



SNAPSHOT™ PRODUCT ENHANCEMENT FEATURES



SmartZone

NDX SMARTZONE TECHNOLOGY
AND PRODUCT ENHANCEMENTS

RELEASE DATE: 06 . 27 . 2013



OVERVIEW

As a result of in-depth product development testing and direct client feedback and knowledge-sharing, NDX has released several significant enhancements to Snapshot™, the online data-extract tool used to access the Source® database.

With the introduction of NDX SmartZone Technology, users now have the tools to clearly define and evaluate true channel penetration and the market reach requirements at the first step of planning, allowing accurate place and buy projections at the onset of omnimedia campaign planning. SmartZone Technology also promotes an accurate picture of true retail store distribution plans and informs market penetration choices through sub-zip publication availability. Additional product enhancements support the research process through improved single-output reporting and household data to better inform analytical evaluations.

SMARTZONE TECHNOLOGY ENHANCEMENTS

Buy Report/Aggregation Options

NDX SmartZone Technology is a collection of interdependent options that allows users to view true penetration and buy data for any given planned campaign reach. SmartZone Technology options (*Buy Report; Zoning; Sub-zips; Include Household Counts*) aggregate full campaign counts at the rules-based required purchase levels, eliminating user need to manually collate, aggregate and calculate multiple disparate data points. If buy rules create a conflict within selected search features, SmartZone automatically de-selects conflicting request and provides user with a warning explanation, to ensure the integrity of the information in the Snapshot output report.

The combination of the *Zoning* and *Show selected zip codes only* options will cause the snapshot report to include any additional zip codes that belong to the same zone as those selected.

The *Buy Report* option automatically includes the *Zoning* and *SubZip* options as vendors can force purchases at those levels.

Sub zip data is not available when *Include household counts* is selected. Household data is only available at the zip code level.

NDX SmartZone Technology provides a true picture of penetration and reach while automatically correcting conflicting rules

Household Counts and Penetration Report(s)

A powerful tool to strengthen the analytical usage of Snapshot, USPS household counts at the zip code level in the output report are now integrated, creating a household penetration report (or several if different aggregations are desired) based on the user-supplied criteria in the Snapshot interface.

Snapshot Run Report for Test

File last created on: 06/26/2013 09:34 AM
 Number of publications included: 2
 Report type: Household Penetration

Average Household Penetration						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14.88%	0%	0%	62.94%	8.15%	8.87%	42.71%

Garner valuable information for your campaign planning and placement with the Household Counts and Penetration Report feature

City and State

The city and state associated with each zip code/sub-zip is now displayed in the Snapshot output file to eliminate the need to cross-reference data points on the Snapshot output with other reports. If an aggregated output by zone is selected, only the state will be displayed.

Audit Variance and Backfill

All AAM and CAC data is now available for audit variance reporting and backfill when the publication has not been released by NDX. Currently, there are over 850 publications represented in our audit variance report.

Split Zip Solution

By allowing users to view both zip-level and zone totals, users can more clearly understand and effectively target placements. When placement rules dictate zip codes must be purchased as part of a zone, and one or more of those zip codes is divided across multiple zones, the user is aware of the proportion of the zip code circulation that is available in each respective zone. When a particular zip code is desired, this feature provides the level of transparency needed to determine which zones contain the most significant circulation proportions of that zip.

Actual Example #1

If a desired zip code is split across two zones (in figure, Zone A and Zone B), and Zone A contains 95% of the circulation for that zip code, the user can avoid the additional cost and lost efficiency of purchasing the entire Zone B just to access 5% of the desired zip code.

Modeled Example #2

In those rare situations where NDX has not yet received the most granular level of data for split zip scenarios, we have developed a modeling approach that will help reduce the amount of overspend. In these scenarios, an automated process identifies the number of zones that a zip code is divided, then an equal proportion of the circulation for that zip code is allocated to each zone. While this does not ensure that the aggregate circulation for each zone is one hundred percent accurate, it does ensure that buying multiple zones will not result in duplication.