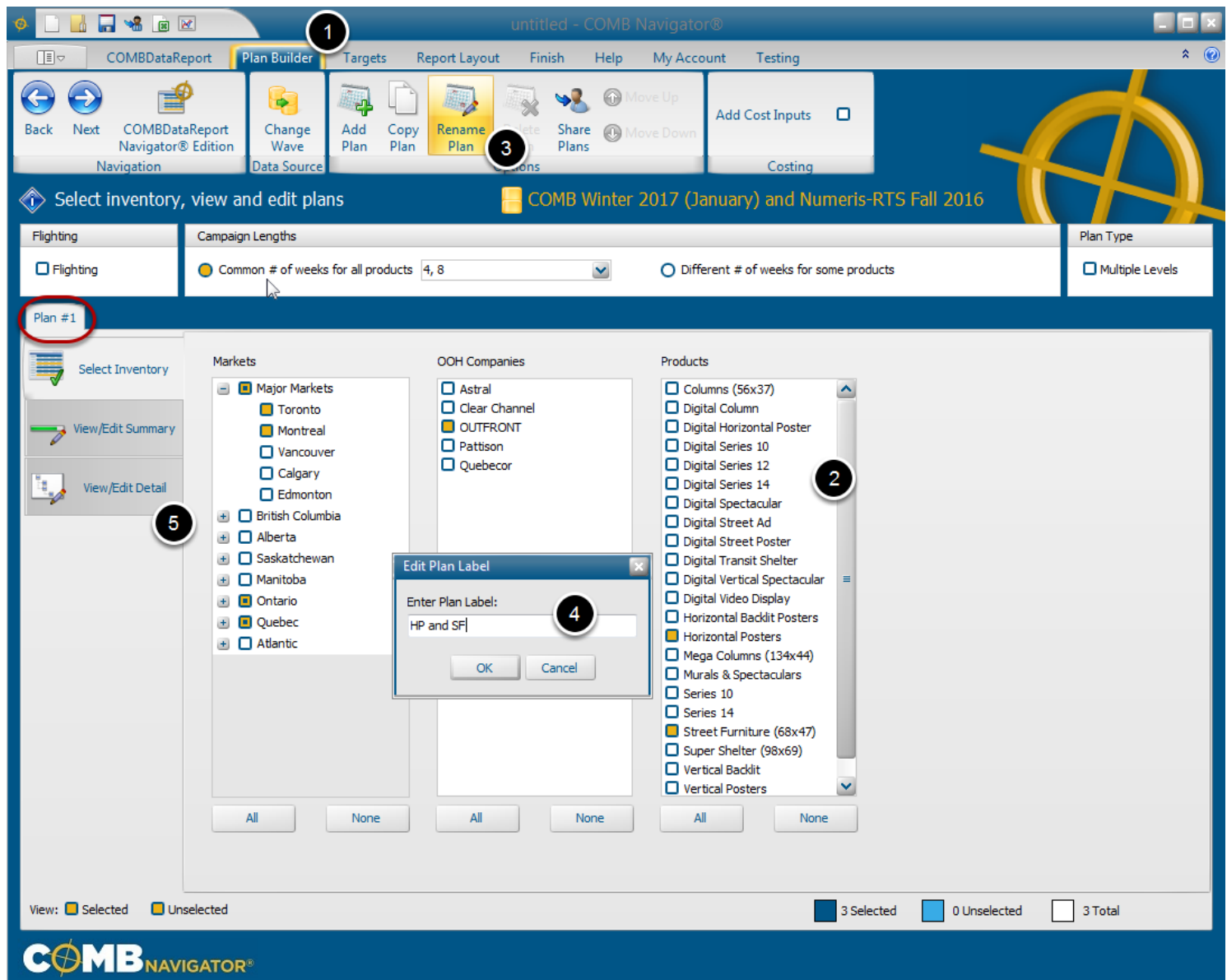


Defining multiple plans to compare products

This tutorial will demonstrate how product mixes can be compared through the use of multiple plans

Select inventory for the first of two plans



To create the first of two plans in a report:

1. Select **Plan Builder** from the ribbon menu.
2. Select inventory (e.g. **Toronto** and **Montreal**, **OUTFRONT**, **Horizontal Posters** and **Street Furniture**)
3. Rename the first plan by selecting the **Rename Plan** button on the ribbon
4. When prompted, enter a new name. e.g. **HP and SF** . Click **OK** . The new name of the plan will be updated on the plan tab.
5. Select the **View/Edit Detail** tab.

Define the objectives of the first plan

The screenshot shows the COMB Navigator Plan Builder interface. The top menu bar includes options like COMBDataReport, Plan Builder, Targets, Report Layout, Finish, Help, My Account, and Testing. The Plan Builder tab is active, showing a toolbar with various actions like Back, Next, Change Wave, Add Plan, Copy Plan, Rename Plan, Delete Plan, Share Plans, Move Up, and Move Down. Below the toolbar, there's a section for 'Select inventory, view and edit plans' with a dropdown for 'COMB Winter 2017 (January) and Numeris-RTS Fall 2016'. The main area displays a table of inventory items with columns for Product, Objective, Level, and Avg Daily Circ 5+. The table lists items for Market CMA : Montreal and Market CMA : Toronto, both with Operator : OUTFRONT. The 'HP and SF' button is circled in red. The 'Objective' and 'Level' columns are also circled in red. At the bottom, there's a section for 'Shared Objective / Shared Cost / Shared Weeks' with fields for Method (Weekly GRPs), Level (100), Cost Field (4 Wk Face Cost), and Cost Value. The 'Apply Objective' button is highlighted with a red circle and the number 3. The status bar at the bottom shows '3 Selected', '0 Unselected', and '3 Total'.

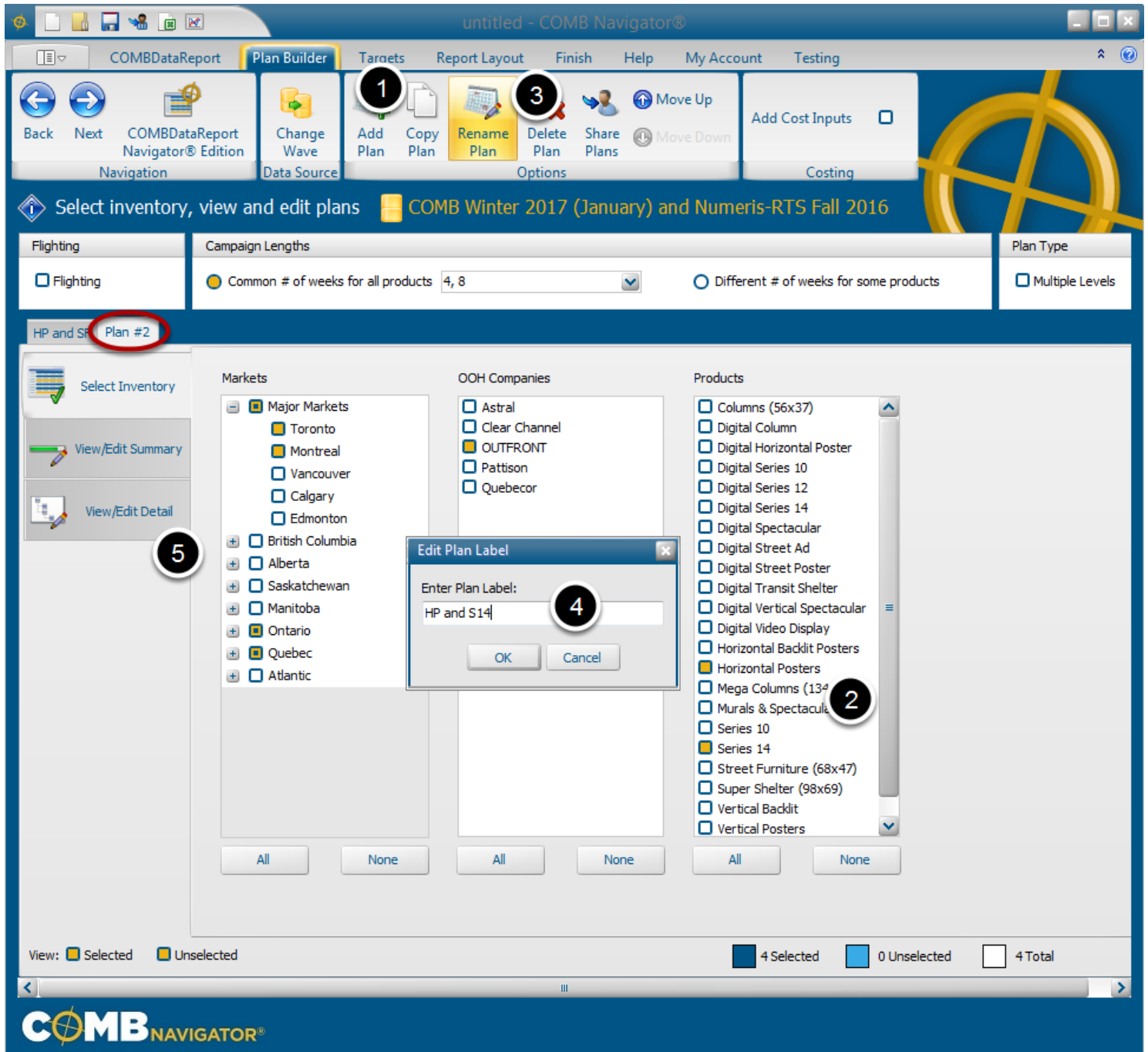
Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : OUTFRONT			
Horizontal Posters	Weekly GRPs	100	39942
Market CMA : Toronto			
Operator : OUTFRONT			
Horizontal Posters	Weekly GRPs	100	25282
Street Furniture (68x47)	Weekly GRPs	100	23508

To define a shared objective of 100 Weekly GRPs:

1. Set Method to Weekly GRPs
2. Set Level to 100
3. Select Apply Objective

After a delay of a few seconds, all the inventory will have an objective of 100 Weekly GRPs

Create the second plan



To create the second of two plans in a report:

1. Select the **Copy Plan** button from the ribbon. A copy of the first plan will be created and appear as a second tab as **Plan #2**. Alternatively, the **Add Plan** button can be used to start with a blank plan.
2. Edit the inventory by deselecting **Street Furniture** and selecting **Series 14**.
3. Rename to the second plan by selecting the **Rename Plan** button on the ribbon.

4. When prompted, enter a new name for the 2nd plan e.g. **HP and S14**. Click **OK**. The new name of the 2nd plan will be updated on the plan tab.
5. Select the ***View/Edit Detail*** tab

View objectives of the second plan

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

Flighting: ☐ Flighting

Campaign Lengths: ☒ Common # of weeks for all products 4, 8 ☐ Different # of weeks for some products

Plan Type: ☐ Multiple Levels

HP and S14

Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : OUTFRONT			
Horizontal Posters	Weekly GRPs	100	39942
Series 14	Weekly GRPs	100	95150
Market CMA : Toronto			
Operator : OUTFRONT			
Horizontal Posters	Weekly GRPs	100	25282
Series 14	Weekly GRPs	100	34513

Shared Objective / Shared Cost / Shared Weeks

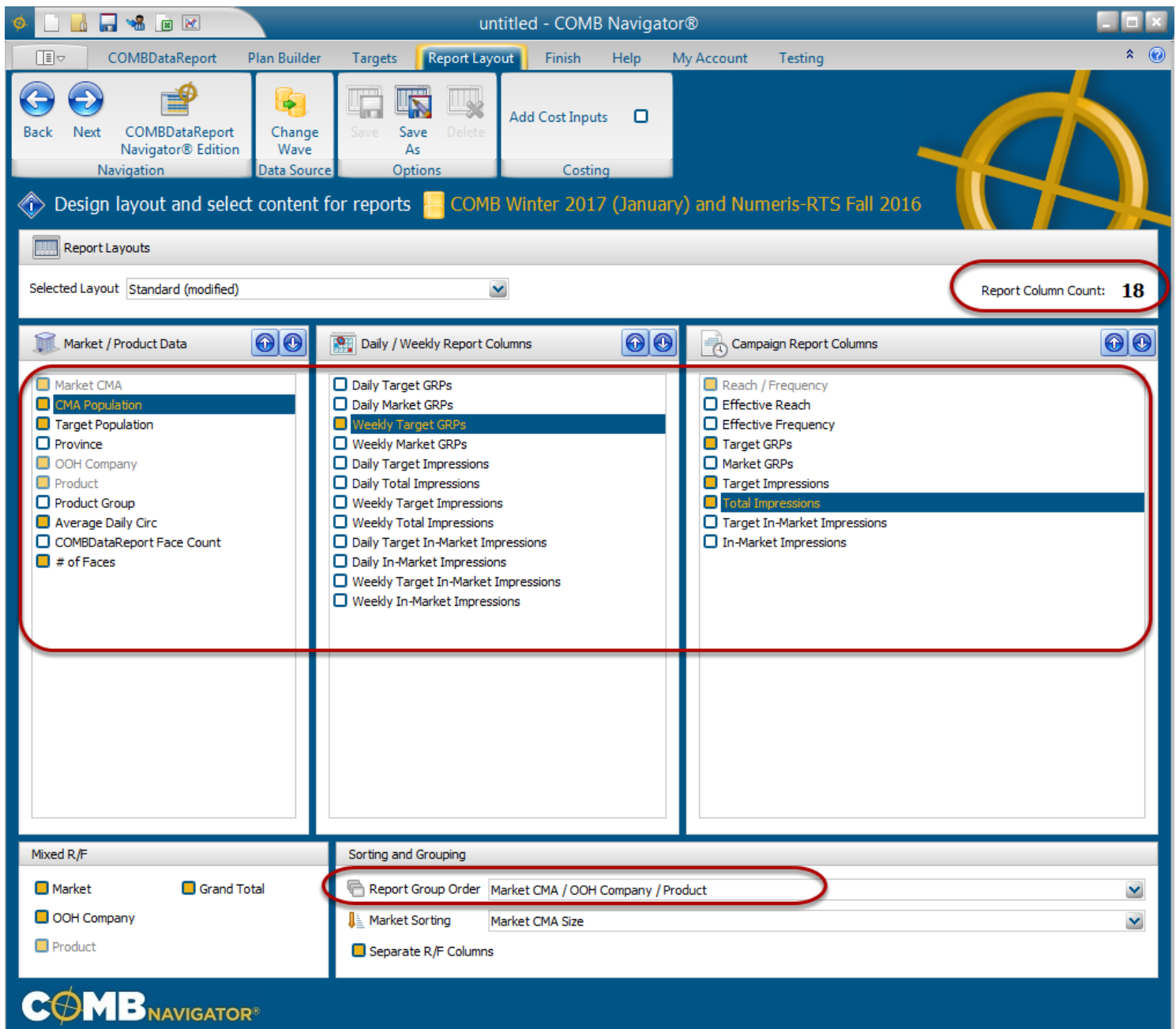
Method: Weekly GRPs Level: 100 Cost Field: 4 Wk Face Cost Cost Value: Apply Cost # of Weeks: 4

View: ☒ Selected ☐ Unselected 4 Selected 0 Unselected 4 Total

COMB NAVIGATOR®

In the Detail View, it can be seen that the new inventory automatically has 100 Weekly GRPs assigned as objectives as well.

Selecting report columns



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

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

In this example, we have deselected **Daily Market GRPs** in favour of **Weekly Target GRPs**

Notes:

- 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

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

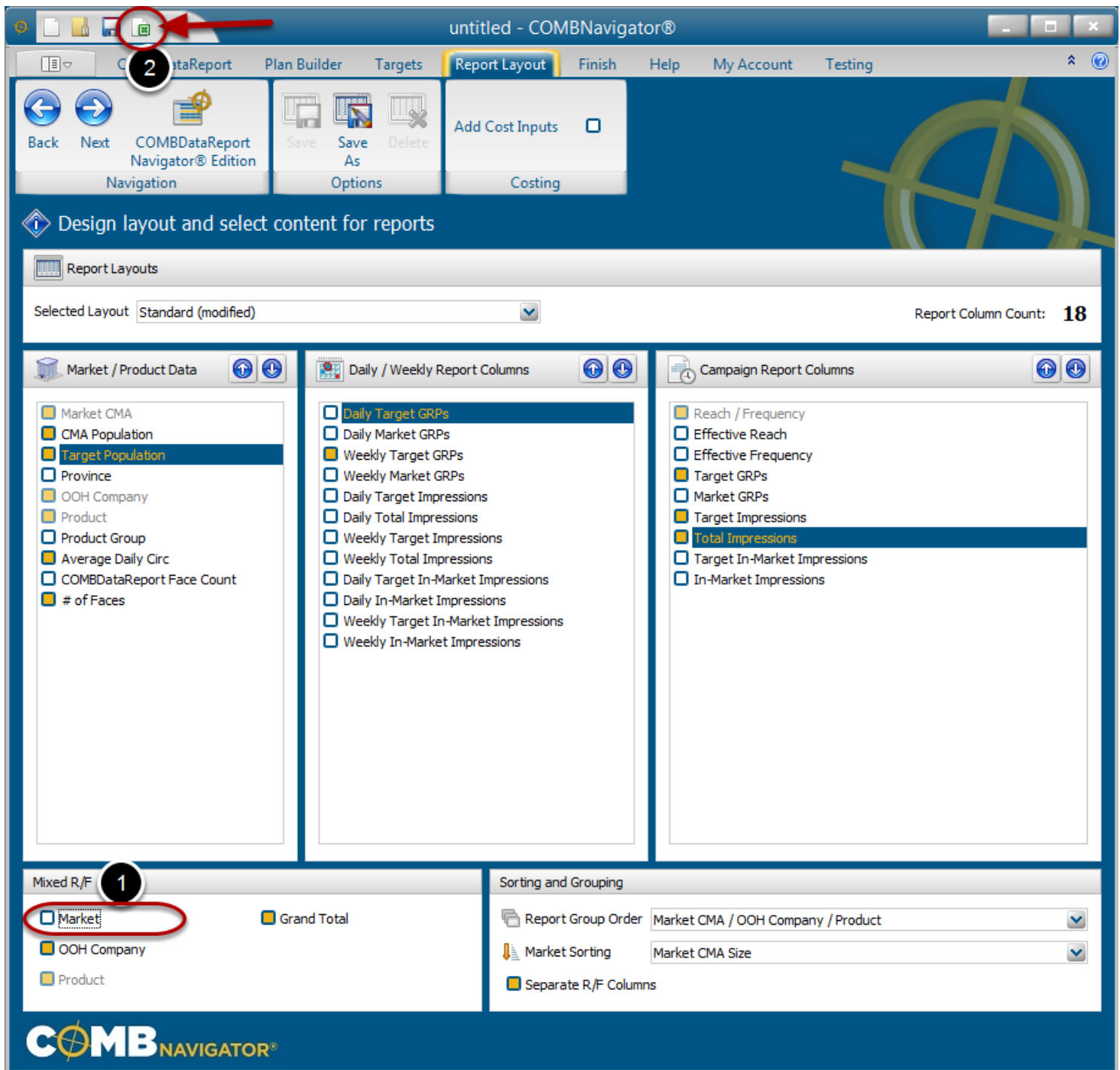
Results: finding redundant mix

Sort By	Market CMA Size, OOH Company, Product																		
Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Weekly Tgt GRPs	4 weeks				8 weeks				Total			
								R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)	R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)		
Toronto	5,905.2	5,905.2	OUTFRONT	Horizontal Posters	25,300	36	99	53	7.5	397	25,484	25,484	61	12.9	794	50,969	50,969		
HP and SF				Street Furniture (68x47)	23,500	39	100	52	7.6	400	25,671	25,671	61	13.1	800	51,341	51,341		
				OUTFRONT Mix	24,400	75	199	64	12.5	797	51,155	51,155	71	22.4	1,594	102,310	102,310		
				Toronto Mix	24,400	75	199	64	12.5	797	51,155	51,155	71	22.4	1,594	102,310	102,310		
Toronto	5,905.2	5,905.2	OUTFRONT	Horizontal Posters	25,300	36	99	53	7.5	397	25,484	25,484	61	12.9	794	50,969	50,969		
HP and S14				Series 14	34,500	27	102	49	8.2	406	26,092	26,092	58	14.1	813	52,184	52,184		
				OUTFRONT Mix	25,700	63	201	62	13.0	804	51,576	51,576	69	23.3	1,607	103,152	103,152		
				Toronto Mix	25,700	63	201	62	13.0	804	51,576	51,576	69	23.3	1,607	103,152	103,152		
Montreal	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551		
HP and SF				OUTFRONT Mix	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551		
				Montreal Mix	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551		
Montreal	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551		
HP and S14				Series 14	95,200	6	94	49	7.7	378	15,985	15,985	58	13.1	756	31,970	31,970		
				OUTFRONT Mix	42,900	21	194	59	13.2	775	32,761	32,761	66	23.4	1,549	65,522	65,522		
				Montreal Mix	42,900	21	194	59	13.2	775	32,761	32,761	66	23.4	1,549	65,522	65,522		
	9,796.5	9,796.5		HP and SF Total Mix	27,000	90	159	58	10.9	638	67,931	67,931	66	19.3	1,276	135,861	135,861		
	9,796.5	9,796.5		HP and S14 Total Mix	30,600	84	198	61	13.1	792	84,337	84,337	68	23.4	1,584	168,674	168,674		

Note that since there is only one OOH Company in the report, the market mixes are redundant and can be removed.

To do this, select **Report Layout** again from the ribbon menu.

Removing a redundant mix



1. Deselect **Market** in the **Mixed R/F** area at the bottom left of **Report Layout**. Retain OOH Company and Grand Total (entire plan) mixes.
2. Run the report again using the **Results** button in the Quick Access Toolbar at the top left of the **COMBNavigator®** window.

Note that Product Mix is greyed out because it does not appear when the **Report Group Order** is set to **Market CMA / OOH Company / Product**

Results: comparing products between plans

Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Weekly Tgt 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)
Toronto HP and SF	5,905.2	5,905.2	OUTFRONT	Horizontal Posters	25,300	36	99	53	7.5	397	25,484	25,484	61	12.9	794	50,969	50,969
				Street Furniture (68x47)	23,500	39	100	52	7.6	400	25,671	25,671	61	13.1	800	51,341	51,341
				OUTFRONT Mix	24,400	75	199	64	12.5	797	51,155	51,155	71	22.4	1,594	102,310	102,310
Toronto HP and S14	5,905.2	5,905.2	OUTFRONT	Horizontal Posters	25,300	36	99	53	7.5	397	25,484	25,484	61	12.9	794	50,969	50,969
				Series 14	34,500	27	102	49	8.2	406	26,092	26,092	58	14.1	813	52,184	52,184
				OUTFRONT Mix	25,700	63	201	62	13.0	804	51,576	51,576	69	23.3	1,607	103,152	103,152
Montreal HP and SF	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
				OUTFRONT Mix	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
Montreal HP and S14	3,891.3	3,891.3	OUTFRONT	Horizontal Posters	39,900	15	99	51	7.8	397	16,776	16,776	59	13.4	793	33,551	33,551
				Series 14	95,200	6	94	49	7.7	378	15,985	15,985	58	13.1	756	31,970	31,970
				OUTFRONT Mix	42,900	21	194	59	13.2	775	32,761	32,761	66	23.4	1,549	65,522	65,522
	9,796.5	9,796.5		HP and SF Total Mix	27,000	90	159	58	10.9	638	67,931	67,931	66	19.3	1,276	135,861	135,861
	9,796.5	9,796.5		HP and S14 Total Mix	30,600	84	198	61	13.1	792	84,337	84,337	68	23.4	1,584	168,674	168,674

Notice that the reach achieved in Toronto is higher with **HP and SF**. However, the reach is higher in Montreal with **HP and S14**. This occurs because of the different in Series 14 average daily circulations in each market - 95,200 vs. 34,500.

The produced report has the same campaign lengths for all products (**4 and 8 weeks**) crosstabbed across the top. The shared objective of **100 Weekly GRPs** is found in the **Weekly Mkt GRPs** column.

Note: in the example above, some columns selected in Report Layout are omitted from the image for the purposes of compactness.