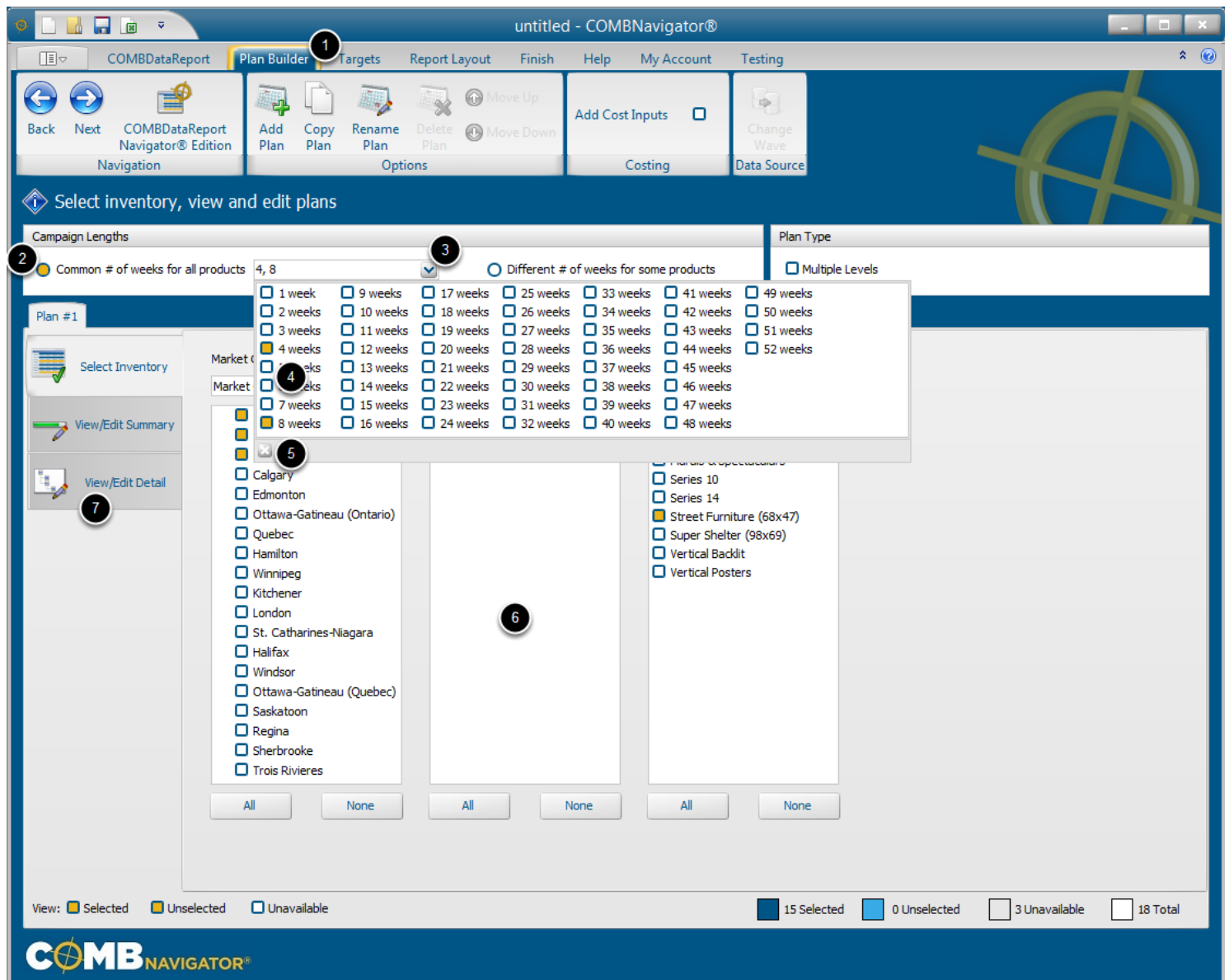


Defining a plan to compare different objective levels for each product

This tutorial examines the process of defining a report with multiple campaign lengths and multiple objective levels for each product.

Selecting a common # of weeks for all products



To create a report with multiple, crosstabbed campaign lengths:

1. Select **Plan Builder** from the ribbon menu
2. Under **Campaign Lengths**, select the **Common # of weeks for all products** button
3. To the right, select the # of weeks drop-down box, which appears as a down arrow. The # of weeks popup appears.
4. The # of weeks selected defaults to **4** and **8**. Select and deselect the desired # of weeks. Since campaign columns are repeated for each campaign length, selecting more than three campaign lengths is unlikely to fit at full size on legal paper when printed.
5. Close the # of weeks popup by clicking outside the popup, or using the small close (X) button on the bottom left of the popup

- Once the # of weeks is selected:
6. Select desired inventory.
 7. Select the **View/Edit Detail** tab

Switch to using Multiple Levels

untitled - COMB Navigator®

COMBDataReport | **Plan Builder** | Targets | Report Layout | Finish | Help | My Account | Testing

Navigation: Back, Next, COMBDataReport Navigator® Edition, Change Wave, Data Source, Add Plan, Copy Plan, Rename Plan, Delete Plan, Share Plans, Move Up, Move Down

Options: Add Cost Inputs, Costing

Select inventory, view and edit plans

COMB Winter 2017 (January) and Numeris-RTS Fall 2016

Flighting: ☐ Flighting

Campaign Lengths: Common # of weeks for all products: 4, 8

Plan Type: ☒ Multiple Levels

Plan tab disappeared

Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : Astral			
Horizontal Posters	Daily GRPs	25	49795
Street Furniture (68x47)	Daily GRPs	25	17026
Operator : OUTFRONT			
Horizontal Posters	Daily GRPs	25	39942
Operator : Pattison			
Horizontal Posters	Daily GRPs	25	36666
Street Furniture (68x47)	Daily GRPs	25	16605
Market CMA : Toronto			
Operator : Astral			
Horizontal Posters	Daily GRPs	25	32677
Street Furniture (68x47)	Daily GRPs	25	18927
Operator : OUTFRONT			
Horizontal Posters	Daily GRPs	25	25282
Street Furniture (68x47)	Daily GRPs	25	23508
Operator : Pattison			
Horizontal Posters	Daily GRPs	25	23941
Street Furniture (68x47)	Daily GRPs	25	11620

Shared Objective / Shared Cost / Shared Weeks

Method: Daily GRPs, Level: 25, Apply Objective, Cost Field: 4 Wk Face Cost, Cost Value, Apply Cost, # of Weeks: 8, Apply Weeks

View: ☒ Selected, ☐ Unselected

11 Selected, 0 Unselected, 11 Total

COMB NAVIGATOR®

1. Check the **Multiple Levels** box under **Plan Type**, in the top left portion of the Plan Builder.

The Plan Builder will be altered in two ways:

- a) The buttons in the **Level** column of the grid will change from incremental up/down to a drop-down list.
- b) Since only one plan is supported when using multiple levels, the plan tabs will disappear, and only the current plan can be edited or appear in the report.

Defining an individual objective

Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : Astral			
Horizontal Posters	Faces	50, 75, 100	45, 55
Street Furniture (68x47)	Faces		
Operator : OUTFRONT			
Horizontal Posters	Faces		
Operator : Pattison			
Horizontal Posters	Faces		
Street Furniture (68x47)	Faces		
Market CMA : Toronto			
Operator : Astral			
Horizontal Posters	Faces	50, 75, 100	23508
Street Furniture (68x47)	Faces		
Operator : OUTFRONT			
Horizontal Posters	Faces		
Street Furniture (68x47)	Faces		
Operator : Pattison			
Horizontal Posters	Faces	50, 75, 100	23941
Street Furniture (68x47)	Faces	50, 75, 100	11620

To change the objective for an individual OOH product:

1. Find the row of the product in the grid, and select the drop-down box in the **Objective** column. Select the desired kind of objective from the drop-down list. The drop-down list will close.
2. In the same row, select the cell in the **Level** column. The multi-level popup will appear.
3. Check or uncheck the boxes besides values in the **Quick Picks** area.
4. Add, remove or re-order the values in the **Levels** area
5. Close the popup by clicking outside of it.

The multiple levels selected will only affect the current OOH Product.

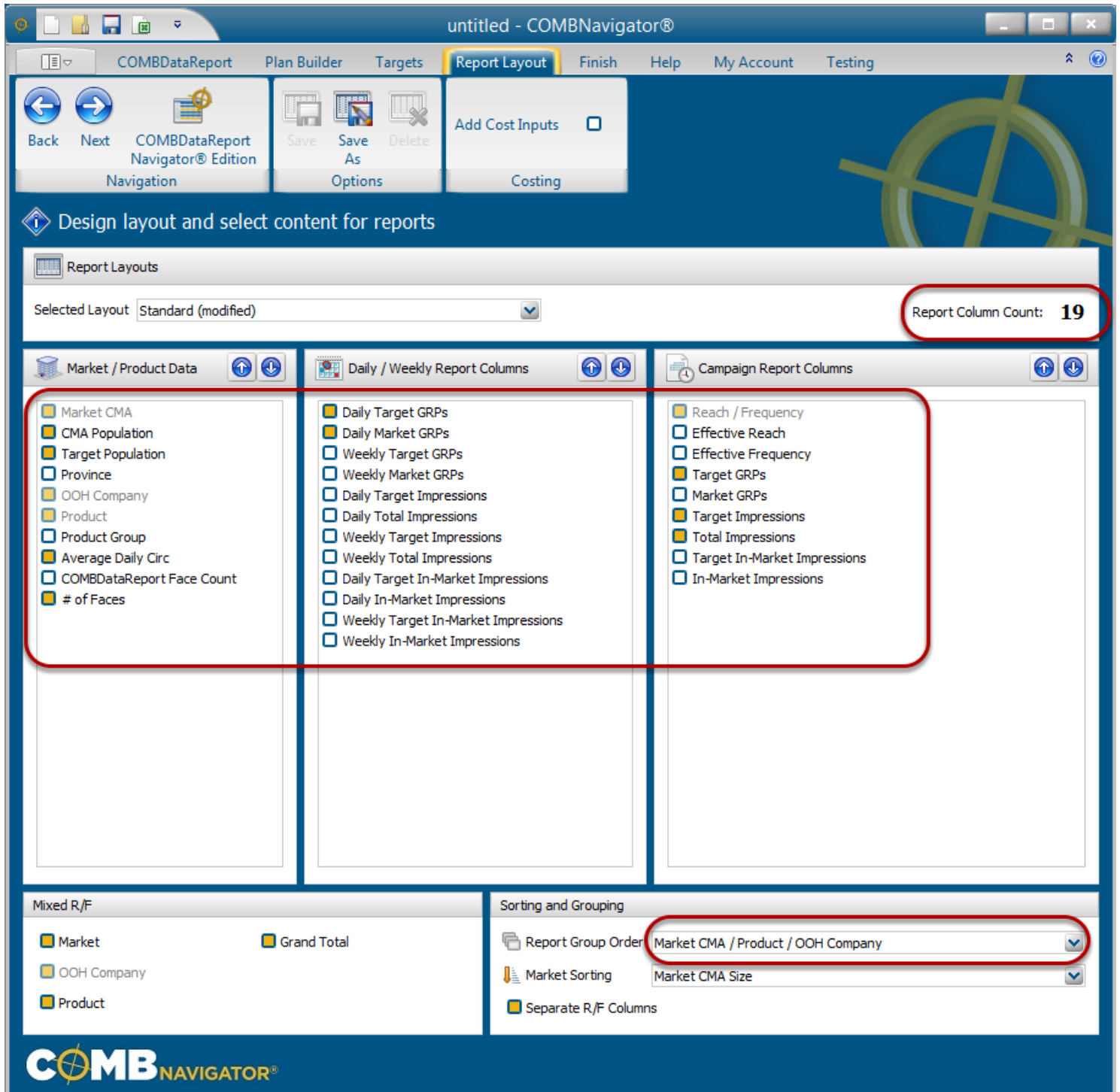
Complete defining objectives

	Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal				
Operator : Astral				
<input checked="" type="checkbox"/>	Horizontal Posters	Faces	50, 85	9795
<input checked="" type="checkbox"/>	Street Furniture (68x47)	Faces	50, 75, 100	17026
Operator : OUTFRONT				
<input checked="" type="checkbox"/>	Horizontal Posters	Faces	50, 75, 100	39942
Operator : Pattison				
<input checked="" type="checkbox"/>	Horizontal Posters	Faces	50, 75, 100	36666
<input checked="" type="checkbox"/>	Street Furniture (68x47)	Faces	50, 75, 100	16605
Market CMA : Toronto				
Operator : Astral				
<input checked="" type="checkbox"/>	Horizontal Posters	Faces	50, 75, 100	32677
<input checked="" type="checkbox"/>	Street Furniture (68x47)	Faces	50, 75, 100	18927
Operator : OUTFRONT				
<input checked="" type="checkbox"/>	Horizontal Posters	Faces	50, 75, 100	25282
<input checked="" type="checkbox"/>	Street Furniture (68x47)	Faces	50, 75, 100	23508
Operator : Pattison				
<input checked="" type="checkbox"/>	Horizontal Posters	Faces	50, 75, 100	23941
<input checked="" type="checkbox"/>	Street Furniture (68x47)	Faces	50, 75, 100	11620

Once selection of multiple levels is completed the grid reflects the new values. In this example, Montreal - Astral - Horizontal Posters was changed to 50, 85 faces while all others remained 50, 100, 75.

When all desired individual objectives have been set, select **Report Layout** in the ribbon menu.

Selecting report columns



By default, the selected layout is the **Standard** layout, which is included with Navigator.

1. Select or deselect columns by checking the boxes to the left of column names.

Notes:

- Multi-level reports have a default **Report Group Order** of Markets, then Products, then OOH

Companies

- Since this report has multiple crosstabbed campaign lengths, the **# of weeks** column is not available in report layout.
- Columns in the first two lists occur only once in the report. Columns in the third list, **Campaign Report Columns**, appear once for each campaign length in the report (e.g. twice when 4 and 8 weeks are selected for column lengths).
- **Report Column Count**, found in the upper right, is updated whenever changes are made to the layout

Results: Each level is grouped together

Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Daily Tgt GRPs	Daily Mkt GRPs	4 weeks					8 weeks				
									R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)	R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)
Montreal	3,891.3	3,891.3	Astral	Horizontal Posters	49,800	50	59	59	67	24.8	1,648	69,713	69,713	72	45.5	3,296	139,426	139,426
Level #1			OUTFRONT		39,900	50	47	47	64	20.5	1,322	55,919	55,919	71	37.4	2,644	111,838	111,838
			Pattison		36,700	50	43	43	62	19.4	1,214	51,332	51,332	69	35.3	2,427	102,665	102,665
				Horizontal Posters Mix	42,200	150	149	149	80	52.0	4,184	176,964	176,964	85	98.8	8,368	353,928	353,928
			Astral	Street Furniture (68x47)	17,000	50	20	20	54	10.4	564	23,836	23,836	62	18.2	1,127	47,673	47,673
			Pattison		16,600	50	20	20	54	10.2	550	23,247	23,247	62	17.8	1,099	46,494	46,494
				Street Furniture (68x47) Mix	16,900	100	40	40	61	18.1	1,113	47,083	47,083	68	32.8	2,226	94,167	94,167
				Montreal Mix	36,600	250	189	189	83	63.8	5,297	224,048	224,048	87	121.9	10,594	448,095	448,095
Montreal	3,891.3	3,891.3	Astral	Horizontal Posters	49,800	85	100	100	71	39.4	2,802	118,512	118,512	76	73.4	5,604	237,024	237,024
Level #2			OUTFRONT		39,900	75	71	71	68	29.0	1,983	83,878	83,878	74	53.6	3,966	167,756	167,756
			Pattison		36,700	75	65	65	66	27.4	1,820	76,999	76,999	72	50.5	3,641	153,997	153,997
				Horizontal Posters Mix	42,200	235	236	236	83	79.2	6,605	279,389	279,389	87	151.8	13,211	558,778	558,778
			Astral	Street Furniture (68x47)	17,000	75	30	30	59	14.3	845	35,755	35,755	66	25.6	1,691	71,509	71,509
			Pattison		16,600	75	29	29	59	14.1	824	34,871	34,871	66	25.1	1,649	69,741	69,741
				Street Furniture (68x47) Mix	16,900	150	60	60	65	25.5	1,670	70,625	70,625	71	46.8	3,340	141,250	141,250
				Montreal Mix	36,600	385	296	296	86	96.6	8,275	350,014	350,014	89	186.1	16,550	700,028	700,028
Montreal	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39,900	100	94	94	71	37.4	2,644	111,838	111,838	76	69.6	5,288	223,675	223,675
Level #3			Pattison		36,700	100	87	87	69	35.3	2,427	102,665	102,665	74	65.4	4,855	205,330	205,330
				Horizontal Posters Mix	26,200	200	181	181	82	62.0	5,071	214,502	214,502	86	118.3	10,143	429,005	429,005
			Astral	Street Furniture (68x47)	17,000	100	40	40	62	18.2	1,127	47,673	47,673	69	32.9	2,254	95,346	95,346
			Pattison		16,600	100	39	39	62	17.8	1,099	46,494	46,494	68	32.2	2,198	92,988	92,988
				Street Furniture (68x47) Mix	16,900	200	80	80	68	32.8	2,226	94,167	94,167	73	60.6	4,453	188,334	188,334
				Montreal Mix	24,100	400	261	261	85	85.9	7,298	308,669	308,669	88	165.1	14,595	617,338	617,338
	9,796.5	9,796.5		Level #1 Total Mix	23,400	550	139	139	88	44.1	3,892	414,385	414,385	92	84.9	7,783	828,769	828,769
	9,796.5	9,796.5		Level #2 Total Mix	23,400	835	213	213	91	65.9	5,968	635,520	635,520	93	128.0	11,936	1,271,039	1,271,039
	9,796.5	9,796.5		Level #3 Total Mix	21,500	1,000	231	231	91	71.2	6,474	689,343	689,343	93	138.5	12,947	1,378,686	1,378,686

The produced report has the same campaign lengths for all products (**4 and 8 weeks**) crosstabbed across the top.

Each level is grouped together, sorted by the order of appearance entered in the Plan Builder (e.g. 50, 100, 75 faces).

Since **Astral - Montreal - Horizontal Posters** had only 2 levels entered (50, 85 faces), it does not appear in Level #3.

in the example above, Toronto products and some columns selected in Report Layout are omitted from the image for the purposes of compactness.