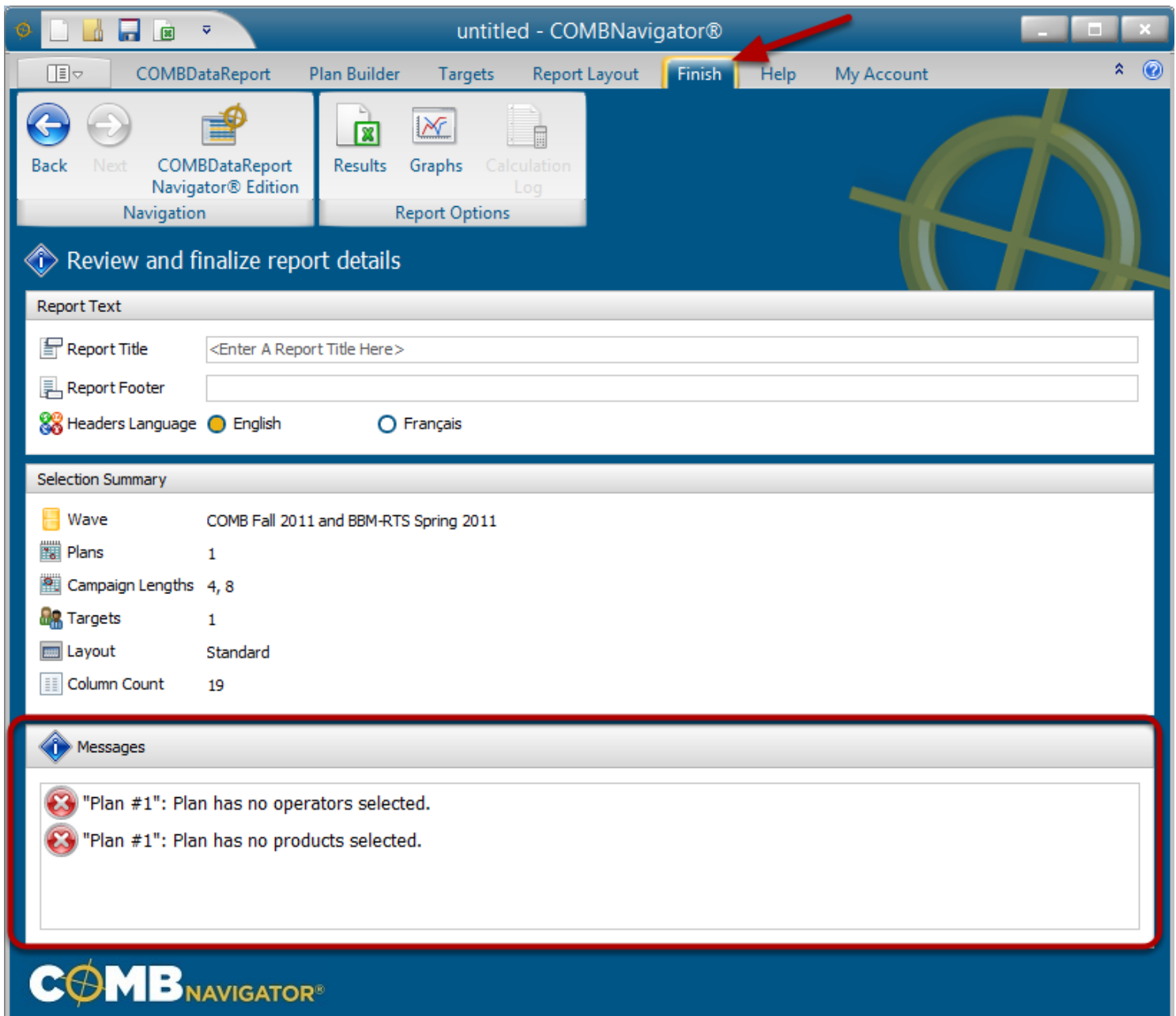


Viewing and Exporting Reports

Completing the report

This tutorial examines the process of generating an Excel report from **COMBNavigator®**.

Review messages



Before generating a report, summary information is available by selecting **Finish** from the ribbon menu.

Messages are listed on this screen, some of which can indicate that the report cannot be run, because a required entry has not been made. Examples include forgetting to create a plan or

selecting a target. If the report cannot be generated, address the issue and return to the **Finish** area.

In the above example, no operators or products were added to the only plan, which can be remedied by returning to the Plan Builder and adding the missing elements of the plan.

Reviewing summaries

untitled - COMBNavigator®

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

Navigation: Back, Next, COMBDataReport Navigator® Edition

Report Options: Results, Graphs, Calculation Log

Review and finalize report details

Report Text

Report Title: <Enter A Report Title Here>

Report Footer:

Headers Language: ☒ English ☐ Français

Selection Summary

Wave	COMB Fall 2011 and BBM-RTS Spring 2011
Plans	1
Campaign Lengths	4, 8
Targets	1
Layout	Standard
Column Count	19

Messages

- "Plan #1": Plan has no operators selected.
- "Plan #1": Plan has no products selected.

COMBNAVIGATOR®

The **Selection Summary** contains an overview of selections made earlier

Wave: The set of data utilized by the report

Plans: The number of plans in the report

Campaign Lengths: If **Common # of weeks** is selected in Plan Builder, the campaign lengths that the report will crosstab are listed here.

Targets: The number of targets (tabs) in the report)

Layout: The currently selected layout, which determines which columns and mixes will appear, and where.

Column Count: The number of columns in the report. More than 15 or 18 columns is unlikely to print on letter paper or legal paper respectively, without scaling.

Selecting title and footer

untitled - COMBNavigator®

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

Back Next COMBDataReport Navigator® Edition

Results Graphs Calculation Log

4 Report Options

Review and finalize report details

Report Text

Report Title <Enter A Report Title Here> 1

Report Footer 2

Headers Language ☒ English ☐ Français 3

Selection Summary

Wave	COMB Fall 2011 and BBM-RTS Spring 2011
Plans	1
Campaign Lengths	4, 8
Targets	1
Layout	Standard
Column Count	19

Messages

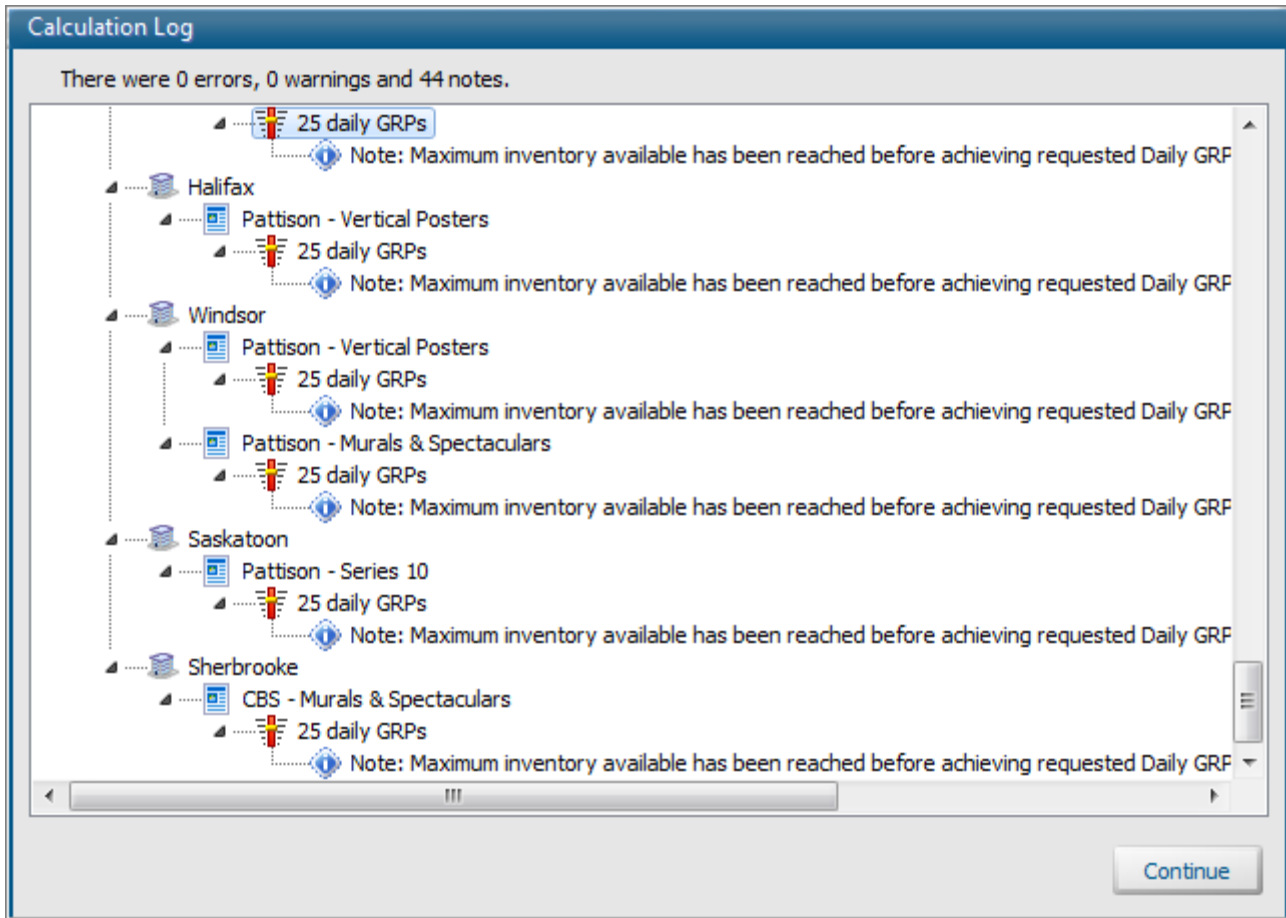
"Plan #1": Plan has no operators selected.

"Plan #1": Plan has no products selected.

COMB NAVIGATOR®

1. (optional) In the **Report Title** box, enter text for a title for the report. This will appear in the first line on each target tab of the report, and is used as a default file name.
2. (optional) In the **Report Footer** box, enter the text of a footer, which will appear at the bottom of each target tab of the report.
3. (optional) Select a language for the headers of the report. The default value is specified in **Preferences** on the **My Account** tab in the ribbon.
4. When all reviews and entries are made, Select the **Results** button in the ribbon bar.

Calculation log screen



If there are any warnings or notes in the **Calculation Log Summary**, the calculation log screen will appear before results are generated.

Review the warnings and notes before selecting **Continue**.

COMBNavigator® report in Excel

1	This is a report title										
2											
3	Target	Beverages - Beer - Glasses/cans/bottles/past 7 days - all locations - Any of [None, 1 - 3]									
4	Campaigns	4, 8									
5	Sort By	Market CMA Size, OOH Company, Product									
6											
7											
8	Market CMA	OOH Company	Product	Average	# of	Daily Tgt	4 weeks				
9				Daily Circ	Faces	GRPs	R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)
10	Toronto	Astral	Horizontal Posters	35,900	45	25	59	12.0	708	35,133	45,242
11	Plan #1		Street Furniture (68x47)	18,900	85	25	76	9.2	702	34,849	44,875
12			Astral Mix	19,900	130	50	84	16.7	1,411	69,982	90,116
13											
14		OUTFRONT	Horizontal Posters	25,200	64	25	60	11.8	706	35,040	45,121
15			Street Furniture (68x47)	23,400	68	25	59	11.8	699	34,667	44,641
16			OUTFRONT Mix	24,300	132	50	69	20.4	1,405	69,707	89,762
17											
18		Pattison	Horizontal Posters	24,100	67	25	59	11.9	707	35,082	45,176
19			Street Furniture (68x47)	11,600	138	25	58	12.1	701	34,781	44,788
20			Pattison Mix	20,200	205	50	67	21.0	1,408	69,863	89,964
21											
22			Toronto Mix	21,200	467	151	92	45.8	4,224	209,552	269,842
23											
24	Montreal	Astral	Horizontal Posters	50,300	21	25	55	12.4	689	22,669	29,584
25	Plan #1		Street Furniture (68x47)	16,900	63	25	55	12.6	694	22,848	29,819
26			Astral Mix	38,500	84	49	63	21.9	1,383	45,517	59,403
27											
28		OUTFRONT	Horizontal Posters	39,800	27	25	56	12.6	700	23,026	30,051
29			OUTFRONT Mix	39,800	27	25	56	12.6	700	23,026	30,051
30											
31		Pattison	Horizontal Posters	36,600	29	25	55	12.6	692	22,767	29,713
32			Street Furniture (68x47)	17,200	61	24	55	12.4	684	22,505	29,371
33			Pattison Mix	31,200	90	49	62	22.3	1,376	45,272	59,083
34											
35			Montreal Mix	36,800	201	124	77	44.9	3,458	113,816	148,537
36											
37											
38			Plan #1 Total Mix	23,500	668	140	86	45.5	3,918	323,368	418,379
39											
40	This is a report footer										
41	Source: COMB Summer 2017 (July) and Numeris-RTS Spring 2017										

COMBNavigator® creates the report and launches it in Excel.

Note the report title, footer and header language are reflected in the report.

What's Next:

[Saving a copy of the report to PDF format](#)

[Sending a PDF copy of the report via email](#)

[Saving another copy of the report under a different filename](#)