

What's New in IS2

Media Partners



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Navigation

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. Targets are in the Define section. In Labs you’ll see a link to AudienceLens and 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.

Use the Filter Dashboard fields to filter by date, apply a segment, or weight the dashboard. You'll also notice we have added target and network filters. The dashboard settings have moved to the Settings tab.

Finally, you will find target and network filters in many dashlets.

The screenshot displays the 'Dashboard' interface. At the top right, there are 'Create New' and 'Clone' buttons. Below them is a search bar with a dropdown menu and an 'Export' button. The main area is divided into 'Results' and 'Settings' tabs. Under 'Settings', there is a 'FILTER DASHBOARD' section with a 'Reset' button. Below this are several filter fields: 'Date Filter' (set to 'All Dates'), 'Segments' (with a search box), 'Target' (with a search box), 'Weighting Scheme' (with a search box), and 'Network' (set to 'Not Applied'). An 'Apply' button is located to the right of these filters. Below the filters are two 'Timeview Results' dashlets. The first dashlet is titled 'How much are you thinking about and preparing for the holidays right now?' and shows a line chart with data from Jan '22 to Jan '25. The second dashlet is titled 'How far along are you in your holiday shopping?' and shows a similar line chart with data from Jan '22 to Jan '25. Both charts have a y-axis from 0 to 100 and an x-axis with labels for Jan '22, Jul '22, Jan '23, Jul '23, Jan '24, Jul '24, and Jan '25.

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
Love it	(-43%) 1,476	(+40%) 3,806	5,281
Row %	28%	72%	
Column %	13%	32%	23%
It's okay	(-6%) 4,053	(+6%) 4,807	8,860
Row %	46%	54%	
Column %	36%	41%	39%
No, not a fan	(+33%) 4,421	(-31%) 2,404	6,825
Row %	65%	35%	
Column %	40%	20%	30%
No strong opinion	(+27%) 1,219	(-26%) 747	1,967
Row %	62%	38%	
Column %	11%	6%	9%
Column Total	11,168	11,765	22,933
Row %	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.

You'll find new target and network filters on the question details pages. Timeviews are now 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 results table shows 5 questions with columns for Type, Question Text, Tags, Permissions, Format, Collection Dates, and Responses.

TYPE	QUESTION TEXT	TAGS	PERMISSIONS	FORMAT	COLLECTION DATES	RESPONSES
♥ (V)	In general, how much influence do advertisements on e-commerce sites (e.g., Amazon, Target) have on your purchases?		Ⓢ Syndicated	Ⓡ Radio	12/16/2024 - 12/19/2024	2,375
♥ (V)	When you receive a marketing email, which of the following best describes what you usually do?		Ⓢ Syndicated	Ⓡ Radio	12/16/2024 - 12/20/2024	2,389
♥ (V)	In general, how often do you read marketing emails, such as emails from retailers and brands?		Ⓢ Syndicated	Ⓡ Radio	12/16/2024 - 12/20/2024	2,374
♥ (P)	How many children (under 18 years old) live in your household?		Ⓢ Syndicated	Ⓡ Radio	12/13/2024 - PRESENT	159,594
♥ (P)	How many adults (ages 18 or older) live in your household (including yourself)?		Ⓢ 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 ⁰ **Favorites** ⁰

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

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

NAME	TYPE	DATE
Cruise / Boat Vacationers	Custom	January 10, 2025
ATV Owner	Custom	January 10, 2025
Pittsburgh Women 45-54	Syndicated	January 9, 2025
Snackers of Healthy	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?

