# CHEAT SHEET
# Analytics Charts

**With Mediaportal Analytics you can create visually engaging charts to measure the success of your media coverage and your media releases.**

Begin creating charts by clicking on *Charts*, under *Analytics* in the navigation sidebar to the left of your screen.

## Creating your charts

If you've never used Analytics before the charts area might be empty – you'll see a message that encourages you to *Select a chart* to start filling up your dashboard.

If you already have a few charts in your dashboard you can add more by selecting *Add a chart* in the top right corner of the Charts area.



**Create your first chart**

Select a chart...

First, you'll need to select the data for your chart to analyse. You'll see a pop up like this:

Folders, (or Personal Folders) can be useful for isolating certain media items e.g. all mentions of a brand or spokesperson.

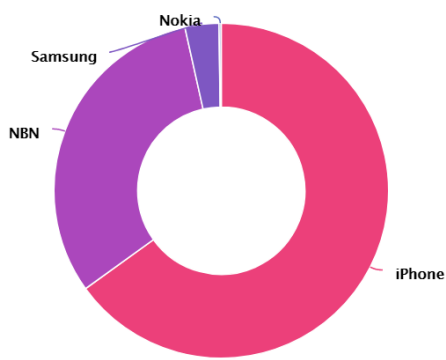Your chart will analyse the media items in the briefs or folders you select in this step.

Make sure you tick Include ASR if you'd like this chart to include information about Advertising Space Rates.

Once you've selected the data behind your chart you can choose what your chart will look like. Click *Next* to move to this stage:

## Add a chart: chart type

Folder breakdown ▾

Volume ▾

**Folder Breakdown – Volume**



Nokia
Samsung
NBN
iPhone

Use this dropdown menu to choose from 14 different chart types. You'll see a preview whenever you select a new chart type from the menu.

Use the dropdown menu to the right to choose from different Analytics metrics: volume, audience or ASR. You can use volume to measure the total number of media items or focus on cumulative audience or ASR figures.

Cancel     ‹ Back     Add to dashboard

When you're happy with your selections, just click *Add to dashboard*.

## Manage and amend

Your dashboard can hold up to 10 charts at a time. If you need to remove a chart at any time just click on the spanner-shaped Chart Tools icon in the top right hand corner of the chart, and then select *Remove Chart* from the drop-down menu.

# Managing your charts

Now that you've added a chart to your dashboard you can customise both your chart and the dashboard area it lives in. You can use the toolbar at the top of the dashboard to customise your Charts area.

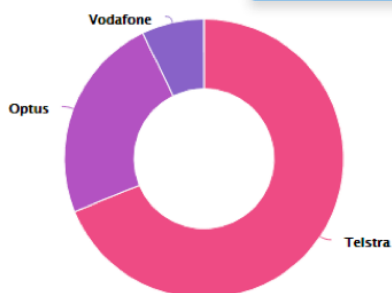📅 Last 30 days ⌄          ✛ Edit layout

Use the calendar icon to change the date range that your charts are analysing – for example you might want to work across a calendar month or a specific campaign period. You'll note that when you change the date range your charts will automatically update, meaning you can keep using the charts you've created. This is great for consistency in benchmarking and reporting.

Use the *Edit layout* button to change the order in which your charts appear on your dashboard.

### Folder Breakdown - Volume

Chart    Commentary

Explore & Report
Download as Image
Rename
Remove chart

Vodafone
Optus
Telstra

You can also use the spanner shaped Tools icon in the top right hand corner of each chart to rename, remove or download the chart as an image. Selecting *Explore & Report* from the dropdown menu will show you more information behind your chart, like detailed data tables, and give you options to create an individual chart report.

# View charts on the Isentia App

Available on Android and iOS, the Isentia App gives you Mediaportal in your pocket.

Simply search for 'Isentia' and download for free to discover the features and benefits, including the charts you have created, designed for today's mobile first user.