



# Custom Audit Reports

Questions?

Contact Kantar Media Professional Health Client Services (609) 987-5579

# Audit – Custom Reports

## One Report/Multiple Report Options

**Objective:** Creating custom report formats that displays custom metrics as your column headers across the top of the report with custom metrics as row labels down the left margin of the report. The following sample report options will guide you in creating your own custom reports. Custom reports may require a “Product group” to be setup, (see pg. 10 to set up a Product Group)

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Project Schedule Tools Library

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**Parameters**

Data Template

- Detail By Time
- Reach and Frequency
- Specialty Impressions

Standard Report Layout

- Detail By Month - Pages
- Detail By Month - Insertions

[View Layout](#)

Custom Report Layout

- Ads/Pgs/Gross/Pubs/Prods
- comp/product/pg/gross/year
- Company/Year/Pages
- DETAIL BY MONTH ADS/PGS/NET
- DETAIL BY MONTH PGS/ADS/GROSS

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**Common Parameters**

Product: - SSRI GROUP

Category: SSRI/SNRI

Company: Multiple

Date Range: Sep 2010 to Aug 2011

Ad Campaign: ☒ Select all ad campaigns

[View Images](#)

Select the "Custom Report Layout" template option for your report format.

You can use "View Layout" to modify the metrics.

Select Date Range

Confirm that the Product selection is the "Grouped product" that was previously created. (-SSRI Group)

# Audit – Custom Reports

## One Report/Multiple Products

**Objective:** I want to create a report for a given time period that displays my product/products in columns (across the top of the report) and publications in row labels (down the left margin) of the report showing totals ads, pages, cost by journal.

(A product group must be created or this report format to work as expected. See instructions for creating product group first before continuing or contact Client Services for additional information.)

**Report Header Showing "Grouped" Products**

All of your products can be seen across the top in columns and the publications in row showing total ads, pgs and gross \$ for the specified time period. You can modify these metrics in "Custom Report Layout".

		CYMBALTA			CYMBALTA NON BRANDED			LEXAPRO			PRISTIQ		
		Total Ads	Total Pages	Cost Gross	Total Ads	Total Pages	Cost Gross	Total Ads	Total Pages	Cost Gross	Total Ads	Total Pages	Cost Gr
11	DENTAL	JOURNAL OF ENDODONTICS	1	9	\$20,040.00								
12	EXTENDED HEALTHCARE	ANNALS OF LONGTERM CARE	2	16	\$128,656.00			7	42	\$289,926.00			
13	EXTENDED HEALTHCARE	CARING FOR THE AGES						7	35	\$290,735.00			
14	EXTENDED HEALTHCARE	JNL OF AM MED DIRECTORS ASSN	3	26	\$90,800.00								
15	INTERNAL MEDICINE	ANNALS OF INTERNAL MEDICINE	4	35	\$750,995.00								
16	INTERNAL MEDICINE	ARCHIVES OF INTERNAL MEDICINE	3	26									
17	INTERNAL MEDICINE	INTERNAL MEDICINE NEWS	6	56									
18	INTERNAL MEDICINE	MAYO CLINIC PROCEEDINGS	3	24									
19	MANAGED HEALTHCARE	AM JRL OF MANAGED CARE	2	16									
20	MANAGED HEALTHCARE	JOURNAL OF MANAGED CARE PHARM	2	16									
21	MANAGED HEALTHCARE	MANAGED CARE - EXECUTIVE ONLY DE	1	7									
22	MULTISPECIALTY	AMERICAN FAMILY PHYSICIAN	11	94	\$1								
23	MULTISPECIALTY	AMERICAN MEDICAL NEWS - MINI-MA											
24	MULTISPECIALTY	CLINICAL GERIATRICS	3	26									
25	MULTISPECIALTY	CONSULTANT	7	61									
26	MULTISPECIALTY	FAMILY PRACTICE NEWS	6	50									
27	MULTISPECIALTY	JAMA MINI	5	44									
28	MULTISPECIALTY	JOURNAL OF FAMILY PRACTICE	4	32									
29	MULTISPECIALTY	JRL OF AM MED ASSOCIATION	3	24									
30	MULTISPECIALTY	JRL OF MUSCULOSKELETAL MED	4	34									
31	MULTISPECIALTY	MDMG	1	9									
32	MULTISPECIALTY	MEDICAL ECONOMICS	10	85	\$1								
33	MULTISPECIALTY	MPR Monthly Prescribing Ref	6	82									
34	MULTISPECIALTY	NEW ENG JRL MEDICINE	7	59									
35	NEUROLOGY	NEUROLOGY	5	43									
36	NEUROLOGY	NEUROLOGY REVIEWS	5	44									
37	NEUROLOGY	NEUROLOGY TODAY	5	49									
38	NURSING	GERIATRIC NURSING	2	17									
39	ORTHOPEDIC SURGERY	AAOS NOW	2	17									
40	ORTHOPEDIC SURGERY	AM JRL OF ORTHOPEDICS	5	43									

**Audit Report Layout**

**Measures**

Source	Operation	Action
Measure - Total Ads	Value	X
Measure - Total Pages	Value	X
Measure - Cost Gross	Value	X

**Down the side**

Source	Operation	Action
Media - Media Full Name	Value	X

**Across the top**

Source	Operation	Action
Company - Product Name	Value	X

**Custom layout for this report.**

**Note:** If "Time" is not selected as a metric "Across the top", the date range will be read from the Date Range entered on the previous screen.

Parameters View Results

# Audit – Custom Reports

## One Report by Product/by Dollar

**Objective:** I want to create a report for a given time period that displays my product/products in columns (across the top of the report) and publications in row labels (down the left margin) of the report showing totals gross cost by journal for the time period selected.

(A product group must be created or this report format to work as expected. See instructions for creating product group first before continuing or contact Client Services for additional information.)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1														
2	Product: - SSRI GROUP													
3	Category: SSRI/SNRI													
4	Company: Multiple													
5	Sep 2010 - Aug 2011													
6	Kantar Media Readership - V.11.7:													
7														
8			PSYCHOTHERA PEUTIC DRUGS PRISTIO	CYMBALTA	CYMBALTA NON BRANDED	KAPVAY	LEXAPRO	VENLAFAXINE HYDROCHLORI DE EXT REL TABLETS-TEVA	Total					
9														
10			Cost Gross	Cost Gross	Cost Gross	Cost Gross	Cost Gross	Cost Gross	Cost Gross					
11	EXTENDED HEALTHCARE	ANNALS OF LONGTERM CARE		\$128,656.00										
12	EXTENDED HEALTHCARE	CARING FOR THE AGES												
13	EXTENDED HEALTHCARE	JNL OF AM MED DIRECTORS ASSN		\$90,800.00										
14	INTERNAL MEDICINE	ANNALS OF INTERNAL MEDICINE		\$250,995.00										
15	INTERNAL MEDICINE	ARCHIVES OF INTERNAL MEDICINE		\$146,020.00										
16	INTERNAL MEDICINE	INTERNAL MEDICINE NEWS	\$224,851.00	\$469,400.00										
17	INTERNAL MEDICINE	MAYO CLINIC PROCEEDINGS		\$171,180.00										
18	MANAGED HEALTHCARE	AM JRL OF MANAGED CARE		\$147,973.00										
19	MANAGED HEALTHCARE	JOURNAL OF MANAGED CARE PHARM		\$48,530.00										
20	MANAGED HEALTHCARE	MANAGED CARE - EXECUTIVE ONLY DE		\$51,461.00										
21	MULTISPECIALTY	AMERICAN FAMILY PHYSICIAN	\$420,344.00	\$1,073,130.00										
22	MULTISPECIALTY	AMERICAN MEDICAL NEWS - MINI-MA	\$66,051.00											
23	MULTISPECIALTY	CLINICAL GERIATRICS		\$197,052.00										
24	MULTISPECIALTY	CONSULTANT	\$36,430.00	\$867,108.00										
25	MULTISPECIALTY	FAMILY PRACTICE NEWS	\$403,272.00	\$550,555.00										
26	MULTISPECIALTY	JAMA MINI		\$472,200.00										
27	MULTISPECIALTY	JOURNAL OF FAMILY PRACTICE		\$221,060.00										
28	MULTISPECIALTY	JRL OF AM MED ASSOCIATION	\$734,904.00	\$295,980.00										
29	MULTISPECIALTY	JRL OF MUSCULOSKELETAL MED		\$240,664.00										
30	MULTISPECIALTY	MD MAG: PEERS&PERSPECT-PRIM CAR		\$135,465.00										
31	MULTISPECIALTY	MDMG		\$71,100.00										
32	MULTISPECIALTY	MEDICAL ECONOMICS	\$263,599.00	\$1,014,707.00										
33	MULTISPECIALTY	MPR Monthly Prescribing Ref	\$112,570.00	\$968,930.00										
34	MULTISPECIALTY	NEW ENGL J MED	\$636,115.00	\$504,035.00										

Report Header Showing  
"Grouped" Products

Each of the products can be seen across  
the top by journal in each row by dollar  
during the specified time period.

### Audit Report Layout

- Measures
 

Source	Operation	Action
Measure - Cost Gross	Value	X
- Company
  - Company Name
  - Product Name
- Media
  - Media Group Name
  - Media Full Name
- Product
  - Thera Class Name
  - Product Name
- Time
  - Year
  - Quarter
  - Month

### Down the side

Source	Operation	Action
Media - Media Full Name	Value	X

### Across the top

Source	Operation	Action
Product - Product Name	Value	X

**Custom layout for this report.**

**Note: If "Time" is not selected as a metric "Across the top", the date range will be read from the Date Range entered on the previous screen.**

Parameters View Results

# Audit – Custom Reports

## One Report by Product/by Year/by Gross Dollar

**Objective:** I want to create a report for a given time period that displays my product/products in rows (down the left margin) with multiple years in the columns (across the top of the report) in Dollars (gross).

(A product group must be created or this report format to work as expected. See instructions for creating product group first before continuing or contact Client Services for additional information.)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																	
2	Product: - SSRI GROUP																
3	Category: SSRI/SNRI																
4	Company: Multiple																
5	Sep 2010 - Aug 2011																
6	Kantar Media Readership - V. 11.7:																
7																	
8																	
9																	
10	PSYCHOTHERAPEUTIC DRUGS	PRISTIQ	2010	2011	Total												
11	PSYCHOTHERAPEUTIC DRUGS	PRISTIQ NB	Cost Gross	Cost Gross	Cost Gross												
12	SSRI/SNRI	CELEXA/CITALOPRAM HBR	\$4,899,602.00	\$2,712,887.00	\$7,612,489.00												
13	SSRI/SNRI	CITALOPRAM HYDROBROMIDE ORAL S															
14	SSRI/SNRI	CYMBALTA	\$4,471,885.00	\$12,818,780.00	\$17,290,665.00												
15	SSRI/SNRI	CYMBALTA NON BRANDED	\$165,007.00		\$165,007.00												
16	SSRI/SNRI	EFFEXOR TABLETS FOR DEPRESSION															
17	SSRI/SNRI	EFFEXOR XR															
18	SSRI/SNRI	EFFEXOR XR-NB															
19	SSRI/SNRI	FLUOXETINE CAPSULES AND ORAL SO															
20	SSRI/SNRI	FLUOXETINE CAPSULES FROM GENEVA															
21	SSRI/SNRI	FLUOXETINE HYDROCHLORIDE TABLE															
22	SSRI/SNRI	FLUVOXAMINE MALEATE TABLETS															
23	SSRI/SNRI	GENERIC FLUOXETINE CAPSULES															
24	SSRI/SNRI	INWOOD CITALOPRAM HBR															
25	SSRI/SNRI	KAPVAY	\$7,700.00	\$530,996.00													
26	SSRI/SNRI	LEXAPRO	\$13,049,828.00	\$4,655,855.00													
27	SSRI/SNRI	LEXAPRO NB															
28	SSRI/SNRI	LUVOX CR															
29	SSRI/SNRI	LUVOX NB															
30	SSRI/SNRI	LUVOX TABLETS/TREATMENT FOR OBE															
31	SSRI/SNRI	PAROXETINE HYDROCHLORIDE	\$172,440.00														
32	SSRI/SNRI	PAXIL CR/CONTROLLED RELEASE TABI															
33	SSRI/SNRI	PAXIL/TREATMENT OF DEPRESSION															
34	SSRI/SNRI	PHUPINDEP/PHARMACIA UPJOHN TRE															
35	SSRI/SNRI	PROZAC															
36	SSRI/SNRI	PROZAC-NB															
37	SSRI/SNRI	SARAFEM/PREMENSTRUAL DYSPHORIA															

### Audit Report Layout

Measures

Source	Operation	Action
Measure - Cost Gross	Value	X

Down the side

Source	Operation	Action
Product - Product Name	Value	X

Across the top

Source	Operation	Action
Time - Year	Value	X

Parameters

View Results

**Custom layout for this report.**

*Note: Year, Quarter, Month take priority over the date range appearing on the report. In this example, 2010 represents calendar 2010 not Sept. - Dec.*

# Audit – Custom Reports

## One Report by Product/by Month/by Page

**Objective:** I want to create a report for a given time period that shows the number of pages by month for my product/products displayed in rows (down the left margin) by month in the columns (across the top of the report).

(A product group must be created or this report format to work as expected. See instructions for creating product group first before continuing or contact Client Services for additional information.)

**Report Header Showing "Grouped" Products**

**All of your products can be seen down the column.**

**Each month can be viewed in each row showing the number of pages by month.**

		Q1		Q2		Q3				
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	Total
		Total Pages	Total Pages	Total Pages	Total Pages	Total Pages	Total Pages	Total Pages	Total Pages	Total Pages
SSRI/SNRI	CELEXA/CITALOPRAM HBR									
SSRI/SNRI	CITALOPRAM HYDROBROMIDE ORAL									
SSRI/SNRI	CYMBALTA	79	107	106	339	269	300	336	240	1,776
SSRI/SNRI	CYMBALTA NON BRANDED									
SSRI/SNRI	EFFEXOR TABLETS FOR DEPRESSION									
SSRI/SNRI	EFFEXOR XR									
SSRI/SNRI	EFFEXOR XR -NB									
SSRI/SNRI	FLUOXETINE CAPSULES AND ORAL SO									
SSRI/SNRI	FLUOXETINE CAPSULES FROM GENEVA									
SSRI/SNRI	FLUOXETINE HYDROCHLORIDE TABLE									
SSRI/SNRI	FLUVOXAMINE MALEATE TABLETS									
SSRI/SNRI	GENERIC FLUOXETINE CAPSULES									
SSRI/SNRI	INWOOD CITALOPRAM HBR									
SSRI/SNRI	KAPVAY									
SSRI/SNRI	LEXAPRO	117	139							
SSRI/SNRI	LEXAPRO NB									
SSRI/SNRI	LUVOX CR									
SSRI/SNRI	LUVOX NB									
SSRI/SNRI	LUVOX TABLETS/TREATMENT FOR OBE									
SSRI/SNRI	PAROXETINE HYDROCHLORIDE									
SSRI/SNRI	PAXIL CR/CONTROLLED RELEASE TABI									
SSRI/SNRI	PAXIL/TREATMENT OF DEPRESSION									
SSRI/SNRI	PHUP INDEP/PHARMACIA UPJOHN TRE									
SSRI/SNRI	PRISTIQ	33	45							
SSRI/SNRI	PRISTIQ NB									
SSRI/SNRI	PROZAC									
SSRI/SNRI	PROZAC-NB									
SSRI/SNRI	SARAFEM/PREMENSTRUAL DYSPHORI									
SSRI/SNRI	SARAFEM-NB									
SSRI/SNRI	SERTRALINE HCL									

**Audit Report Layout**

**Measures**

Source	Operation	Action
Measure - Total Pages	Value	X

**Down the side**

Source	Operation	Action
Product - Product Name	Value	X

**Across the top**

Source	Operation	Action
Time - Month	Value	X

**Custom layout for this report.**

**Note: Year, Quarter, Month take priority over the date range appearing on the report. In this example, 2010 represents calendar 2010 not Sept. - Dec.**

Parameters View Results



# Audit – Custom Reports

## One Report by Company/by Year/by Page for a Specific Category

**Objective:** I want to create a report for a given time period that shows the number of pages for the Company displayed in rows (down the left margin) by year in the columns (across the top of the report) by page for the specific category.

(A product group must be created or this report format to work as expected. See instructions for creating product group first before continuing or contact Client Services for additional information.)

The screenshot displays an Audit Report layout with a spreadsheet and a configuration panel. The spreadsheet shows a report for the SSRI GROUP category, spanning from Jan 2008 to Aug 2011. The report is organized by company (rows) and year (columns). The configuration panel on the right shows the layout settings, including measures, sources, and actions.

**Report Header Showing "Grouped" Products**

Each of the Companies can be seen in each row by the number of pages for each year selected during the specified time period shown in year column.

	2008	2009	2010	2011	Total
	Total Pages	Total Pages	Total Pages	Total Pages	Total Pages
ELI LILLY & COMPANY	2,661	573	602	1,776	5,611
FOREST PHARMACEUTICALS INC.	1,375	1,733	1,545	506	5,158
JAZZ PHARMACEUTICALS INC					
MYLAN PHARMACEUTICALS					
OSMOTICA PHARMACEUTICAL					
PFIZER INC					
SHIONOGI PHARMA INC					
TEVA PHARMACEUTICALS USA					
WYETH PHARMACEUTICALS					
Total					

**Audit Report Layout**

Measures

Source	Operation	Action
Measure - Total Pages	Value	X

Down the side

Source	Operation	Action
Company - Company Name	Value	X

Across the top

Source	Operation	Action
Time - Year	Value	X

**Custom layout for this report.**

**Note:** Year, Quarter, Month take priority over the date range appearing on the report. In this example, 2010 represents calendar 2010 not Sept. - Dec.

# Audit – Custom Reports

## One Report by Product by Journal for Specified Year(s)

**Objective:** I want to create a report for a specified years the number of pages for the Journals in rows (down the left margin) by year in the columns (across the top of the report) by page for a specific product.. the

(A product group must be created or this report format to work as expected. See instructions for creating product group first before continuing or contact Client Services for additional information.)

**Report Header Showing "Product" with Category.**

**Each of the journals provide the number of pages by year for the product selected.**

	2007	2008	2009	2010	2011	Total
	Total Pages	Total Pages	Total Pages	Total Pages	Total Pages	Total Pages
ANESTHESIOLOGY		21				21
ANESTHESIOLOGY		39				39
ANESTHESIOLOGY	48	46				94
DIABETES/ENDOCRINOLOGY	29	24				53
DIABETES/ENDOCRINOLOGY	24	12				36
DIABETES/ENDOCRINOLOGY	4					4
DIABETES/ENDOCRINOLOGY	20	17				
DIABETES/ENDOCRINOLOGY	24	21				
DIABETES/ENDOCRINOLOGY	49	38				
DIABETES/ENDOCRINOLOGY	37	20				
DIABETES/ENDOCRINOLOGY	32	43				
DIABETES/ENDOCRINOLOGY	16	25				
DIABETES/ENDOCRINOLOGY		16				
EXTENDED HEALTHCARE	38	38				
EXTENDED HEALTHCARE	37	38				
EXTENDED HEALTHCARE	31	28				
EXTENDED HEALTHCARE	24	20				
INTERNAL MEDICINE	33	48				
INTERNAL MEDICINE						
INTERNAL MEDICINE	36	48				
INTERNAL MEDICINE	17					
INTERNAL MEDICINE						
MANAGED HEALTHCARE						
MANAGED HEALTHCARE						
MANAGED HEALTHCARE						
MULTISPECIALTY	36	46				
MULTISPECIALTY	36	23				

**Audit Report Layout**

**Measures**

Source	Operation	Action
Measure - Total Pages	Value	X

**Down the side**

Source	Operation	Action
Media - Media Full Name	Value	X

**Across the top**

Source	Operation	Action
Time - Year	Value	X

**Custom layout for this report.**

**Note: Year, Quarter, Month take priority over the date range appearing on the report. In this example, 2010 represents calendar 2010 not Sept. - Dec.**

Parameters View Results



# Audit – Custom Reports

## Viewing Layout /Selecting Metrics for Custom Report

Welcome, [Log out] Preferences

Project Schedule Tools

Library

Select the measures and use the "+" sign. You can delete any measures by using the "x". You can change the order by using the up and down arrows.

Audit Report Layout

Measures

Source	Operation	Action
Measure - Total Ads	Value	x
Measure - Total Pages	Value	x
Measure - Cost Gross	Value	x

Down the side

Source	Operation	Action
Media - Media Full Name	Value	x

Across the top

Source	Operation	Action
Company - Product Name	Value	x

Any metric from Company, Media, Product or Time, can be chosen as individual metrics to be seen either "down the side" or "across the top" by using the "+" sign to add the metric.

Parameters View Results

Report Title: Audit detail by time - pages

Header:

Footer:

Orientation: Landscape

Page type: Letter

Current Layout: Ads/Pgs/Gross/Pubs/Prods

Save Save as

Save the format (note a "script prompt" may appear in upper left hand portion of your screen), be as specific as possible when naming your custom reports (see sample). Your new layout will appear in your Custom Reports box at the top of your screen and will be available to your workgroup.

# Audit – Custom Reports

## Creating A Custom Product Group

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    - Results
    - Layout
- Analysis +
- Scheduling +
- Form Reports +
- Tools +
- AOR +

2 records add all

Products	Company	Class	Product
	ELI LILLY & COMPANY	SSRI/SNRI	CYMBALTA NON BRANDED +
	ELI LILLY & COMPANY	SSRI/SNRI	

#2: Enter a product group name and click "Add product Group". Product name will appear in selected product list below.

Remove All Add product group SSRI GROUP

Selected products	Product	First Insertion	Last Insertion
<input checked="" type="checkbox"/>	VENLAFAXINE HYDROCHLORIDE EXT RELEASE TABLETS TEVA	2010-07-25	2011-01-01
<input checked="" type="checkbox"/>	KAPVAY	2010-11-01	2011-09-01
<input checked="" type="checkbox"/>	SSRI GROUP		
<input type="checkbox"/>	— PAXIL/TREATMENT OF DEPRESSION	1994-01-01	2002-04-25
<input type="checkbox"/>	— PROZAC	1994-01-01	2001-12-21
<input type="checkbox"/>	— 70% OFF TABLETS	1994-01-01	2005-12-28