

A Snapshot report provides quick insight through preformatted reports on your audience segment in one simple click, highlighting key demographic characteristics and soon online behavioural attributes.

## What are the main benefits of running a Snapshot Report?

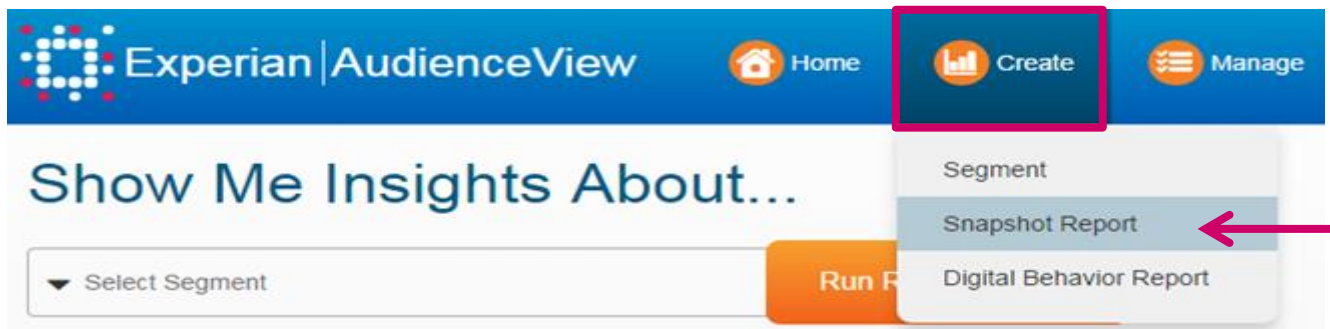
One click of a button to gain high level demographic insight into your most important segments.  
Compare one segment against another to understand key differences and identify where you should be putting your efforts.

## What will you learn in this guide?

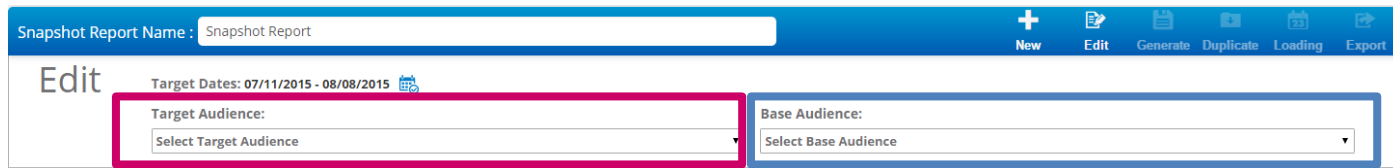
- 1) How to create a new Snapshot Report
- 2) How to run an existing Snapshot Report
- 3) How to manage your Snapshot Reports
- 4) How to schedule a Snapshot Report
- 5) How to export Snapshot Report Results
- 6) How to change the format of the results

### 1) How to create a new Snapshot Report

- From the AudienceView homepage, click on the **Create** button on the toolbar and select **Snapshot Report**



- An editing panel will appear with two drop-downs
- The first drop-down allows you to select your **Target Audience** (the segment you want to run)
- The second drop-down defaults to the **Base Audience** (online population)



The Target Audience refers to the segment you have created which you want to be the subject of the report

The Base Audience refers to the online population, or it could be vs. a different segment or even the same segment but for a different time period

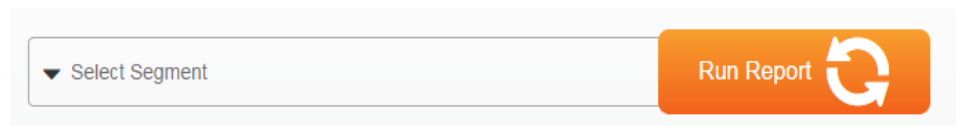
- Click on **Generate** once you have applied your settings



- Your new Snapshot report will now begin to build
- Once ready the results will automatically populate on the screen

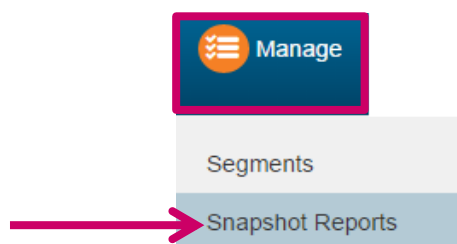
## 2) How to run an existing Snapshot Report

- Once you have created your Snapshot report you can navigate to the AudienceView homepage
- In the middle of the page, under 'show me insights about' you can use the drop-down to **Select the segment** you have created
- Click on **Run Report** and the data will appear

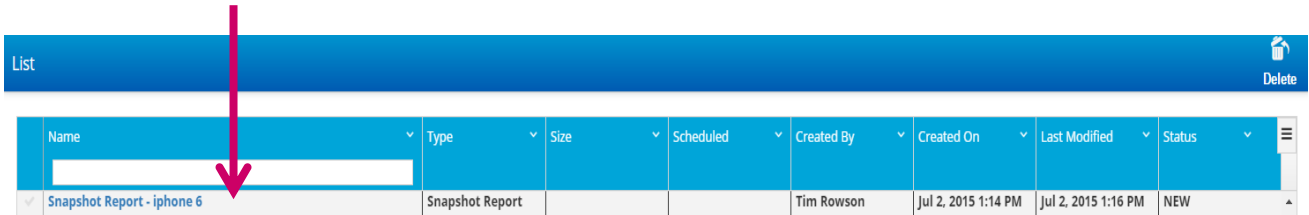


## 3) How to manage your Snapshot Reports

- To review your full list of Snapshot reports click on **Manage** from the toolbar and select **Snapshot Reports** from the drop-down



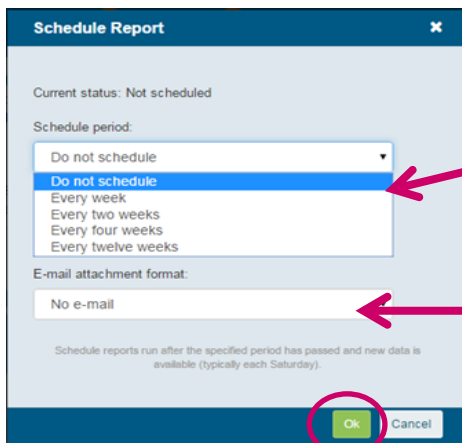
- Click on the name of your report to get it to run



| Name                       | Type            | Size | Scheduled | Created By | Created On          | Last Modified       | Status |
|----------------------------|-----------------|------|-----------|------------|---------------------|---------------------|--------|
| Snapshot Report - iphone 6 | Snapshot Report |      |           | Tim Rowson | Jul 2, 2015 1:14 PM | Jul 2, 2015 1:16 PM | NEW    |

## 4) How to Schedule a Snapshot Report

- Click on **Schedule** button in the top toolbar
- Schedule the dates you would like to receive the reports by email



**Schedule Report**

Current status: Not scheduled

Schedule period:

Do not schedule  
Do not schedule  
Every week  
Every two weeks  
Every four weeks  
Every twelve weeks

E-mail attachment format:

No e-mail

OK Cancel

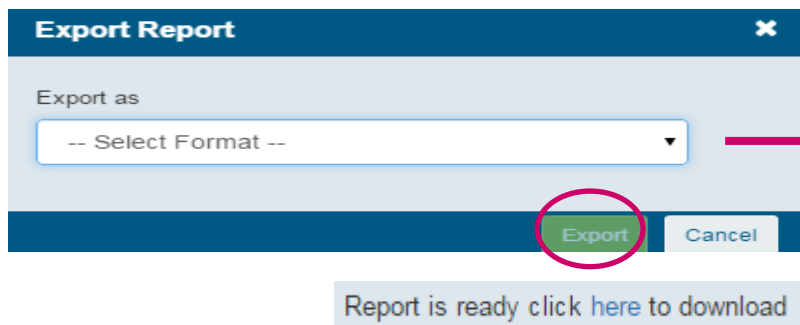
Use the drop down to schedule how often you would like the report emailed

Snapshot XLSX  
Snapshot CSV

Use the drop down to determine the format of your report.

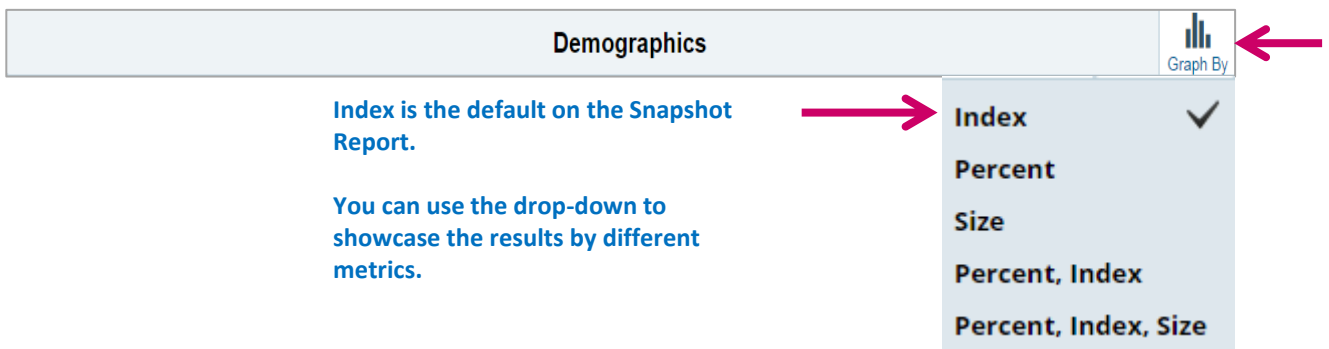
## 5) How to export Snapshot Report results

- From the top toolbar click on the **Export** button
- A **Export Report** button box will display
- You can use the **Rows to export** drop-down to indicate the size of the data you wish to export
- Finally press **Export** and a CSV or XLSX will become available to download



## 6) How to change the format of the Snapshot Report results

- At the top of the Snapshot Report Select **Graph By**
- A drop-down will appear
- Index is the default measure, but this can be altered by clicking on another option



- **Index:** Select this to show the demographic attributes of your audience segment indexed against the online population (base population).
- **Percent:** Show the proportion of each demographic attribute in your audience segment.
- **Size:** Indicate the volume of each demographic attribute in your audience segment.
- **Percent, Index:** Choose this to show the proportion of each demographic attribute in your audience segment compared to the proportion of each attribute in the online population (base population).
- **Percent, Index, Size:** This shows the proportion of each demographic attribute in your audience segment compared to the proportion of each attribute in the online population, and compared to the volume of each.