

# What's New in IS2

Data Clients



# Agenda

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# Navigation

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## Landing Page

After you log in, you will find yourself on the new landing page. It gives you fast access to all areas of the InsightStore. The new “Pick up where you left off” tool bookmarks the dashboards, reports, or other items you worked with most recently. You’ll also find syndicated and industry dashboards, our most recent news and insights articles, and JD’s podcast and weekly “What we’re seeing” emails.

## Navigation Pane

Instead of having menus across the top of the screen, IS2 provides links to primary areas on the left. The Analyze section gives you access to dashboards, reports, and crosstabs. The Explore section links to questions and segments. In Labs you’ll see a link to Sage. Finally, Advanced allows you to easily edit your Profile, get to our knowledge base, or log out.

# Dashboards

In the dashboards area, one of the first things you will see are the new Create New and Clone buttons in the upper right corner. Then, when you open the list of dashboards, try typing the beginning of the desired dashboard's name to narrow down the names shown. That makes it easier to navigate to the one you need. To export a dashboard to PowerPoint, use the Export button to the right of the dashboard's name.

To filter by date, apply a segment, or weight the dashboard, use the Filter Dashboard fields. The dashboard settings have moved to the Settings tab.

The screenshot shows a dashboard interface with the following elements:

- Dashboard Header:** "Dashboard" title, "View grouped questions, results and reports. [Learn more about dashboards.](#)", "Create New" and "Clone" buttons.
- Dashboard Selection:** A dropdown menu showing "Manual Example Dashboard" and an "Export" button.
- Navigation:** "Results" (active) and "Settings" tabs.
- Filter Dashboard:** A section with a "Reset" button and three filter fields:
  - Date Filter:** "All Dates" dropdown.
  - Segments:** "Search Segments" dropdown.
  - Weighting Scheme:** "Search Weighting Schemes" dropdown.An "Apply" button is located to the right of these filters.
- Dashlets:** Three dashlets are visible:
  - Dashlet the First:** "This is an example of a comment dashlet. You may use [markdown](#) in a comment dashlet."
  - Dashlet the Second:** "What is your parental status? > Parents + Grandparents vs. Non-parents (2-part) compared with Do you have school-aged children living with you?". Below the title, it says "All respondents" and shows a horizontal bar chart with two rows: "Parent or Grandparent" (30% in blue, 70% in green) and "Non-parent" (13% in blue, 87% in green).
  - Dashlet the Third:** "To what broad age group do you belong?". Below the title, it says "All respondents".

# Crosstabs

**Wearing Purple** Clone

Settings Columns/Rows **Results** Sharing

Row %  Col %  % from Expected  Row Total  Column Total  Count Export

**Please indicate your gender**  
All respondents weighted according to Autoweight - U.S. Adults

Do you like to wear the color purple? All respondents	Male	Female	Row Total
<b>Love it</b>			
Row %	<b>(-43%) 1,476</b>	<b>(+40%) 3,806</b>	5,281
Column %	28%	72%	23%
<b>It's okay</b>			
Row %	<b>(-6%) 4,053</b>	<b>(+6%) 4,807</b>	8,860
Column %	46%	54%	39%
<b>No, not a fan</b>			
Row %	<b>(+33%) 4,421</b>	<b>(-31%) 2,404</b>	6,825
Column %	65%	35%	30%
<b>No strong opinion</b>			
Row %	<b>(+27%) 1,219</b>	<b>(-26%) 747</b>	1,967
Column %	62%	38%	9%
<b>Column Total</b>			
Row %	11,168	11,765	22,933
	49%	51%	

22,933 Responses. Significance:  $X^2_{(df=3)}=1787.621, p<0.001$ , Very High Strength of Association (T=0.212)

Crosstabs offer powerful options for exploring data. We have multiple articles and videos in the knowledge base to introduce you to this wonderful tool.

# Questions

Questions are the root of our data. We've sped up your access to them by reworking the back end of the InsightStore. We've expanded the utility of Boolean logic in the main search field, as well. Next, we've expanded the question filters and moved them higher on the page. One of the new ways to filter questions is by using the IAB taxonomy. Click on the Tags field and use Verticals and/or Consumer Profile selections. Your traditional tags are still present, as well. Way down at the bottom of the page, we've broken the questions list into pages and given you the ability to choose how many questions you want to see on a page. Finally, timeviews are enabled for every question.

The screenshot shows the 'Questions' interface with a search bar and various filters. The filters include Search Text (Questions, Answers, Tags), Type (News / Pop Culture, Value, Profile), Permissions (Custom, Syndicated), Favorites (Favorites), Timing (Tracking, Cyclical, Archived), Format (Radio, Checkbox), Collection Date (All Dates), Min. Responses (0), and Tags (Search or browse for tags). The main content area shows a list of questions with columns for Type, Question Text, Tags, Permissions, Format, Collection Dates, and Responses.

TYPE	QUESTION TEXT	TAGS	PERMISSIONS	FORMAT	COLLECTION DATES	RESPONSES
♥ (V)	<a href="#">In general, how much influence do advertisements on e-commerce sites (e.g., Amazon, Target) have on your purchases?</a>		Ⓢ Syndicated	Ⓡ Radio	12/16/2024 - 12/19/2024	2,375
♥ (V)	<a href="#">When you receive a marketing email, which of the following best describes what you usually do?</a>		Ⓢ Syndicated	Ⓡ Radio	12/16/2024 - 12/20/2024	2,389
♥ (V)	<a href="#">In general, how often do you read marketing emails, such as emails from retailers and brands?</a>		Ⓢ Syndicated	Ⓡ Radio	12/16/2024 - 12/20/2024	2,374
♥ (P)	<a href="#">How many children (under 18 years old) live in your household?</a>		Ⓢ Syndicated	Ⓡ Radio	12/13/2024 - PRESENT	159,594
♥ (P)	<a href="#">How many adults (ages 18 or older) live in your household (including yourself)?</a>		Ⓢ Syndicated	Ⓡ Radio	12/13/2024 - PRESENT	159,684

# Segments

**Segments** + Create

A segment is a group of respondents that match a common definition. Segments can be defined by responses to questions and geographic location. Segments can also be combined with one another to create complex segments. [Learn more about segments.](#)

Enter search term

**FILTER**  [Reset](#)

**Visibility** <sup>0</sup> **Favorites** <sup>0</sup>

[All](#) [Syndicated](#) [Custom](#) [Shared](#) [Favorites](#)

Showing 1 to 25 of 265 results Sort by: Newest first

NAME	TYPE	DATE
<a href="#">Cruise / Boat Vacationers</a>	Custom	January 10, 2025
<a href="#">ATV Owner</a>	Custom	January 10, 2025
<a href="#">Pittsburgh Women 45-54</a>	Syndicated	January 9, 2025
<a href="#">Snackers of Healthy</a>	Custom	December 17, 2024

Segments have been reorganized and consolidated to make it easier to find the ones you need. The new filters allow you to search by visibility. We've also introduced the ability to mark segments as favorites, and to filter so that you only see your favorites. The same pagination features that we applied to questions are available for segments.

Also, you'll notice that segments are split into three categories:

- Syndicated segments – owned by CivicScience and available to all accounts
- Custom segments – created for specific client needs and available only within that client's account
- Shared segments – accessible to selected accounts

# THANK YOU!

Questions?

