

## **Assigning the same objective to all Market - OOH Company - Product combinations**

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This lesson examines the process of applying the same objective to all Market / OOH Company / Product combinations

## Defining a shared objective

untitled - COMB Navigator®

COMBDataReport Plan Builder Targets Report Layout Finish Help My Account Testing

Navigation: Back Next COMBDataReport Navigator® Edition

Data Source: Change Wave

Options: Add Plan Copy Plan Rename Plan Delete Plan Share Plans Move Up Move Down

Costing: Add Cost Inputs

Select inventory, view and edit plans

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

Plan Type: Multiple Levels

Plan #1

Select Inventory View/Edit Summary View/Edit Detail

Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : Astral			
Horizontal Posters	Faces	15	49795
Street Furniture (68x47)	Daily GRPs	25	17026
Operator : OUTFRONT			
Horizontal Posters	Daily Impressions	10000	39942
Operator : Pattison			
Horizontal Posters	Reach %	80	36666
Street Furniture (68x47)	Daily GRPs	30	16605
Market CMA : Toronto			
Operator : Astral			
Horizontal Posters	Daily Impressions	5000	32677
Street Furniture (68x47)	Faces	40	18927
Operator : OUTFRONT			
Horizontal Posters	Faces	40	25282
Street Furniture (68x47)	Daily GRPs	25	23508
Operator : Pattison			
Horizontal Posters	Daily Impressions	1	23941
Street Furniture (68x47)	Weekly GRPs	175	11620
Market CMA : Vancouver			
Operator : OUTFRONT			

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 15 Selected 0 Unselected 15 Total

To assign the same objective for all available inventory, use the **Shared Objective** box in the Plan Builder.

1. Within the Plan Builder area, select the **View/Edit Detail** tab.
2. To select the kind of objective, click the **Method** box. A drop-down list appears.
3. Select the desired objective, e.g. **Weekly GRPs**. The drop-down list will close.
4. Select the **Level** box to enter an amount for the objective, e.g. **200** (Weekly GRPs). The amount can be entered by keyboard or adjusted by clicking the up and down buttons.
5. Select the **Apply Objective** button

## Results: all inventory set to the same objective

The screenshot shows the COMB Navigator software interface. The main window displays a table of inventory items with columns for Product, Objective, Level, and Avg Daily Circ 5+. A red box highlights the 'Objective' and 'Level' columns, showing that all items are set to 'Weekly GRPs' and '200'.

Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : Astral			
Horizontal Posters	Weekly GRPs	200	49795
Street Furniture (68x47)	Weekly GRPs	200	17026
Operator : OUTFRONT			
Horizontal Posters	Weekly GRPs	200	39942
Operator : Pattison			
Horizontal Posters	Weekly GRPs	200	36666
Street Furniture (68x47)	Weekly GRPs	200	16605
Market CMA : Toronto			
Operator : Astral			
Horizontal Posters	Weekly GRPs	200	32677
Street Furniture (68x47)	Weekly GRPs	200	18927
Operator : OUTFRONT			
Horizontal Posters	Weekly GRPs	200	25282
Street Furniture (68x47)	Weekly GRPs	200	23508
Operator : Pattison			
Horizontal Posters	Weekly GRPs	200	23941
Street Furniture (68x47)	Weekly GRPs	200	11620
Market CMA : Vancouver			
Operator : OUTFRONT			

At the bottom of the interface, there are fields for Method (Weekly GRPs), Level (200), Cost Field (4 Wk Face Cost), Cost Value, # of Weeks (8), and buttons for Apply Objective, Apply Cost, and Apply Weeks.

After a delay of a few seconds, all the inventory will be changed to 200 Weekly GRPs.

OOH Products that require different objectives can be set by editing the values in **Objective** and **Level** columns in the rows of the particular OOH Products.