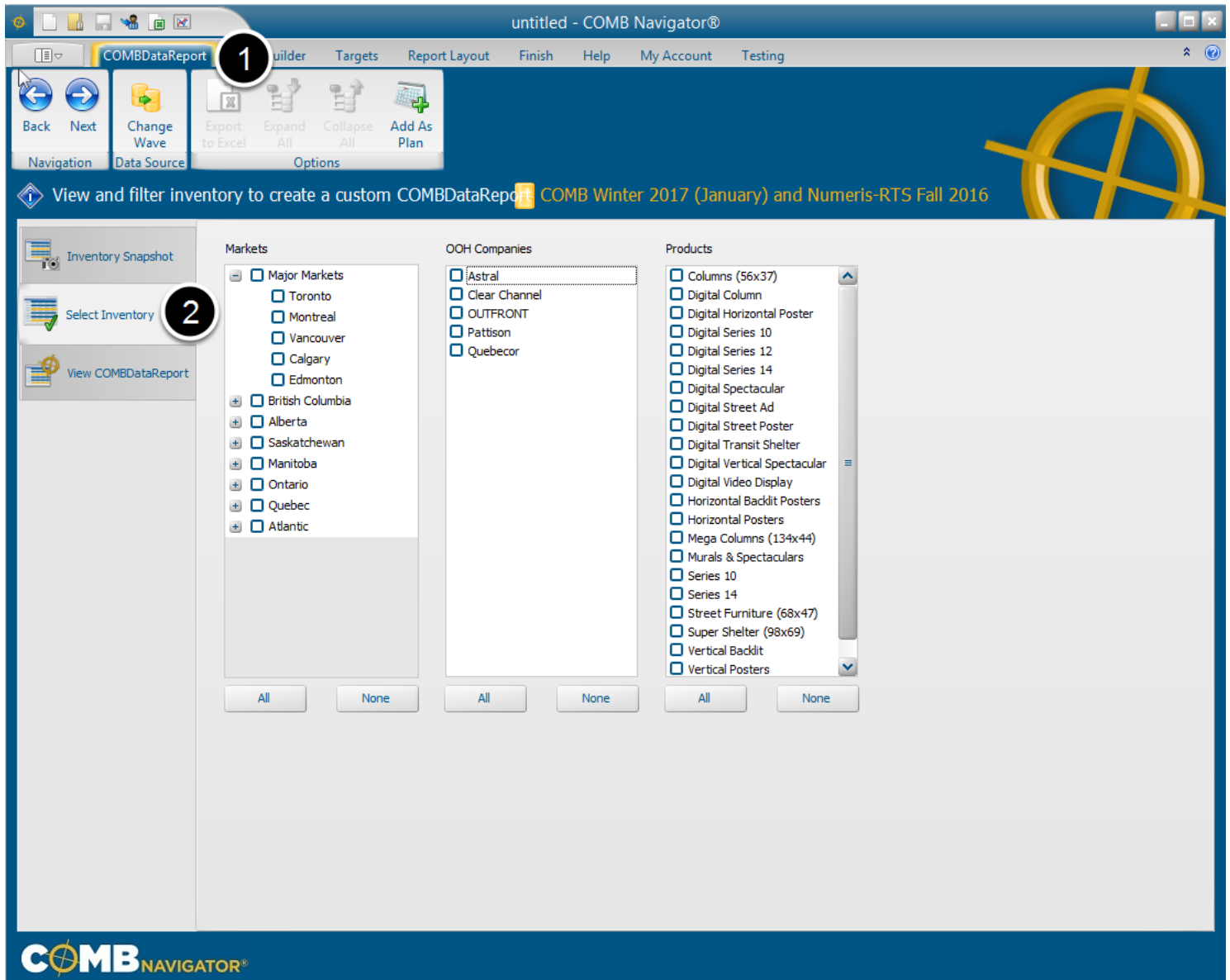


Determining inventory to use in a plan

This lesson examines how to determine combinations of Markets, OOH Companies and Products to use in a plan

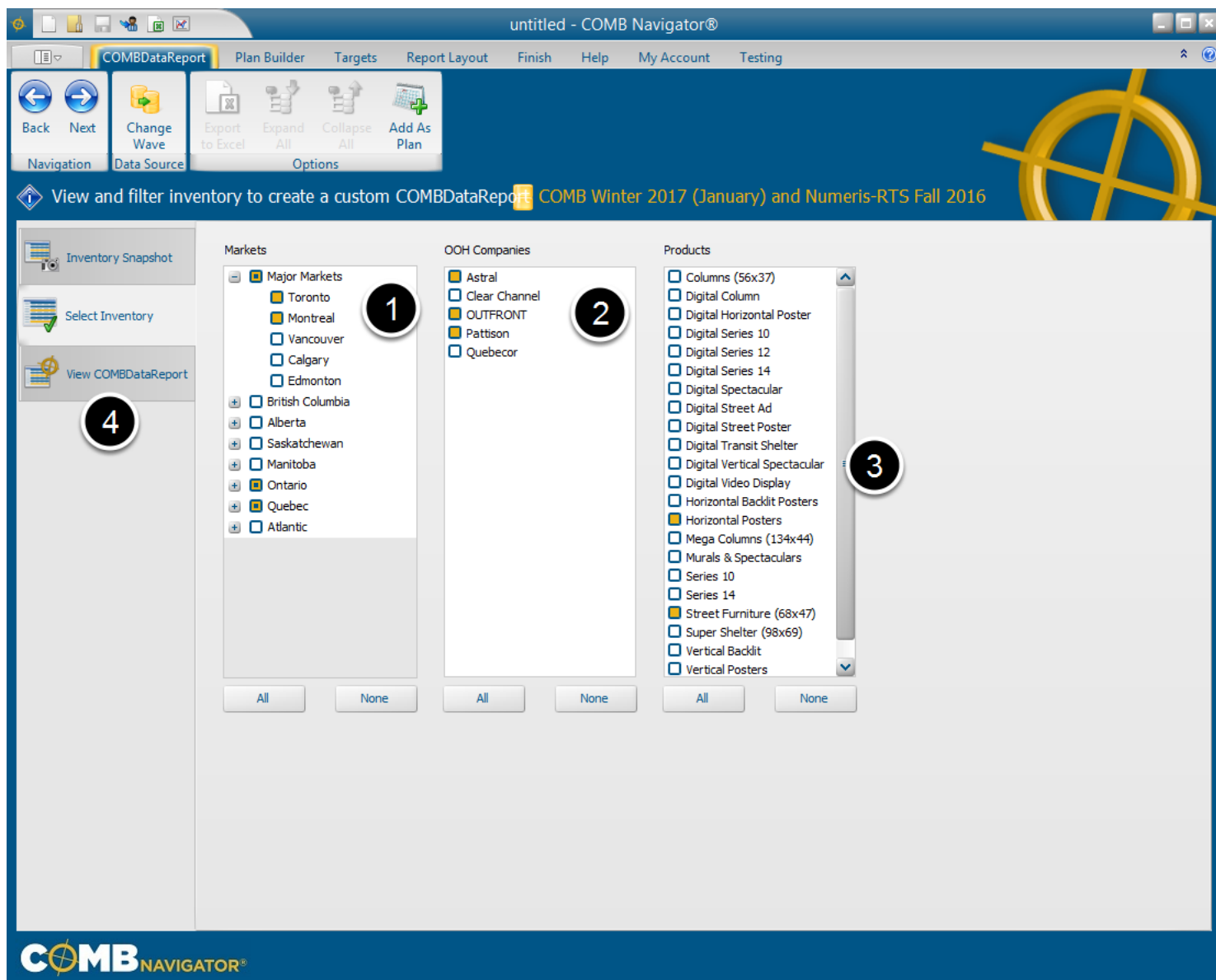
Navigate to Inventory Selection



To determine the face counts and circulations of inventory for inclusion in a plan,

1. Select **COMBDataReport** in the ribbon menu
2. Choose the **Select Inventory** tab.

Select markets, OOH companies and products



1. Select the desired markets from the list of markets by checking the adjacent boxes, e.g. **Toronto** and **Montreal**
2. Select the desired OOH Companies from the list of companies by checking the adjacent boxes. e.g. **Astral**, **OUTFRONT** and **Pattison**
3. Select the desired Products from the list of products by checking the adjacent boxes. e.g. **Horizontal Posters** and **Street Furniture**
4. When done, select the **View COMBDataReport** tab.

Notes

To select all items in a list, click the **All** button.

To deselect an item, check its adjacent box again.

To deselect all items in a list, click the **None** button.

Select a report group order

The screenshot shows the COMB Navigator software interface. The title bar reads 'untitled - COMB Navigator®'. The main menu includes 'COMBDataReport', 'Plan Builder', 'Targets', 'Report Layout', 'Finish', 'Help', and 'My Account'. Below the menu is a toolbar with icons for 'Back', 'Next', 'Change Wave', 'Export to Excel', 'Expand All', 'Collapse All', and 'Add As Plan'. The main workspace displays a report titled 'View and filter inventory to create a custom COMBDataReport' for 'COMB Winter 2017 (January) and Numeris-RTS Fall 2016'. The report is organized into a tree view with the following structure:

- Inventory Snapshot
- Select Inventory
- View COMBDataReport
- OOH Company
 - Market CMA : Toronto
 - Product : Horizontal Posters
 - Astral: 364, 32700
 - OUTFRONT: 1695, 25300
 - Pattison: 1506, 23900
 - Product : Street Furniture (68x47)
 - Astral: 6047, 18900
 - OUTFRONT: 1629, 23500
 - Pattison: 676, 11600
 - Market CMA : Montreal
 - Product : Horizontal Posters
 - Astral: 528, 49800
 - OUTFRONT: 668, 39900

The 'Grouping' dropdown menu is open, showing the following options: 'Market / Product / OOH Company', 'Market / Product / OOH Company', 'Market / OOH Company / Product', 'OOH Company / Market / Product', and 'Product / OOH Company / Market'. The 'Market / OOH Company / Product' option is highlighted. The 'View' section at the bottom shows 'Available' and 'Unavailable' checkboxes. The 'Add As Plan' button is located in the bottom right corner.

By default, OOH Products are grouped first by Market, then by OOH Company, then by Product (MOP).

In the report, groups appear nested with + (plus) and - (minus) buttons to expand and collapse their contents.

To more easily evaluate an OOH Company and all its product inventory within a market, click the **Grouping** drop-down box and select **Market / OOH Company/Product / (MOP)**

Observe face counts and circulations

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COMBDataReport Plan Builder Targets Report Layout Finish Help My Account

Navigation Data Source Options

View and filter inventory to create a custom COMBDataReport COMB Winter 2017 (January) and Numeris-RTS Fall 2016

Inventory Snapshot Select Inventory View COMBDataReport

Manage Columns Grouping Market / OOH Company / Product ☐ Group Markets by Province Market Sorting Market CMA Size

Product	Faces	Avg Daily Circ A5+
Market CMA : Toronto		
OOH Company : Astral		
Horizontal Posters	364	32700
Street Furniture (68x47)	6047	18900
OOH Company : OUTFRONT		
Horizontal Posters	1695	25300
Street Furniture (68x47)	1629	23500
OOH Company : Pattison		
Horizontal Posters	1506	23900
Street Furniture (68x47)	676	11600
Market CMA : Montreal		
OOH Company : Astral		
Horizontal Posters	528	49800
Street Furniture (68x47)	292	17000
OOH Company : OUTFRONT		
Horizontal Posters	668	39900
OOH Company : Pattison		
Horizontal Posters	439	36700
Street Furniture (68x47)	173	16600

View: ☒ Available ☐ Unavailable

3 Add As Plan

COMB NAVIGATOR®

After the report group order is altered, note that products now appear as groups rather than OOH Companies.

1. Observe the values in the **Faces** and **Avg Daily Circ 5+** columns to determine fitness of purpose
2. (Optional) To use the values in the report within Excel, select **Export to Excel** in the ribbon menu.
3. To use the values in a plan within the Plan Builder, select **Add As Plan** from the ribbon menu or bottom right of the COMBDataReport.

A plan is created

The screenshot shows the COMB Navigator Plan Builder interface. The top menu bar includes "COMBDataReport", "Plan Builder", "Targets", "Report Layout", "Finish", "Help", and "My Account". The "Plan Builder" tab is active, showing a toolbar with icons for Back, Next, Change Wave, Add Plan, Copy Plan, Rename Plan, Delete Plan, Share Plans, Move Up, and Move Down. Below the toolbar, the "Select inventory, view and edit plans" section is visible. It includes a "Flighting" section with a "Flying" checkbox, a "Campaign Lengths" section with a "Common # of weeks for all products" dropdown set to "4, 8" and a "Different # of weeks for some products" radio button, and a "Plan Type" section with a "Multiple Levels" checkbox. The main area is divided into three columns: "IN EACH OF", "FOR EACH OF", and "PLAN SELECTIONS". The "IN EACH OF" column lists "Toronto" and "Montreal". The "FOR EACH OF" column lists "Astral", "OUTFRONT", and "Pattison". The "PLAN SELECTIONS" column is a table with columns for Product, Objective, and Level. It contains two rows: "Horizontal Posters" with Objective "Daily GRPs" and Level "25", and "Street Furniture (68x47)" with Objective "Daily GRPs" and Level "25". The "Plan #1" and "Plan #2" tabs are visible at the top left, with "Plan #2" highlighted. The bottom status bar shows "View: Selected Unselected" and a summary of "11 Selected", "0 Unselected", and "11 Total".

Product	Objective	Level
Horizontal Posters	Daily GRPs	25
Street Furniture (68x47)	Daily GRPs	25

If one or more plans already exist in the Plan Builder, another plan is created in a separate plan tab, e.g. **Plan #2**

If no plans have been previously created, only one plan will appear, with the name **Plan #1**.