## **Choosing Inventory**

This lesson examines how to find which OOH Companies have a particular product within a single market or set of markets

## Navigate to the Inventory Snapshot

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- 1. Select *COMBDataReport* in the ribbon menu.
- 2. Select Inventory Snapshot

## Find the product of interest

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1. To find the product of interest, use the scrollbar if the product is not already visible. OR

2. Click the down arrow beside *Product*. Click *Show All* to deselect all products, then select the desired product from the list.

## Examine markets and products

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	Kelowna		102	102			
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1. Find the desired markets in the leftmost column.

2. Look to the OOH Company columns to the right of the market name, which indicate the presence or absence of the product in the market for each operator

Coloured cells indicate that the product is offered by the operator in the market. Each colour corresponds to an operator, described in the *Legend*.

Blank or white cells indicate that the product is **not** offered by the operator.

The number within coloured cells indicates how many faces of the product are available in the current dataset e.g. COMB Winter 2017.

In the above example, the Vancouver market has:

0 faces in the (blank) **Astral** column 258 faces in the purple **OUTFRONT** column 917 faces for **Pattison** column

Cells in the *Market Total* column contain the sum of all the faces listed in the market or row of the cell. In the above example, since only 1 product is shown, this is the total faces for that single product, **Horizontal Posters**.