

# CHEAT SHEET Analytics Reports



With Mediaportal Analytics you can measure the success of your media coverage.

The reporting tools inside Analytics mean you can share your measurement insights with your colleagues, clients and stakeholders. There are two types of reports you can build in Analytics:

- Dashboard Reports
- Individual Chart Reports

## Dashboard Reports

Dashboard Reports allow you to build a PDF report that contains all of the charts in your Charts area, sometimes referred to as your 'Dashboard'.

A Dashboard Report will report on your dashboard the way it appears onscreen. So first make sure you're using your preferred date range and your preferred chart order. You can do that using the toolbar at the top of the Charts area.

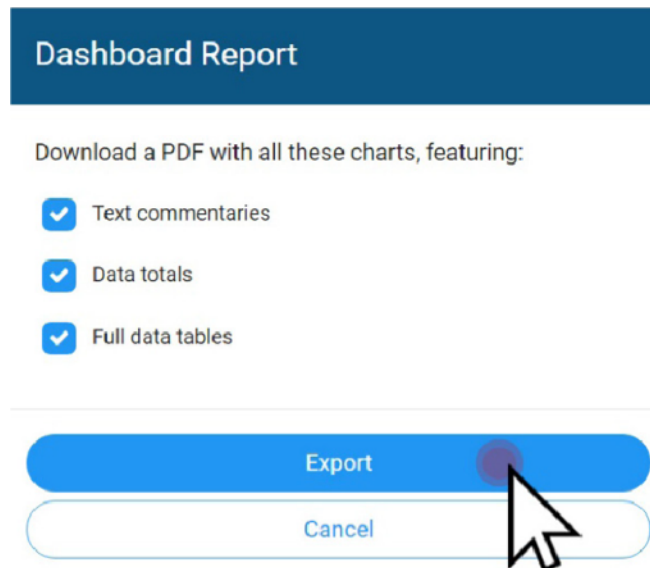
 Last 30 days   Edit layout

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.

When you're happy with the date range and the chart order in your Dashboard you can start building your report. Click *Create a report* in the top right corner of your dashboard.

You'll then see this pop-up, which you can use to customise the appearance of your Dashboard report.



You can untick the checkboxes for Text commentaries, Data totals or Full data tables if you don't want to include these details in your account. Then just click *Export* to build your report – Mediaportal will generate a PDF containing charts and details for all the charts in your Dashboard. If you don't see your report build right away, make sure you've enabled popups from Mediaportal in your browser.

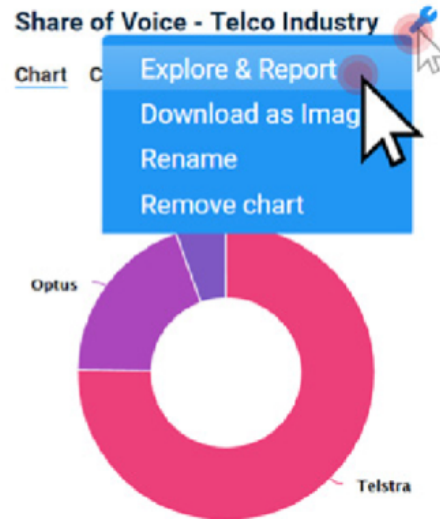
## Individual Chart Reports

Individual Chart Reports allow you to build a PDF report based on one chart from the Charts area. There are a few extra options when building an Individual Chart Report that you don't have when you build a Dashboard Report. You can:

- Edit the automatic commentary on the Analytics chart
- Include the media items that the chart is analysing

An Individual Chart Report will report on your chart as it appears onscreen. So first, make sure you've selected the date range you want to work with in the Date Picker.

When you're ready to build your report, click the tool icon in the top right hand corner of your chart. Select *Explore & Report* from the drop-down menu:



You'll then be taken through to a more detailed chart view – use this page to customise the detail that is included in your Individual Chart Report.

Folder Breakdown - Volume

Folder breakdown

Volume

last 30 days

30 DAYS

3.2k ITEMS

147.4M AUDIENCE

\$24.0M ASR

\*ASR is not available for social content

Vodafone

Optus

Telstra

Sources

If you need to, you can use the pencil icon to rename your chart.

Use these dropdowns to change the chart type or the metrics the chart is using.

If you need to change the source folders that are being analysed, click on Sources.

### Executive summary



Autocreate

An analysis of coverage produced in the 30 days between 27 Feb 2017 and 28 Mar 2017 from 3 folders (Optus, Telstra, Vodafone) found 3,226 items. This Coverage reached a cumulative audience/circulation of 147,363,648 and had an advertising space rate of AUD 23,980,757.

\* Telstra folder contained the highest volume of coverage (2,216)

\* Vodafone folder reached the highest cumulative audience (114,955,116)

MEDIA TYPES	VOLUME	AUDIENCE	ASR
Telstra	2,216	114,955,116	17,044,194
Optus	776	23,457,252	5,460,754
Vodafone	235	8,951,280	1,475,809

You can also edit the Executive Summary that appears under your chart. This is automatically created but you may want to add some extra context.

When you've made your desired changes click *Save as template* in the top right corner of your Charts area.

Save as template...

You will then be required to provide a name for the template.

### Save as Template

Template name

e.g Monthly Media Report

Template name is required.

Cancel

Save

Now, that you've saved your template, click *Export* in the top right corner of the Charts area.

Export

You'll then see a pop-up that you can use to customise how your Individual Chart Report appears.

The screenshot shows a 'Dashboard Report' dialog box titled 'Export to PDF'. It features a list of options under the heading 'INCLUDE' with checkboxes: 'Totals', 'Executive summary', 'Data table', 'Show thumbnails and outlet logos', 'Include comments', 'Add links to view originals', 'Add links to outlet and contact details', 'Append original print articles', and 'Allow duplicates from different folders'. A dropdown menu is set to 'List headlines'. At the bottom are 'Export' and 'Cancel' buttons. Three green callout boxes provide instructions: the left one explains the media coverage dropdown options; the top right one explains the 'INCLUDE' checkboxes; and the bottom right one explains the detail checkboxes.

You can also use this drop-down menu include the media coverage the chart is analysing in your report. If you don't want to include any media coverage, just select *Do not list items* from the drop-down menu. If you do want to include media coverage, select how you would like it to look: headlines, headlines and summaries or full items. Including media coverage in your chart can be great for presenting to visual people – they'll see the chart image at the top, and then be able to review the media items underneath.

You can choose whether you'd like to include text commentaries, data totals and full data tables in your report. Select every checkbox for the most informative Individual Chart Report.

When you select to include media coverage you can then use the checkboxes below to select how much detail you'd like to include on each item, and whether you'd like to append original print articles or allow duplicates from different folders.

When you've made your selections just click *Export* to build your Individual Chart Report PDF.



### Are my Analytics reports archived?

Yes – your Individual Chart Reports are archived. Just click *Reports* under the Analytics header on the sidebar to the left of your screen.

When you click on this option you'll be taken through to the Reports area. You'll see the last report you built loaded into the tool. To access a report or a report template you've saved earlier just click the downwards arrow to the right of the chart title.

