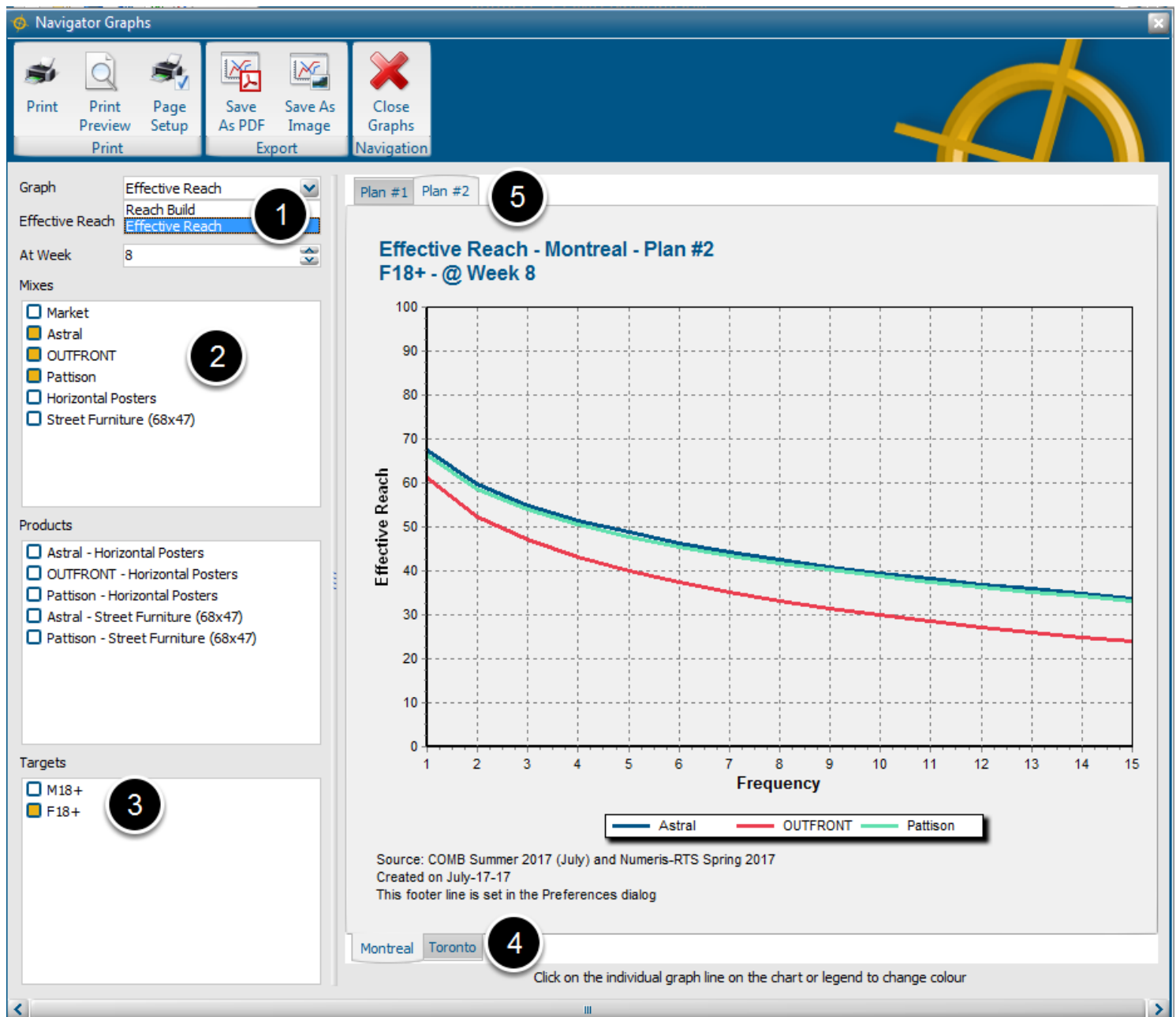
After making data selections, to display Navigator Graphs:

1. Select **Finish** from the ribbon.
2. (Optional) Enter the title of the report. This will appear in the main title of all graphs.
3. Select **Graphs** from the ribbon.

Alternatively, graphs can be launched directly from any tab by selecting the **Graphs** button in the **Quick Access Toolbar** in the top left area of the Navigator window. (highlighted in red in the figure above).

As with launching a report, if there are any calculation notes, they will be displayed before proceeding further.

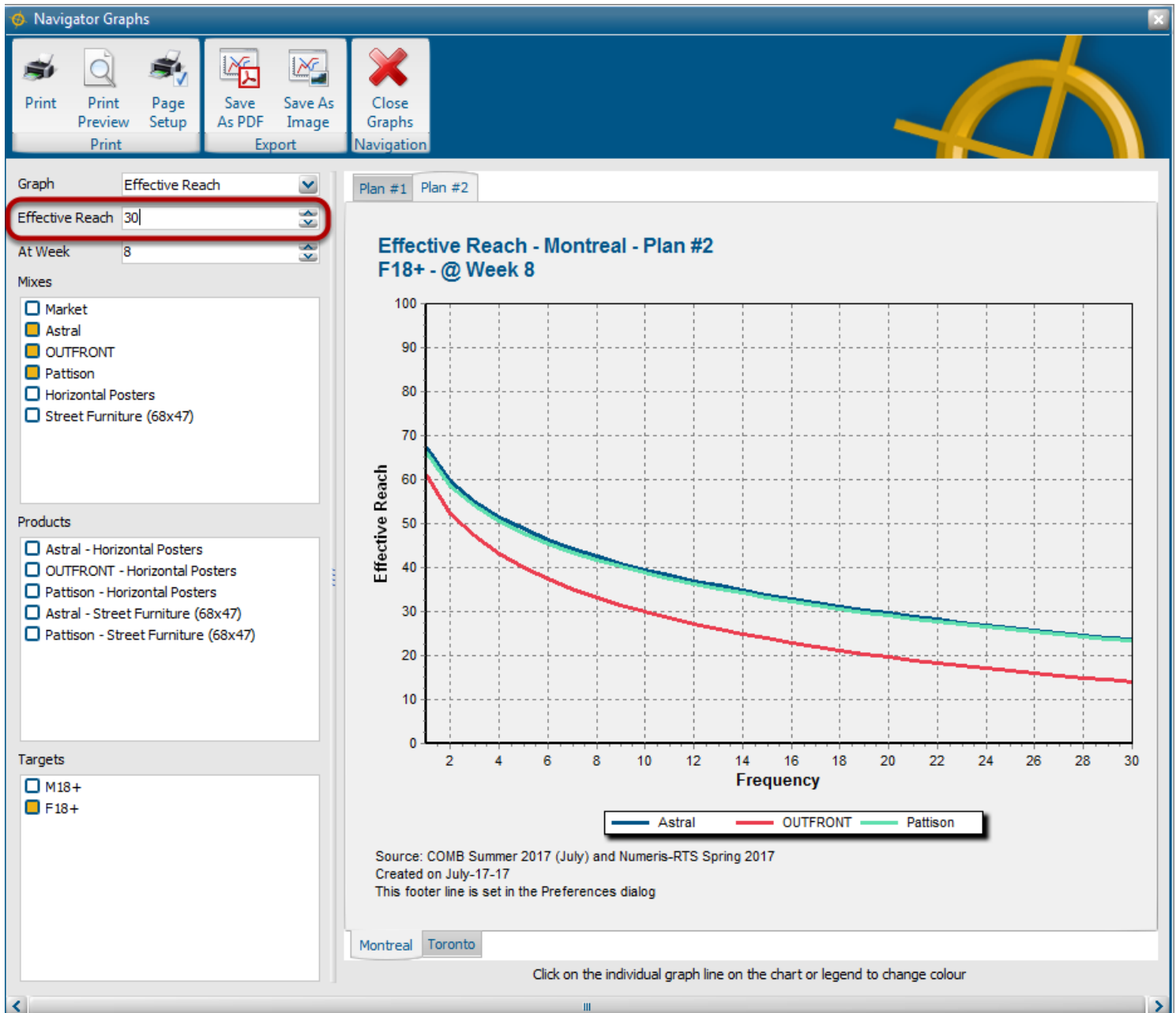
Making Graph Selections



The **Navigator Graphs** window will appear.

1. Select **Effective Reach** from the **Graph** drop down box. The axes are updated to reflect that this graph plots **Effective Reach** vs **Frequency** rather than Reach vs. Weeks.
2. By default, the **Market Mix** is graphed. To compare the operators, select them in the **Mixes** checklist.
3. By default, the first target is selected in the **Targets** checklist. To select a different target, deselect the first target, and check another target in the Targets list.
4. To switch markets, select a different tab at the bottom of the graph.
5. To switch plans, select a different tab at the top of the graph.

Adjusting Effective Reach

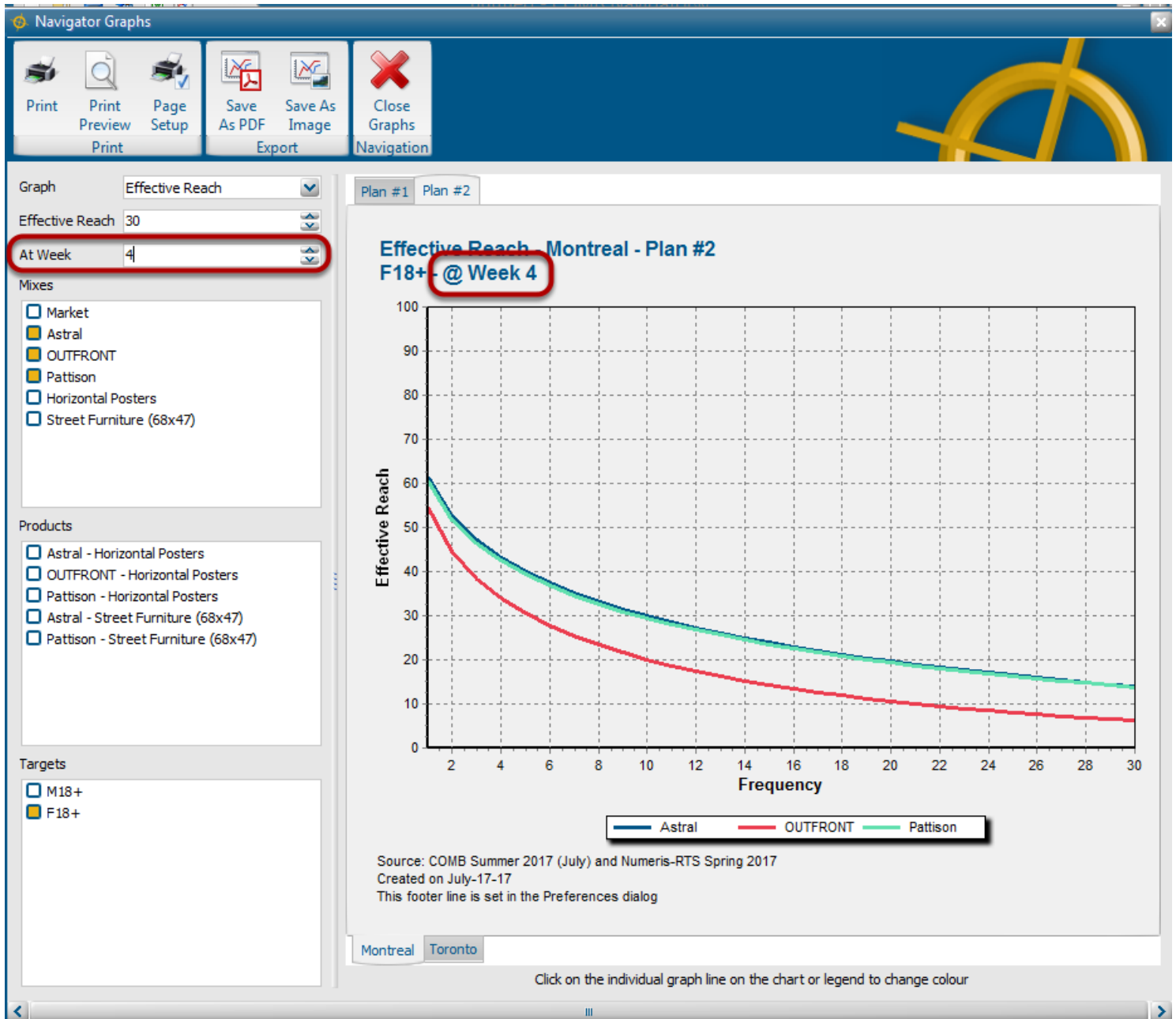


Use the **Effective Reach** box on the left to change the maximum frequency displayed in the graph. This is reflected in the bottom axis.

Increasing the value of Effective Reach plots more of the curve to the right, as the reach declines. Decreasing the value of Effective Reach displays less of the curve.

In the example above, Effective Reach was increased from 15 to 30. The bottom axis was updated accordingly, and more of the curve is plotted.

Adjusting the Week

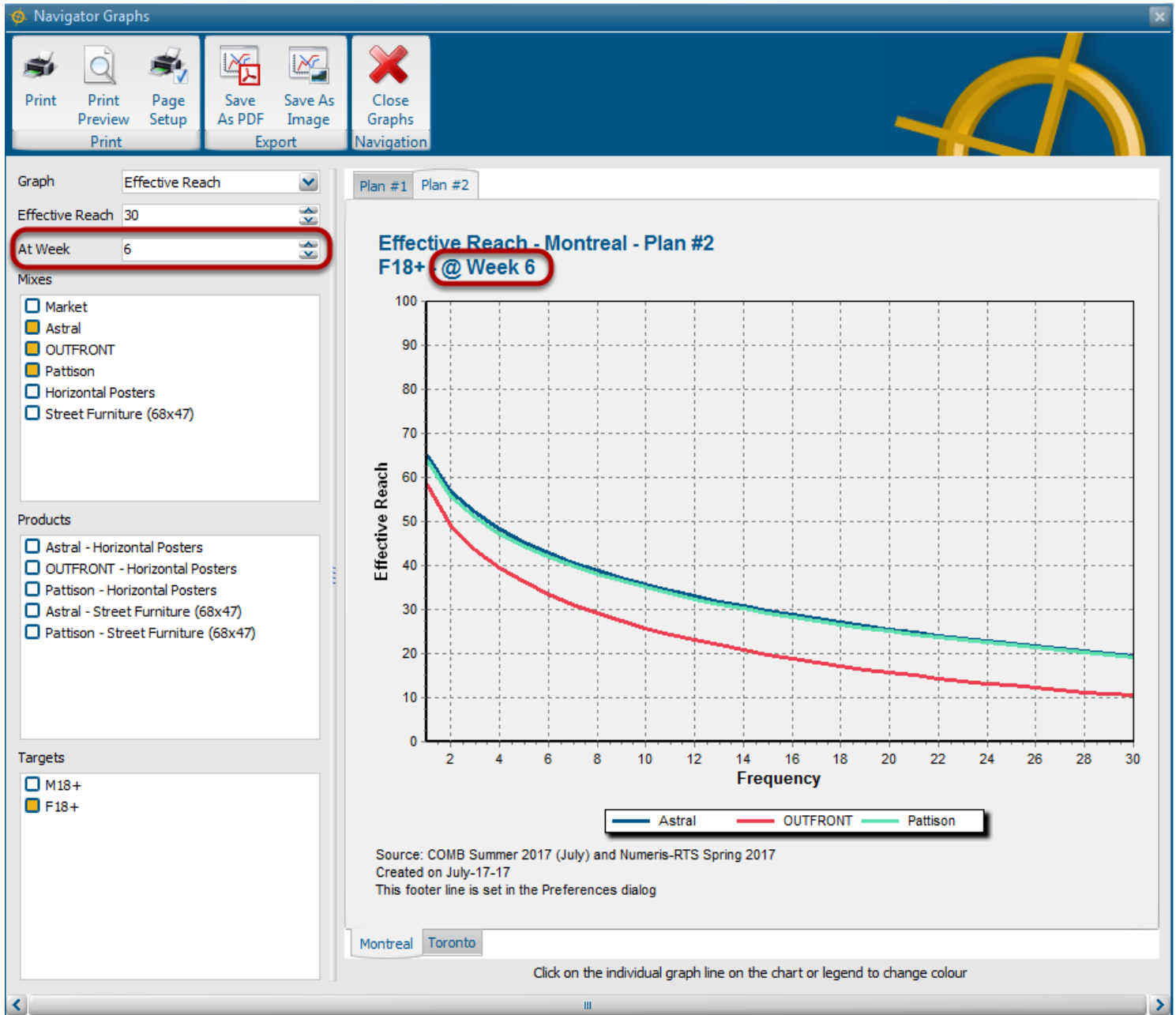


Use the **At Week** box on the left to change which week is plotted.

Earlier weeks will have lower reach at the same frequency. Later weeks will have more reach at the same frequency. The title of the graph changes to reflect the selection.

In the example above, the Week was changed from 8 to 4, lowering the reach.

Printing and Exporting the Graph



In the example above, the Week was changed again from **4** to **6**, raising the reach.

The toolbar at the top can be used to print, preview and export the graph.

Use **Print** to immediately print the graph to the current, default printer.

Use **Print Preview** to see the graph as it will appear on paper

Use **Page Setup** to change the page orientation, paper size, margins, or add a header or footer.

This is also available within **Print Preview**.

Use **Save As PDF** to distribute the graph for printing.

Use **Save As Image** to use the graph in other documents or on the web. Graphs can be exported

in JPEG or BMP format.

When done, select **Close Graphs** from the toolbar to return the the main Navigator Window.