GfK MRI University Internet Reporter

Description

University Internet Reporter is a profiling system used to define targets in order to gain insights and better understand markets and/or the media used to reach those markets.

Getting Started

Go to www.gfkmrismartsystem.com and click on the Reporter icon to get started. The Opening Window will be displayed.

UIR OPENING WINDOW:

- Highlight/Click on the desired Category to be used. Or use the Search by Keyword option to search for particular datapoint.
- Click on the desired Sub-Category

- UIR Worksheet will be displayed
UIR WORKSHEET:

The default base/universe to be displayed is Total Adults.

Defining/Changing the Base(s):

- **Selecting a Base**: Click on any of the standard Bases shown in the drop down window. All reported data will be based on the selected Base.
TARGETS

Defining/Creating Targets:

- **Selecting a Target:** Highlight desired datapoint in Details Window. Worksheet will display that target.

- **Creating Custom Target using Binary Logic:** To combine 2 or more datapoints within Details Window – highlight desired datapoints, and scroll down to the bottom of Details Window. Select Combine Option: Any of These Items (which will OR your selections) or All of These Items (which will AND your selections).

- Worksheet will display new Target

SORTING DATA

Data can be sorted or ranked based on any target and data variable included in the UIR Worksheet.

- Click on a Column Header to indicate which variable sorting should be based on. All rows will instantly be sorted in descending order.
- Clicking an additional time on the same Column Header will reverse the sort order, i.e. From descending to ascending or vice versa.
REPORT TYPE

UIR gives you the ability to either look at your worksheet over one report (Standard) or over a 3 year trend (Trend). UIR will default to Standard Report Type.

- **Selecting Report Type:** Click Trend to look at worksheet over a 3 year period

UNIVERSITY REPORTER TOOLBAR

- Search
- Open Saved Report
- Save Report
- Export Report to Microsoft Excel
- Report Options
REPORT OPTIONS

UIR allows you to customize your report

Targets – customize what datapoints will be displayed in UIR Worksheet

- Select Options icon in Toolbar
- Targets tab allows you to select which datapoints will appear in your worksheet
- Highlight items from Target Window and click arrow to bring them in to Standard Targets Window.
- Items in Standard Targets Window will be displayed in Worksheet

OPTIONS WINDOW

Report Settings - Data variables to be reported can be specified by the user and optionally saved as the default reporting variables.

- Check and uncheck data variables to be reported in worksheet.
- Click OK to save changes