

WO Sales v2.1

**WideOrbit**  
**WO Sales Training Guide**



# Post Buy Analysis

## Creating, Exporting and Reporting

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## Creating a Post Buy Analysis

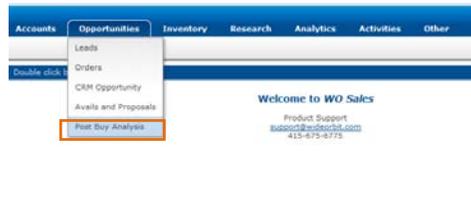
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## Post Buy Analysis

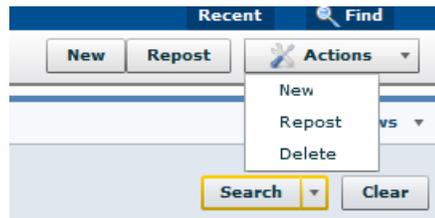
The Post Buy Analysis report displays estimated ratings vs. actual delivery based on ratings being applied to spots' as-run times. Postings can be run against any *WO Traffic* order and can be run at any time throughout a schedule after log reconciliation. Information is real-time as Traffic information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

Select the **Opportunities** tab to open the Post Buy Analysis screen.



### 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 reposted or edited to change the parameters by selecting the post and clicking the **Actions** button and selecting Repost or clicking the **Repost** button on the top right.

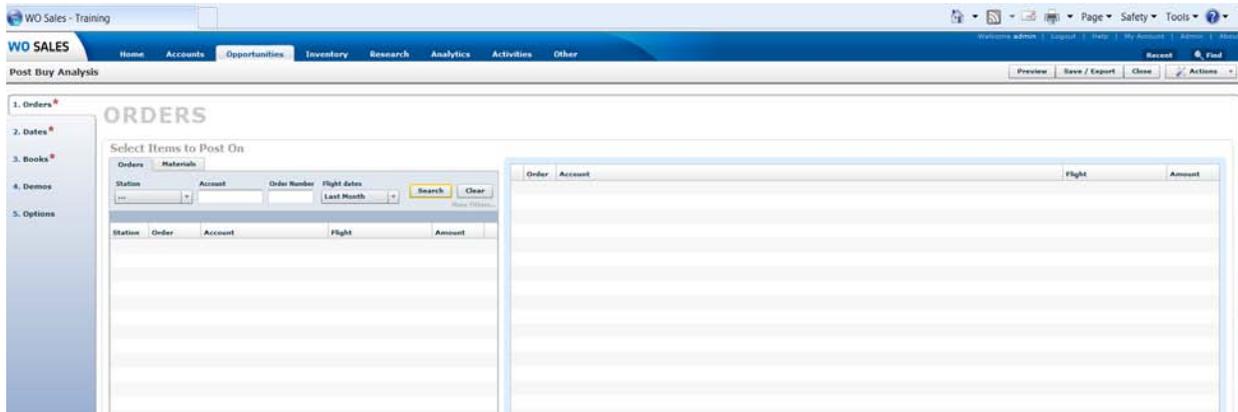


- Posts can be deleted by selecting the checkbox on the left and choosing **Delete** from the **Actions** menu.
- The Status column on the Search Screen contains the following icons:
  - 🟢 indicates **Posted**
  - 🟡 indicates **Not Posted**; an error in returning results occurred – no actual ratings located.



### Creating a Post Buy Analysis

- Click the **New** button on the top right of the Search screen to create a new post.
- There are five steps to creating a Post Buy Analysis – three are mandatory and marked with a red asterisk. The asterisk will turn to a green check mark when the step is completed.

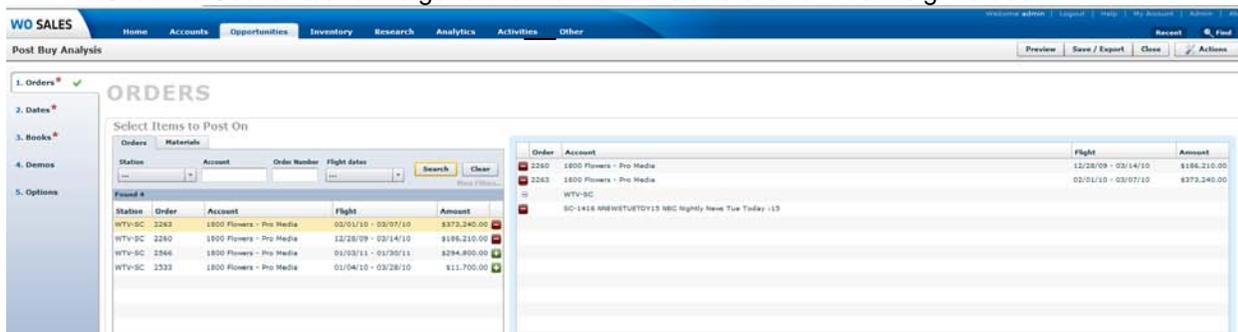


#### Orders (required)

1. Use the filters to narrow the list of orders returned. You can filter on Station, Account, Order number, Flight Dates, and/or Account Executive. The drop down box under flight dates will give you a selection from last week to the past two years or you can use the calendars to enter specific dates.
2. Click the **Search** button to generate a list of orders.
3. Select the order you want to post by clicking the + sign. It will move the order to the right hand side. To remove an order, click the – sign next to the order.

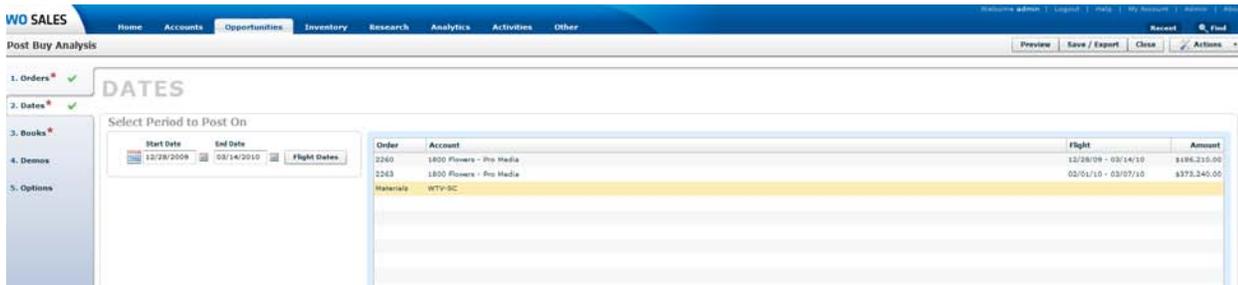
*Note: You can post multiple orders at once, but they must all have the same Advertiser or the same Agency.*

1. The **Materials** Tab allows you to post on materials instead of or in addition to an order.
2. First filter by station. You can filter further by advertiser, flight dates, AD ID, house number, length, description, title and material group.
3. There are two checkboxes to select from – **Promo** and **Has Order**. The Promo button will restrict your search to promos only and the Has Order button will restrict your search to materials that have an order associated with them. You can select one or both.
4. Click the **Search** button to generate the materials and click on the + sign to add.



Creating a Post Buy Analysis (continued)

Dates (required)



1. Select specific dates by using the calendars or...
2. The **Flight Date** button will automatically populate the date range of the orders selected.

Books (required)



1. Select the book you want to post against – **Survey** or **Overnight**.
2. This tab defaults to **Overnight**. Chose the stream type and any other filter. Then click **Add Overnight**.
3. If you are a household only market, check demo skew book and click the plus sign next to the book you want.



1. On the **Survey** tab select the **Data Type** from **Time Period**, **Program Average** or **Highest**. Highest allows the system to decide the best (highest) rating between Time Period and Program Average.
2. Choose the **Book Type** from **Explicit** or **Dynamic**. Explicit means you are only using that specific survey book that you select. Dynamic allows the system to select the closest survey to the spot date, either before or after the spot time.
3. If you are using **Explicit**, click **Search** and then click the **+** sign next to the survey you want to select.
4. If you are using **Dynamic**, select Stream Type, then click Add Dynamic Book.



Creating a Post Buy Analysis (continued)



Demos (not required)

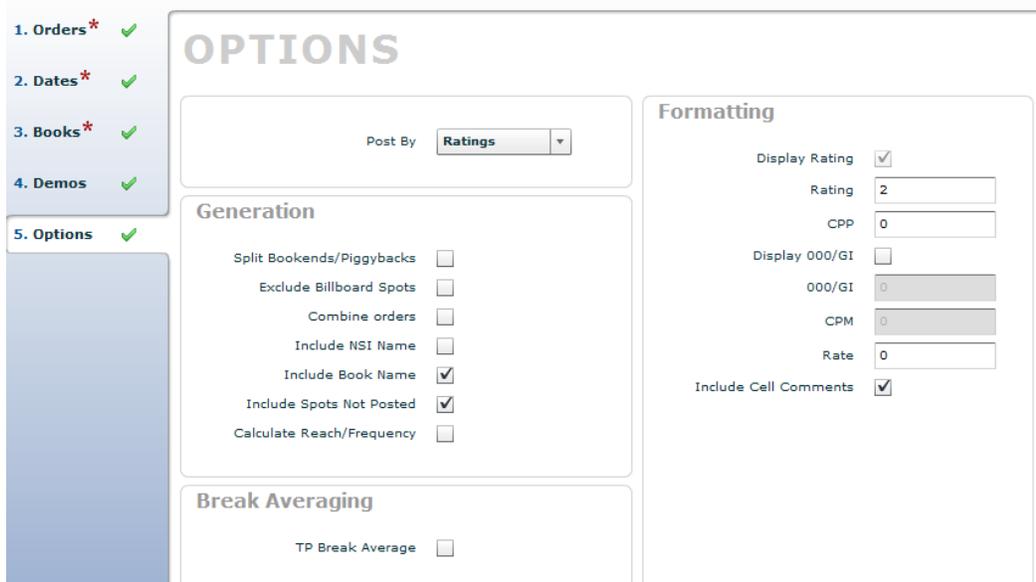
You can post to more than one demo, but the demo that is associated with order will automatically populate and will be designated the primary demo.

To select another demo:

1. On the Station Demos tab click on the plus sign next to your selected demo to add it. You will note the checkbox on the top that will automatically associate any additional demo selected to all orders that will be posted.
2. On the Custom Demos tab select the demo group, then use the buttons to select the age range. Click



Options (not required)



Select whether you want to Post By **Ratings** or **Impressions**



Creating a Post Buy Analysis (continued)

Options (continued)

Generation

These selections allow you to determine the data makeup of the post report. Check the box next to each to add them to the post.

- **Split Bookends and Piggybacks** – When used, the system will display on the post as individual spots with individual ratings for the specific air times as opposed to a single rating for the pair.
- **Exclude Billboard Spots** – This will eliminate billboards from being posted.
- **Combine Orders** - If checked, when multiple orders are being posted, the report will display them mixed together with the spots listed in chronological order. Leaving this box unchecked will produce a report with the orders in separate sections.
- **Include NSI Name** – This displays what program ran vs. was ordered and will add a column to the report displaying the Nielsen name for that program - this could be particularly helpful for overruns, sports or special programs that aired and were not included in the original schedule.
- **Include Book Name** – This will list the survey that was used to post the spot. It will be found in a column on the same line as the spot. It's a good idea to check this box if you are using "Highest" book type.
- **Include Spots Not Posted** - If un-aired spots occurred, a second page is generated in the excel report with line/spot id and spot status information.
- **Calculate Reach/Frequency** – This adds a sum total Reach and Frequency in the Post Parameters and Order Summary sections at the top of the report.

**Break Averaging**

TP Break Average

Length

**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 you can 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. These display information for certain cells, such as makegood spots and date, or break averaging values.

Once all parameters and options have been established for the post, click the **save/export** button at the top of the screen.



The system will generate a post id number, and once you click the ok button, the post report will present in an excel format.



Post Buy Analysis Report Results

Post Buy Analysis										TV NEWSCHANNEL 4													
Advertiser:		1800 Flowers				WTV-SC																	
Agency:		Pro Media				John Murphy																	
Buyer:		(617)748-6846				wodemo@wideorbit.com																	
Posting Dates:		12/28/09-03/14/10																					
Posting Report ID:		21																					
Demo:		A25-54, M25-54																					
DataBooks:		Dec 2009 PA L7, Dec 2009 T L7, Jan 2010 PA L7, Jan 2010 T L7, Feb 2010 PA L7, Feb 2010 T L7, Mar 2010 PA L7, Mar 2010 T L7																					
Data Type/Stream:																							
Demo Skew:																							
Break Averaging:		2 min																					
Order Summary										Post Summary													
Order #	Description	Est#	Flight Dates	Total Order Total \$	# Spots	# Spots	Total \$	Primary Demo	Expected GRP	CPP	GRP	Delivered CPP	+/-	Index	Secondary Demo	GRP							
2260	Gift Baskets		12/28/09-03/14/10	\$186,210	162	162	\$186,210.00	A25-54	217.10	\$858	196.83	\$946	-20.27	90.66%	M25-54	150.73							
5263	Gift Baskets		02/01/10-03/07/10	\$373,240	132	102	\$306,700.00	A25-54	162.40	\$2,012	219.17	\$1,399	66.77	143.81%	M25-54	187.40							
10	WTV-SC Promo				8	8	\$0.00	A25-54	0.00		8.27	\$0	8.27		M25-54	5.55							
Daypart Summary, order 2260										Expected													
Daypart	# Spots	Total \$	GRP	CPP	GRP	CPP	Delivered	+/-	Index														
TV-EM Early Morning	65	\$63,400.00	101.50	\$625	109.20	\$581	7.70		107.58%														
TV-PR Prime	7	\$64,500.00	32.60	\$1,979	14.72	\$4,362	-17.88		45.15%														
TV-DY Daytime	90	\$58,310.00	63.00	\$703	72.91	\$800	-10.09		87.85%														
All Dayparts	162	\$186,210.00	217.10	\$858	196.83	\$946	-20.27		90.66%														
Spot Details										Expected													
Order	Line ID	Spot ID	Daypart	Day	Date	Time	Program	Book Name	Ad ID	Length	Spot Type	Rate	Expected Rtg	CPP	Rtg	Delivered CPP	+/-	Index					
2260	1	2	TV-EM	Mon	12/28/09	5:06 AM	Today @ 6am	Dec 2009 T L7	PMFL1134	30	CM	\$1,220	1.20	\$1,017	0.93	\$1,313	-0.27	77.40%					
2260	2	1	TV-EM	Mon	12/28/09	6:52 AM	Today @ 6am	Dec 2009 T L7	PMFL2892	30	CM	\$550	2.30	\$239	2.44	\$225	-0.14	106.25%					
2260	3	1	TV-EM	Mon	12/28/09	8:48 AM	NBC Today Show	Dec 2009 T L7	PMFL8863	15	CM	\$1,300	2.20	\$614	1.76	\$767	-0.44	79.97%					
2260	13	1	TV-DY	Mon	12/28/09	10:59 AM	Regis and Kelly	Dec 2009 T L7	PMFL8864	30	CM	\$790	0.00		1.03	\$764	1.03						
2260	6	3	TV-DY	Mon	12/28/09	11:59 AM	Bonnie Hunt	Dec 2009 PA L7	PMFL3453	30	CM	\$540	1.20	\$450	1.00	\$541	-0.20	83.22%					
2260	7	1	TV-DY	Mon	12/28/09	12:45 PM	Martha Stewart	Dec 2009 PA L7	PMFL5342	30	CM	\$750	1.10	\$680	0.61	\$1,229	-0.49	58.50%					
2260	11	3	TV-DY	Mon	12/28/09	3:45 PM	Ellen	Dec 2009 T L7	PMFL1134	30	CM	\$680	1.30	\$523	0.93	\$733	-0.37	71.35%					

Report Results

- The Excel document is broken into sections including a Client Summary, Posting Parameters, Surveys used for the post, 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 (expected) are listed along with the actual rating and actual CPP (delivered).
- Columns displayed list the difference between expected and delivered rating and an index of those two numbers.

Daypart	Day	Date	Time	Program	Book Name	Ad ID	Length	Spot Type	Rate	Expected A25-54 Rtg	CPP	Rtg	Delivered A25-54	W25-49
TV-EM	Mon	12/28/09	6:37 AM	Today @ 6am	Dec 2009 PA L7	RDKN 2222	15	CM	\$1,285	0.00		2.16		
TV-EM	Mon	12/28/09	8:26 AM	NBC Today Show	Dec 2009 T L7	RDKN 2225	15	CM	\$1,325	0.00		2.14		
TV-EM	Mon	12/28/09	8:49 AM	NBC Today Show	Dec 2009 T L7	RDKN 2222	15	CM	\$640	0.00		1.76		
TV-DY	Mon	12/28/09	2:29 PM	1p-4p	Dec 2009 PA L7	RDKN 2225	15	CM	\$725	0.00		0.42		
TV-PR	Mon	12/28/09	6:13 PM	16-Sun Prime Rosa	Dec 2009 T L7	RDKN 2222	15	CM	\$2,750	0.00		2.22		
OVER	Mon	12/28/09	1:28 AM	Overnight	Dec 2009 T L7	LHCM 9324	30	CM	\$0	0.00		0.21		
OVER	Mon	12/28/09	1:39 AM	Overnight	Dec 2009 PA L7	GRNR 3434	30	CM	\$0	0.00		0.20		
PAV	Mon	12/28/09	5:57 AM	PAV	Dec 2009 PA L7	PAV	15	PAV	\$0	0.00		0.11		

If cell comments were included in the options section of the post parameters, cells that contain comments will appear with a red arrow in the corner – they would show makegood information, and if you chose to use the dynamic option, which survey was used and if break averaging was used, it would show the rating options.

# Spots	Total \$	Expected		Delivered		+/-
		GRP	CPP	GRP	CPP	
3	\$0.00	0.00		0.68	\$0	0.68
5	\$0.00	0.00		7.59	\$0	7.59
8	\$0.00	0.00		8.27	\$0	8.27

Posting information for any material or promos that you selected will show at the bottom of the details page. Again, you will see a daypart summary as well as spot details. Since these are not part of the original order, there will be no “expected” information, only delivered information.



Post Buy Analysis Report Results (continued)

Order	Line ID	Spot ID	Daypart	Day	Date	Time	Program	Book Name
2301	2	27	TV-EM	Mon	12/28/09	6:37 AM	Today @ 6am	Dec 2009 PA L7
2301	3	14	TV-EM	Mon	12/28/09	8:26 AM	NBC Today Show	Dec 2009 T L7
2301	1	9	TV-EM	Tue	12/28/09	8:49 AM	NBC Today Show	Dec 2009 T L7
2301	4	9	OVER	in	12/28/09	2:29 PM	1p-4p	Dec 2009 PA L7
2301	7	9	TV-PR	in	12/28/09	8:13 PM	M-Sun Prime Ros	Dec 2009 T L7
2301	9	20	TV-DY	in	12/28/09	1:28 AM	Overnight	Dec 2009 T L7
2301	9	796	TV-LN	in	12/28/09	1:39 AM	Overnight	Dec 2009 PA L7
2301	9	19	OVER	Mon	12/28/09	2:37 AM	Overnight	Dec 2009 PA L7
2301	9	11	OVER	Mon	12/28/09	2:39 AM	Overnight	Dec 2009 T L7
2301	2	28	TV-EM	Tue	12/29/09	6:36 AM	Today @ 6am	Dec 2009 PA L7

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, 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.

Post Buy Analysis	
Advertiser:	1800 Flowers
Agency:	Pro Media
Buyer:	John Murphy
Posting Dates:	12/28/09-03/14/10
Posting Report ID:	25
Demos:	A25-54, M25-54
Data/Books:	Dec 2009 PA L7, Dec 2009 T L7, Jan 2010 PA L7, Jan 2010 T L7, Feb 2010 PA L7, Feb 2010 T L7, Mar 2010 P
Data Type/Stream:	
Demo Skew:	
Break Averaging:	2 min

Not Posted Spot Details											Expected			Status
Order	Line ID	Spot ID	Daypart	Day	Date	Time	Length	Spot Type	Rate	Rtg	CPP			
2260	15	2	TV-EM	Fri	01/22/10	12:00 AM	:00	BB	\$0	0.00		Credited		
2263	2	1	TV-EM	Mon	02/01/10	12:00 AM	:00	CM	\$2,500	2.30	\$1,087	Displaced		
2263	12	1	TV-PR	Mon	02/01/10	12:00 AM	:00	CM	\$8,300	4.20	\$1,976	Displaced		
2263	6	3	TV-DY	Mon	02/01/10	12:00 AM	:00	CM	\$800	1.20	\$667	Displaced		
2263	11	1	TV-DY	Tue	02/02/10	12:00 AM	:00	CM	\$680	1.30	\$523	Displaced		
2263	13	2	TV-DY	Tue	02/02/10	12:00 AM	:00	CM	\$0	0.00		Displaced		
2263	11	2	TV-DY	Fri	02/05/10	12:00 AM	:00	CM	\$680	1.30	\$523	Displaced		
2263	6	4	TV-DY	Fri	02/05/10	12:00 AM	:00	CM	\$800	1.20	\$667	Displaced		
2263	12	2	TV-PR	Mon	02/08/10	12:00 AM	:00	CM	\$8,300	4.20	\$1,976	Displaced		
2263	13	7	TV-DY	Mon	02/08/10	12:00 AM	:00	CM	\$0	0.00		Displaced		
2263	1	6	TV-EM	Tue	02/09/10	12:00 AM	:00	CM	\$1,200	1.20	\$1,000	Displaced		
2263	13	6	TV-DY	Tue	02/09/10	12:00 AM	:00	CM	\$0	0.00		Displaced		
2263	12	3	TV-PR	Mon	02/15/10	12:00 AM	:00	CM	\$8,300	4.20	\$1,976	Displaced		
2263	13	12	TV-DY	Tue	02/16/10	12:00 AM	:00	CM	\$0	0.00		Displaced		
2263	8	3	TV-DY	Wed	02/17/10	12:00 AM	:00	CM	\$1,100	0.90	\$1,222	Displaced		
2263	13	14	TV-DY	Wed	02/17/10	12:00 AM	:00	CM	\$0	0.00		Displaced		
2263	1	8	TV-EM	Thu	02/18/10	12:00 AM	:00	CM	\$1,200	1.20	\$1,000	Displaced		
2263	6	11	TV-DY	Thu	02/18/10	12:00 AM	:00	CM	\$800	1.20	\$667	Displaced		
2263	11	10	TV-DY	Fri	02/19/10	12:00 AM	:00	CM	\$680	1.30	\$523	Displaced		
2263	13	16	TV-DY	Mon	02/22/10	12:00 AM	:00	CM	\$0	0.00		Displaced		
2263	14	4	TV-PR	Tue	02/23/10	12:00 AM	:00	CM	\$12,000	5.00	\$2,400	Displaced		
2263	2	7	TV-EM	Wed	02/24/10	12:00 AM	:00	CM	\$2,500	2.30	\$1,087	Displaced		

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.