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

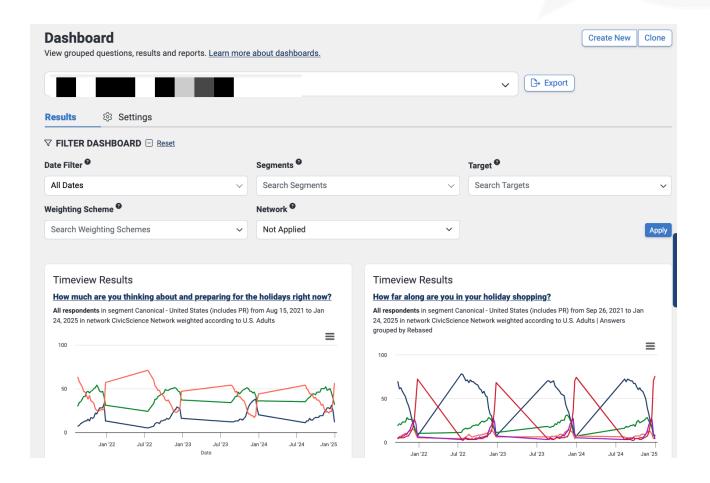
Instead of having menus across the top of the screen, IS2 provides links to primary areas on the left. The Analyze section gives you access to dashboards, reports, and crosstabs. The Explore section links to questions and segments. Targets are in the Define section. In Labs you'll see a link to AudienceLens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

Dashboards

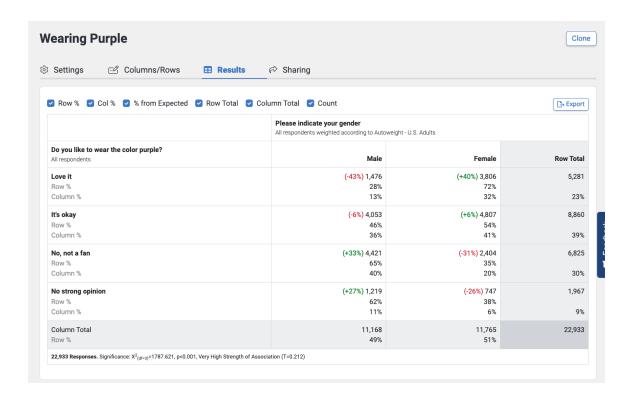
In the dashboards area, one of the first things you will see are the new Create New and Clone buttons in the upper right corner. Then, when you open the list of dashboards, try typing the beginning of the desired dashboard's name to narrow down the names shown. That makes it easier to navigate to the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



Crosstabs

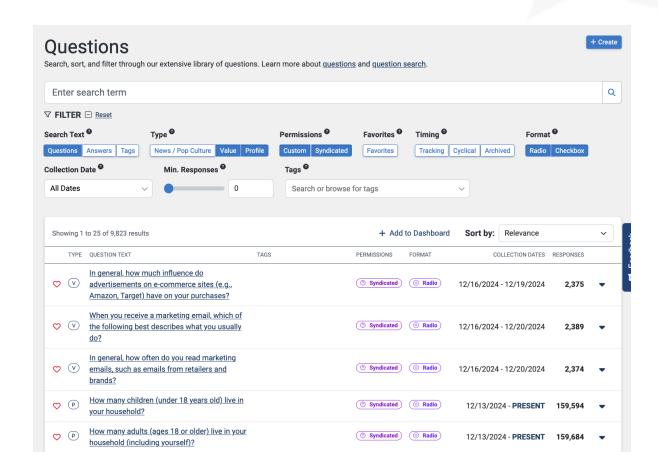


Crosstabs offer powerful options for exploring data. We have multiple articles and videos in the knowledge base to introduce you to this wonderful tool.

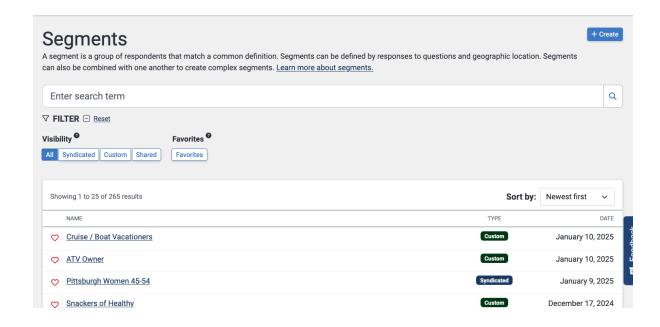
Questions

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.



Segments



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?

