

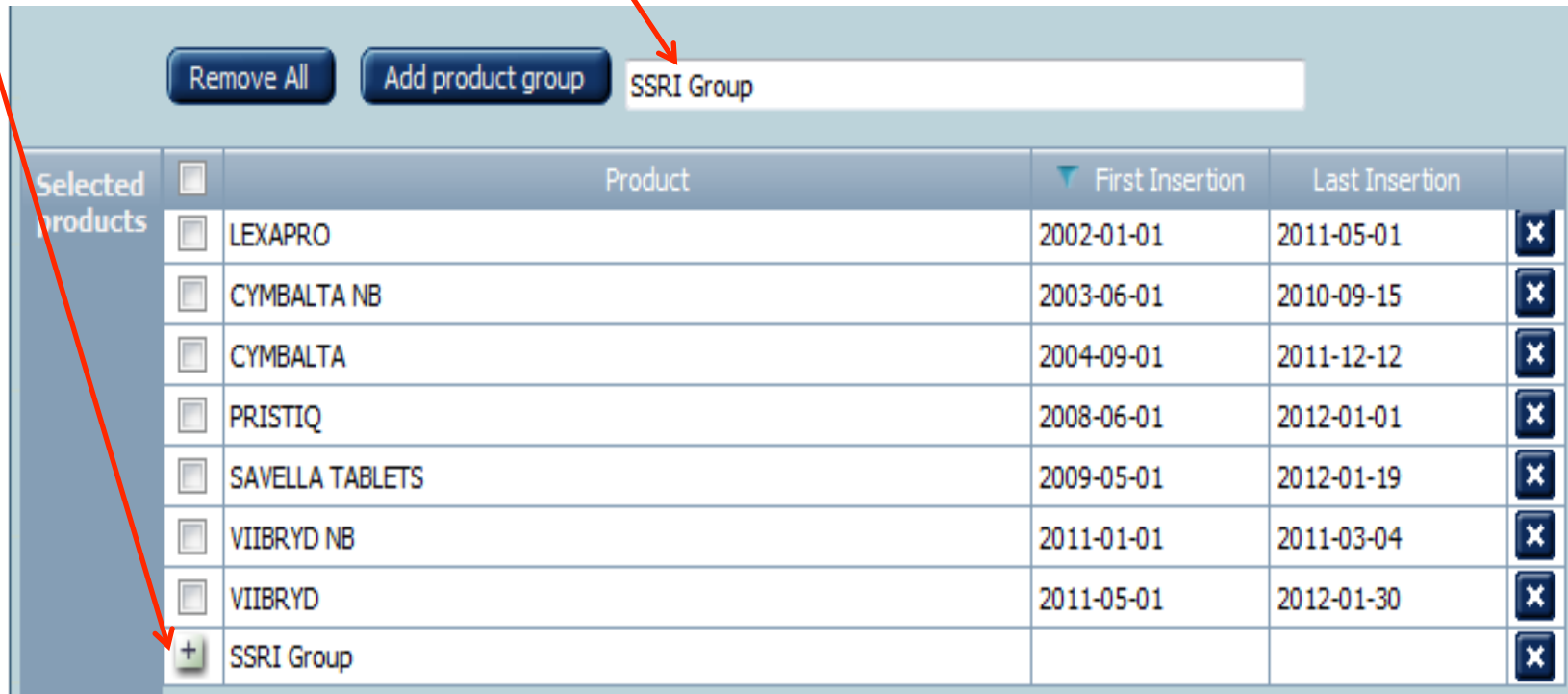
Audit & Analysis New Features

Questions?

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

Audit (MARS 3.8) – NEW OPTION: Generating Multiple product reports on an Excel worksheet

Select Audit products
Save all the product as a Product group



The screenshot shows the MARS 3.8 Audit interface. At the top, there are two buttons: 'Remove All' and 'Add product group'. To the right of these buttons is a text input field containing 'SSRI Group'. Below this is a table with the following columns: 'Selected products', 'Product', 'First Insertion', 'Last Insertion', and a column with 'X' icons. The table lists several products, including LEXAPRO, CYMBALTA NB, CYMBALTA, PRISTIQ, SAVELLA TABLETS, VIIBRYD NB, and VIIBRYD. At the bottom of the table, there is a row for 'SSRI Group' with a '+' icon in the 'Selected products' column. Red arrows point from the text instructions to the 'Selected products' column and the 'Add product group' button.

Selected products	Product	First Insertion	Last Insertion	
<input type="checkbox"/>	LEXAPRO	2002-01-01	2011-05-01	X
<input type="checkbox"/>	CYMBALTA NB	2003-06-01	2010-09-15	X
<input type="checkbox"/>	CYMBALTA	2004-09-01	2011-12-12	X
<input type="checkbox"/>	PRISTIQ	2008-06-01	2012-01-01	X
<input type="checkbox"/>	SAVELLA TABLETS	2009-05-01	2012-01-19	X
<input type="checkbox"/>	VIIBRYD NB	2011-01-01	2011-03-04	X
<input type="checkbox"/>	VIIBRYD	2011-05-01	2012-01-30	X
<input type="checkbox"/>	SSRI Group			X

Audit (MARS 3.8) – NEW OPTION: Generating Multiple product reports on an Excel worksheet

Select product group, set date and click on Export (XLS) Multi button to generate report

The screenshot displays the Kantar Media MARS 3.8 Audit interface. It is divided into several sections:

- Data Template:** A list of templates including "Detail By Time", "Reach and Frequency", and "Specialty Impressions". A circled '1' is next to this section.
- Standard Report Layout:** A list of layouts including "Detail By Month - Pages" and "Detail By Month - Insertions". A circled '2' is next to this section.
- Custom Report Layout:** A list of custom layouts including "Product by Year net cost", "Product totals by Year", "Totals Only", "Totals only by year", "Totals Only Year", and "tttttt". A circled '2' is next to this section.
- Buttons:** Below the layouts are buttons for "View Results", "Print (PDF)", "Export (XLS)", and "Export (XLS) Multi". A red arrow points to the "Export (XLS) Multi" button, which is labeled with a circled '5'.
- Common Parameters:** A section with a blue header bar containing:
 - Product:** A dropdown menu showing "- SSRI Group". A circled '3' is next to this field.
 - Category:** A dropdown menu showing "SSRI/SNRI".
 - Company:** A dropdown menu showing "Multiple".
 - Date Range:** Two dropdown menus showing "Feb 2011" and "Jan 2012". A circled '4' is next to this section.
 - Ad Campaign:** A checkbox labeled "Select all ad campaigns" which is checked.
 - View Images:** A button located below the Ad Campaign section.

Audit (MARS 3.8) – NEW OPTION: Generating Multiple product reports on an Excel worksheet

Use bottom Tabs to view products

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1															
2	Product: CYMBALTA														
3	Category: SSRI/SNRI														
4	Company: ELI LILLY & COMPANY														
5	Jan 2011 - Dec 2011														
6	Kantar Media Readership - V.12.1:														
7															
8															
9															
10															
11															
12	EXTENDED HEALTHCARE	ANNALS OF LONGTERM CARE								8	\$54,678.80		8	\$54,67	
13	EXTENDED HEALTHCARE	JNL OF AM MED DIRECTORS ASSN										8	\$23,205.00	9	\$26,98
14	INTERNAL MEDICINE	ANNALS OF INTERNAL MEDICINE								8	\$47,498.00		9	\$54,58	
15	INTERNAL MEDICINE	ARCHIVES OF INTERNAL MEDICINE								8	\$37,510.50		9	\$43,30	
16	INTERNAL MEDICINE	INTERNAL MEDICINE NEWS								17	\$128,392.50				
17	INTERNAL MEDICINE	MAYO CLINIC PROCEEDINGS										8	\$48,501.00	8	\$48,50
18	MANAGED HEALTHCARE	AM JRL OF MANAGED CARE													
19	MANAGED HEALTHCARE	JOURNAL OF MANAGED CARE PHARM.													
20	MULTISPECIALTY	AMERICAN FAMILY PHYSICIAN	9	\$87,690.25	8	\$79,118.00	18	\$175,380.50	8	\$76,483.00				9	\$87,69
21	MULTISPECIALTY	CLINICAL GERIATRICS							8	\$50,843.60	9	\$58,325.30			
22	MULTISPECIALTY	CONSULTANT	9	\$111,837.90	9	\$108,018.00			8	\$94,656.00	8	\$94,656.00		9	\$108,01
23	MULTISPECIALTY	FAMILY PRACTICE NEWS							17	\$163,841.75					
24	MULTISPECIALTY	JAMA MINI							17	\$154,275.00				9	\$82,36
25	MULTISPECIALTY	JOURNAL OF FAMILY PRACTICE							8	\$46,975.25	8	\$46,975.25		8	\$46,97
26	MULTISPECIALTY	JRL OF MUSCULOSKELETAL MED							8	\$47,844.80	8	\$46,597.00			
27	MULTISPECIALTY	MD MAG: PEERS&PERSPECT												8	\$52,65
28	MULTISPECIALTY	MDMG										9	\$60,435.00		
29	MULTISPECIALTY	MEDICAL ECONOMICS	9	\$90,967.00	9	\$90,070.25	9	\$92,759.65	9	\$90,070.25	8	\$81,446.15			
30	MULTISPECIALTY	MPR Monthly Prescrib	14	\$141,899.00	14	\$141,899.00									
31	MULTISPECIALTY	NEW ENG JRL MEDIC							17	\$145,273.50				9	\$81,38
32	NEUROLOGY	NEUROLOGY							8	\$20,599.75	8	\$20,599.75		9	\$24,35
33	NEUROLOGY	NEUROLOGY REVIEWS							8	\$23,681.00	9	\$27,650.50		9	\$27,65
34	NEUROLOGY	NEUROLOGY TODAY							8	\$23,681.00	8	\$23,681.00		8	\$23,65
35															

New

Audit (MARS 3.8) – NEW OPTION: Image Search

New Search fields added:

- **Company** – allows user to search for all products from a Company, e.g. *Forest*.
- **Class** – allows user to search for all products in a Therapeutic Class, e.g. *SSRI/SNRI*.
- **Category** – (this is a new field that groups a number of classes into a broader group). For example, a user can enter “Pain” as a search word and the search will pull up all products/classes assigned to Pain. See *cross reference in Library*.

Enter search word in the Category field and press the Records button

The screenshot shows the 'Image Search' interface. At the top is a header bar with the title 'Image Search' and a minus sign icon. Below the header is a 'Filters' section. Inside the filters section, there are two rows of input fields. The first row contains 'Product', 'Headline', and 'Image' fields. The second row contains 'Company', 'Class', and 'Category' fields. The 'Category' field has the text 'Pain' entered. Below the input fields, there is a date range selector with the text 'Show results between' followed by two date pickers (February 2011 and January 2012) and the word 'and'. To the right of the date range are three buttons: 'Records', 'View Products', and 'Reset'. At the bottom of the interface, there are two expandable sections labeled 'Products' and 'Ads'. Red arrows are overlaid on the image, pointing to the 'Company', 'Class', 'Category', and 'Records' fields.

Audit (MARS 3.8) – NEW OPTION: Image Search

Image Search

▼ **Filters** Category: Pain Date Range: 02-2011 to 01-2012

Product Headline Image

Company Class Category

Show results between February 2011 and January 2012

Records 51 **View Products** **Reset**

Products

Ads

51 Records were found

Press the “View Products” button to get a list of products assigned to the “Pain” Category.

Audit (MARS 3.8) – NEW OPTION: Image Search

To get the ad images, select all of the products found by using the check box at the top of the column or just the ones you are interested in viewing and press the “View Ad Campaigns” button.

Products


51 products

	Product	Company	Class
<input type="checkbox"/>	ABSTRAL TABLET	PROSTRAKAN, INC.	ANALGESICS. NARCOTIC
<input type="checkbox"/>	ADVIL FOR CHILDREN	PFIZER CONSUMER HEALTHCARE	PROPRIETARY ANALGESICS
<input type="checkbox"/>	ALEVE	BAYER CONSUMER	SYN NON-NARC ANALG NON-INJEC
<input type="checkbox"/>	BAYER ASPIRIN	BAYER HEALTHCARE LLC	ASPIRIN APC & RELATED
<input type="checkbox"/>	BAYER ASPIRIN PROTECT	BAYER HEALTHCARE PHARMACEUTICALS	ASPIRIN APC & RELATED
<input type="checkbox"/>	BETAMETHASONE SODIUM PHOSPHATE AND I	AMERICAN REGENT LABORATORIES	CORTICOIDS PLAIN INJECTABLE
<input type="checkbox"/>	BUTRANS TRANSDERMAL SYSTEM	PURDUE PHARMA	SYN.NARCOTIC ANALG. NON-INJ.
<input type="checkbox"/>	COLCRYS TABLETS	URL PHARMA	GOUT SPECIFIC PREPARATIONS
<input type="checkbox"/>	DURACT	EMERSON GROUP	SYN NON-NARC ANALG NON-INJEC
<input type="checkbox"/>	ECOTRIN TABLETS	GLAXOSMITHKLINE CONSUMER HEALTHCARE	ASPIRIN APC & RELATED
<input type="checkbox"/>	ENBREL	AMGEN AND PFIZER INC.	BIOLOGICAL RESPONSE MODIFIER
<input type="checkbox"/>	EUFLEXXA	FERRING PHARMACEUTICALS	ANTIARTHRITICS, PLAIN
<input type="checkbox"/>	EXALGO	MALLINCKRODT INC.	ANALGESICS
<input type="checkbox"/>	EXCEDRIN	NOVARTIS CONSUMER HEALTH INC	PROPRIETARY ANALGESICS
<input type="checkbox"/>	EXCEDRIN MIGRAINE TABLETS	NOVARTIS CONSUMER HEALTH INC	PROPRIETARY ANALGESICS
<input type="checkbox"/>	EXPAREL INJECTION	PACIRA PHARMACEUTICALS	ANALGESICS
<input type="checkbox"/>	FENTANYL TRANSDERMAL SYSTEM - MALLINC	COVIDIEN /MALLINCKRODT	CODEINE & COMBINATIONS
<input type="checkbox"/>	FEVERALL	ACTAVIS	ACETAMINOPHEN
<input type="checkbox"/>	FREEZE IT PRODUCTS	PERFECTA PRODUCTS INC	PTY ANTIARTHRITICS TOPICAL

View Ad Campaigns


Ads

Product: ADVIL FOR CHILDREN
Company: PFIZER CONSUMER HEALTHCARE
Ad Code: 20110221
Image: BLUE
Headline: FACT



Product: ADVIL FOR CHILDREN
Company: PFIZER CONSUMER HEALTHCARE
Ad Code: 20110924
Image: PRODUCT BOXES
Headline: NOW IN CINVENIENT CHEWABLES AND SMALL TABLETS

Class: PROPRIETARY ANALGESICS
Category: Pain
First Appeared: Sep 2011



Analysis (MARS 3.8) – NEW OPTION: How to make multiple schedules in you Analysis project

① Open project or create a new project

New Project

Project name: MARS 3.8

Description:

Client: new client Client Maintenance

Accounting Code:

Password:

Report Currency In: Net

Comments:

Project Owner:

Workgroup: Commercial

OK Cancel

Main

- Project
 - New Project
 - Project List
 - Project Details
 - Current Project
 - Recent Projects
- Audit
- Analysis
 - Analyses
 - Audience
 - Media
 - Reports
- Scheduling
- Form Reports
- Tools
- AOR

② Select audience

Audience

Study: [view study detail](#)

Kantar Media Readership - V.12.1

Demographic:

- All
- Drug Adoption: Early Adopters
- Drug Adoption: Early Majority
- Drug Adoption: Late Majority
- Drug Adoption: Traditionalist
- Age: Under 34

Rx Class:

- None
- Acne with Anti-Infectives/Antiseptics
- All Products
- Alzheimer-Type Dementia
- Angiotension II Antagonist, Other
- Antiarthritic, Syst. Biological Response

Show Selected

Specialty	Off	Has	Com	Stf	Sup	RX:Off	RX:Has	RX:Com
General Practice	<input type="checkbox"/>							
Family Medicine	<input type="checkbox"/>	<input type="checkbox"/>						
Internal Medicine	<input type="checkbox"/>	<input type="checkbox"/>						
Allergy and Allergy/Immunology			<input type="checkbox"/>					

③ Select media

Media

Show selected

Media groups

- ☐ Multispecialty
- ☐ PC Combo Non-Duplicated
- ☐ Allergy
- ☐ Anesthesiology
- ☐ Cardiology
- ☐ Combination Duplicated
- ☐ Combination Non-Duplicated
- ☐ Dental/Dental Hygiene
- ☒ Dermatology
- ☐ Diabetes Endo
- ☐ Emergency Medicine

Media

- ☐ Cosmetic Dermatology
- ☐ Cutis
- ☒ Cutis - Dermatology Demo
- ☐ Dermatologic Surgery
- ☐ Dermatologic Therapy
- ☒ Dermatology Times
- ☐ Dermatology World
- ☐ Journal of Clinical and Aesthetic Dermatology, T
- ☐ Journal of Drugs In Dermatology
- ☐ Journal of Investigative Dermatology
- ☒ Journal of the American Academy of Dermatology

Analysis (MARS 3.8) – NEW OPTION: How to make multiple schedules in you Analysis project

4 Go to Reports/Parameters

Select Reach & Frequency or Specialty Impressions and add insertions to selected media

The screenshot displays the MARS 3.8 software interface. On the left is a navigation pane with a tree view containing categories like Project, Audit, Analysis, Scheduling, Form Reports, Tools, and AOR. The 'Parameters' option under the 'Reports' category is selected. The main area is titled 'Parameters' and contains a 'Data Template' list with 'Reach and Frequency' highlighted. To the right are 'Standard Report Layout' and 'Custom Report Layout' sections. Below these are buttons for 'View Results', 'Print (PDF)', 'Export (XLS)', and 'Export (TXT)'. A table lists media items and their insertion counts:

Media	Insertions
Cutis - Dermatology Demo	3
Dermatology Times	3
Journal of the American Academy of Dermatology	3

Below the table is a 'Reach and Frequency' report window. It has tabs for 'Summary', 'Specialty Imp', 'Specialties', and 'Media'. The 'Summary' tab is active, showing a table with columns for 'Reach (%)', 'Study', 'Reach', 'Demographic', 'Total Insertions', 'Audience', 'Gross Impressions', and 'Universe'. At the bottom of the report window are an 'Update' button and fields for 'Data type' (set to 'Exposures: Average Page') and 'Duration' (set to '12').

Analysis (MARS 3.8) – NEW OPTION:

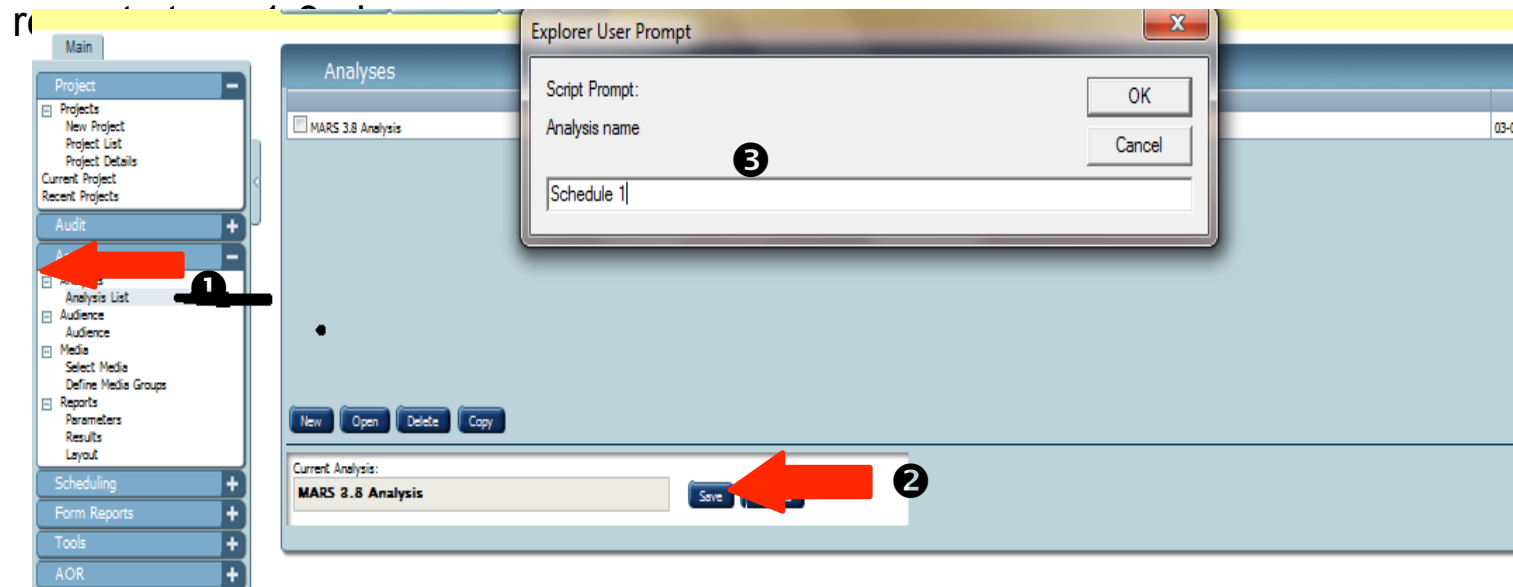
How to make multiple schedules in you Analysis project

To save schedules:

- 1- Select Analyses and Analysis list
- 2- Click on the Save As button **at the bottom of the screen**
- 3- A pop up box will appear. Enter the name of your schedule in this box and click OK

To add and save additional schedules go back into Parameters make schedule adjustments.

To save additional schedules, use the navigation menu option “Analysis List” and



Analysis (MARS 3.8) – NEW OPTION:

How to make multiple schedules in you Analysis project

To switch between schedules:

Select the desired schedule and click on the open button.

The screenshot shows the MARS 3.8 software interface. On the left is a navigation sidebar with a 'Main' tab and several expandable sections: 'Project' (containing 'New Project', 'Project List', 'Project Details', 'Current Project', 'Recent Projects'), 'Audit', 'Analysis' (containing 'Analyses', 'Analysis List', 'Audience', 'Media', 'Select Media', 'Define Media Groups', 'Reports', 'Parameters', 'Results', 'Layout'), 'Scheduling', 'Form Reports', 'Tools', and 'AOR'. The main window is titled 'Analyses' and contains a table with the following data:

Analysis Name	Date Created	Date Modified
<input type="checkbox"/> schedule 1	03-06-12	03-06-12
<input checked="" type="checkbox"/> schedule 2	03-06-12	03-06-12

Below the table, there are three buttons: 'New', 'Open', and 'Save'. The 'Open' button is highlighted with a red arrow. At the bottom of the window, there is a 'Current Analysis:' field containing the text 'schedule 1', with 'Save' and 'Save As' buttons next to it.