

WO Sales v1.6

WideOrbit
WO Sales Training Guide



Post Buy Analysis

Creating, Exporting and Reporting

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Post Buy Analysis

The Post Buy Analysis report displays estimated ratings vs. actual delivery based on ratings being applied to spots' as-run times. Postings can be run against any *WO Traffic* order and can be run at any time throughout a schedule after log reconciliation. Information is real-time as Traffic information migrates automatically at pre-defined regular intervals into *WO Sales*.

Opportunities/Post Buy Analysis

Search Screen

- The Search Screen displays existing posts and can be customized; columns can be resized and data can be sorted by clicking column headers.
- Open any existing Post by double clicking on it or clicking the **Open** button on the Post line.
 - Existing Posts can be opened to view the results in an Excel document, but it is important to note that the Post parameters cannot be edited.
- Posts can be deleted by selecting the checkbox on the left and choosing **Delete** from the **Actions** menu.
- The Status column on the Search Screen contains the following icons:
 - indicates **Posted**
 - indicates **Not Posted**; an error in returning results occurred – no actual ratings located.

Creating a Post Buy Analysis

- Click the New button on the Search screen to create a new Post.
- There are three steps to creating a Post Buy Analysis - these are Orders, Books and Options.

| Station | Advertiser | Agency | Order Number | Amount | Demo | Flight start | Flight end | |
|-------------------------------------|------------|--------|-------------------------|---------------------------------|--------------|--------------|------------|----------|
| <input type="checkbox"/> | WTV-SC | 1156 | Opera House, The | Stevens Advertising Association | \$72,000.00 | A25-54 | 02/26/07 | 03/25/07 |
| <input type="checkbox"/> | WTV-SC | 235 | MA Insurance Federation | Malin Media | \$192,400.00 | A25-54 | 12/26/05 | 03/26/06 |
| <input type="checkbox"/> | WTV-SC | 1709 | Beverly Hospital | Duffy & Shanley, Inc. | \$213,590.00 | A25-54 | 12/31/07 | 03/30/08 |
| <input type="checkbox"/> | WTV-SC | 270 | PSA-American Red Cross | PSA-American Red Cross | | A25-54 | 12/26/05 | 03/26/06 |
| <input checked="" type="checkbox"/> | WTV-SC | 140 | Kohl's | McCann Erickson/NY | \$107,945.00 | A25-54 | 12/27/05 | 03/26/06 |

Orders (required)

- Enter dates to select the posting period.
- Choose an order you wish to post.
 - Use filters to narrow the list of orders returned by Station, Advertiser, Agency and/or Order number.
 - Click the **Search** button to generate a list of orders.
 - Select Orders with the checkbox on the left.
- The **Order(s)** button will auto-populate the Posting period based on the flight dates of the order or orders selected in the list.

Note: You can post multiple orders at once, but they must all have the same Advertiser or the same Agency.



Creating a Post Buy Analysis (continued)

The screenshot shows the 'BOOKS' interface. At the top, there are tabs for '1. Orders*', '2. Books*', and '3. Options'. The main area displays order information: Order Number 140, Flight start 12/27/05, Flight end 03/26/06, and Demo A25-34. Below this, there are dropdown menus for Book Type (SURVEY), Provider, Sample type, Ethnic type, Stream type, and Start Date. A 'Search' button is present. At the bottom, a table lists books with columns for Book Name, Sample type, Ethnic type, Stream type, Time period, and Market.

| Book Name | Sample type | Ethnic type | Stream type | Time period | Market |
|---------------|-------------|-------------|-------------|-------------|-----------|
| May 2009 T L7 | HWC | GEN | L7 | May 2009 | St. Louis |

Books (required)

- The selected Order(s) displays at the top of the screen.
- The shown Demo defaults from the selected Order but can be changed by clicking the **Demo** box.
- Select the book you want to post against – Survey or Overnights.
 - A **Demo skew** is available for HH overnight only markets as seen below.

This screenshot shows the configuration for the 'OVERNIGHT' Book Type. It includes dropdown menus for Provider (NSI), Sample type (DMA), Ethnic type (GEN), and Stream type (Latest). A 'Set' button is highlighted, and a checkbox for 'Demo skew book' is visible.

- Use optional filters to limit the list of books returned.
 - Click the **Search** button to generate a list of books.
- Click the **+** to select the appropriate book which will display in the upper portion of the screen, next to the Demo field on the selected Order line.

Note: If multiple orders were selected, highlight them one at a time to add a book to each order.

Options / Precision Control (not required)

The screenshot shows the 'OPTIONS / PRECISION CONTROL' interface. It is divided into three sections: 'Generation', 'Break Averaging', and 'Formatting'. The 'Generation' section has checkboxes for 'Split Bookends/Piggybacks', 'Combine orders', 'Include NSI Name', 'Include Spots Not Posted', and 'Calculate Reach/Frequency'. The 'Break Averaging' section has a checkbox for 'Break Average'. The 'Formatting' section has input fields for 'Rating' (2), 'Display 000', 'CPP', 'GRP', and 'Rate', and a checkbox for 'Include Cell Comments'.

Generation

- **Split Bookends/Piggybacks** – When used, the system will count them as separate spots, each with half the total rate.
- **Combine Orders** - If checked the report displays orders mixed together and spots listed in chronological order. If left unchecked, the report displays each order in a separate section.
- **Include NSI Name** - Displays what program RAN vs. what was ORDERED.
 - Adds a column to the report which may be useful for overruns, spots, specials or programs that were not originally scheduled.



Creating a Post Buy Analysis (continued)

- **Include Spots Not Posted** - If un-aired spots occurred, checking this box will generate a second page in the Excel report.
- **Calculate Reach/Frequency** – Adds a sum total Reach and Frequency in the Post Parameters and Order Summary sections at the top of the report.

Break Averaging

- If selected you can enter a length in minutes and choose to display the **Pure Average** or **Most Efficient** rating of the two quarter hours used.
 - **Pure Average** will display the average of the two breaks.
 - **Most Efficient** will display whichever is higher – the Pure Average rating or the rating of the quarter hour the spot aired in.

Formatting

- On the right side of the screen set decimal precision for Rating, CPP, GRP, Rate and Thousands if Thousands are selected to be displayed.
- **Include Cell Comments** – when selected will appear as pop up bubbles seen when viewing the report.

Export to Excel

- Once parameters are established for the Post, click the **Save** button on the top right of the screen.
- The system will generate a Post Id number for you and the Post report will automatically present in an Excel format.

Report Results

- The Excel document is broken into sections including a Client Summary, Posting Parameters, Order Summary recap, Daypart Summary and Spot Details for the post.
- The bulk of the report consists of a Spot Details section listing spots in chronological order and providing Line and Spot ID, Daypart, Date and Aired Time.
- The Spot Rate, negotiated rating and CPP are listed along with the actual rating and actual CPP.
- Columns displayed list the difference between expected and delivered rating and an index of those two numbers.

If Break Average was chosen in the post parameters and a spot falls within the designated time range between two breaks, the cell in the Delivered Rating column will display a red arrow in the corner indicating two breaks were averaged. Hovering over the cell will display ratings for both breaks.

| | |
|------|--------------------|
| 5.23 | Rating: 5.21(5.24) |
| 2.39 | |
| 1.57 | |

- Since the Post Buy Analysis is generated using Excel, the formulas are embedded in the document. As a result, any edits made to the report portion will update the summaries. For example, ratings may need to be rounded up. Or, if multiple dayparts were ordered it is possible to change the daypart of a spot that may have aired in a swing break to affect the Delivered ratings column.
- A second Excel sheet with **Spots Not Posted** will generate if un-aired spots occur – this sheet contains a status column listing reasons for non-aired spots. *Note:* this second sheet will only appear in the report if the Include Spots Not Posted option was selected in the Options step during report creation.