Simmons Insights
User Guide

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Password

Forgot password?

SIGN IN
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Welcome to Simmons Insights

Simmons Insights is a new consumer intelligence and discovery platform that empowers clients with brand consumer messaging, cross-channel marketing, and media planning tactics. Simmons Insights will include advanced reporting analytics, data visualizations, and business intelligence applications with comprehensive profiling that will enable clients to build proprietary data dashboards and custom analyses quickly and easily.

Simmons Insights places actionable consumer insights at the users’ fingertips with intuitive functionality and an improved navigation flow. With Simmons Insights, the emphasis is on guiding the user to better insights and intelligence, and helping clients mine through vast amounts of data even faster than before.

Simmons Insights introduces our powerful consumer intelligence search engine, Smart Search, that searches through thousands of consumer behaviors in the blink of an eye.

With this update of Simmons Insights, we are proud to introduce new and updated functionality, including:

- **Sales Catalyst (beta):** Sales Catalyst is an automated partnership exploration and audience analysis tool. Built on the Insights platform with Smart Search technology, Sales Catalyst helps advertising sales, partnership, and sponsorship teams understand commonalities between their audience and that of a potential partner. Sales Catalyst features advanced data visualizations that quickly illustrate the value of an audience, helping researchers streamline media sales and build more meaningful partnerships. This beta release includes 3 modules:
  
  - **Target:** Get deeper insights into the mindset of a target persona, media consumers, and the overlap between the two. Identify the media and brand preferences and consumption of the overlap audience to inform your pitch strategy and discover new partner prospects.
  
  - **Package:** Quickly assess which sub-entities, segments, attitudes, or content resonates best with the desired audience and pitch that combination, then build packages to highlight your competitive advantage.
  
  - **Compare:** Easily compare and contrast your audience versus that of the competition to inform pitch strategy and creative recommendations. The Compare module helps assess the market as defined by you and identifies potential opportunities for reaching consumers.

Future releases of Simmons Insights will expand the capabilities of this new tool, adding the ability to build proprietary data dashboards; integrated geo-mapping tools; our Consumer Media Engagement module; correspondence mapping and cluster analysis; along with many other enhancements.
Simmons Insights
Sign-In Basics

Sign-In

https://simmonsinsights.com

Simmons Insights requires users to sign into the system using unique usernames and passwords.

FAQ: Where do I get my username and password?

Your username is your email address. You will receive an email with a link to set up your password once you are set up in the system by an administrator.

If you are a current Simmons OneView user, the username and password for Simmons Insights is the same one that you currently use to access OneView.

FAQ: What if I forget my password?

There is a Forgot Password feature on the sign-in page. You will be asked to enter your username, and will then receive an email with a link to reset your password.

FAQ: The system says I am locked out; what do I do?

If you attempt to enter too many incorrect passwords in a row, the system has a security feature to lock you out. If this happens, you will receive an email with a link to unlock your account. Be sure to check your junk email folder; if the email ends up in that folder, you may have to copy and paste the link from the email into your browser rather than clicking on it.

User Types

There are two main types of users in Simmons Insights: General User and Client Administrator.

General User: Must be assigned a seat to access specific functions and studies.

Client Administrator: Person at client who is responsible for setting up users and assigning users to seats.

Browsers Supported (PC only)

- Chrome: 60.0.3112 and above
- Firefox: 56.0 and above
Simmons Insights Menu and toolbar

The left-hand side of the top toolbar enables access to the various reporting options inside Simmons Insights:

- Within Essentials, there is access to Crosstab, Quick Reports, and DataHaul.
- The Catalyst tab gives access for Brand Catalyst.
- The Edge tab is the gateway to building an Instant Edge.

Additional functionality will be added under each of these tabs as the features are built out.

The right-hand side of the top toolbar gives the user access to additional functionality in Simmons Insights:

- **Resources:** Help and user guide information (coming soon).
- **Notifications:** (coming soon).
- **Feedback:** Provide comments to the Simmons Insights product team by section.
- **Administration:** Includes a drop-down menu to edit “my info,” change your password, set user preferences, and to log out of a Simmons Insights session.
Simmons Insights
Tool palette

The tool palette to the left of the main screen contains some selections and options for runs within the Simmons Insights tool.

The accordion arrow at the top enables to user to expand and contract the tool palette to increase screen real estate for analysis of data.

- **Study selection**: All available studies will be listed in a drop down menu here.

- **Open**: Open a previous crosstab or a saved .spc file.

- **Save**: Save your crosstab.

- **Share**: (coming soon)

- **Export**: Select your export format: Excel, CSV, or specification file (.spc).

- **Chart Type**: Private Eye, Crosstab, Quad Chart, or Trend.

- **View**: Toggle on and off the variables that you want to see on-screen for your crosstab. Enable highlighting and filtering. Includes “Clear All” option.

- **Grid**: Expand this to see the selected bases, columns, and rows in this specific run.
**Smart Search** is the default view when you open Simmons Insights.

- Users can filter smart searches by a particular category (purple box above) to begin the search within that category.
- Users may also begin typing in the second (blue) box without selecting a category to find all the terms that match.
  - Results will populate in the drop-down box. Scroll down to select.
  - Smart search gives you the ability to search for non-sequential words (ie, type “buy best” and get results that include Best Buy).
  - Smart search refines the values found based on each letter typed.
- When you do a smart search, there will be several types of answers that appear.
  - A blue checkmark indicates the answer. Select this to begin building your segment.
  - A red question mark indicates a question. Click on this to get the answer options for this question. Select one to begin building your segment.
  - A blue folder indicates that this is a category. If you click on this, you will be prompted to enter another search term to search within that category.
Simmons Insights
Smart Search

Drop-down menu to narrow your search to a particular category

Use search box to enter terms to search

Placement icons let you add your selection to your bases, columns, or rows

When an item is selected, you will see the sample size and weighted number (000) in red above your target.

Once you have added this to your row, column, or base, you will see it appear on the left in the tool palette.
Simmons Insights
Smart Search

Once you've built your segment, click the appropriate icon to add it to your base, column, or row.

To create a segment with a combination of variables, type in your first search term and hit enter once you find it. A drop-down menu will appear with options.

As you add other variables, the sample and weighted counts will change to that of the new segment.

Once you've built your segment, click the appropriate icon to add it to your base, column, or row.

To rename the segment, double-click on the segment in the side tool palette and type in the new name.

From here, you can edit the segment by double-clicking on the pen icon. This brings the segment back into the search bar where you can change any of the variables and add it back to your base, row, or column.
In Smart Search, adding multiple items requires some additional steps. You will need to hit CTRL or SHIFT and then begin selecting the items. When you select the items, they will turn dark blue.

**To AND/OR the combination:** The AND/OR option appears above the multiple selected items. If you wish to combine these items with AND/OR, select that option. This combination can be added to Columns, Rows, or Bases by using the icons.

**To add multiple items to Columns, Rows, or Bases as individual items:** Once you have selected the items, click on the appropriate icon above and to the top right of the items you have chosen. This will move these individually to the Column, Row, or Base.

Continue to add columns and rows until you have completed setting up the data you want to run.

Once you have your bases, columns, and rows all set up, click the arrow icon to run your crosstab.
All your created, shared, and/or adopted definitions are also available to search in Smart Search.

You can access your definitions in Smart Search in one of two ways.

- In the category dropdown, your definitions can be selected and added to your columns, rows, and/or bases in the same way you can select question answers.
- Alternatively, you can search for the definition and definitions will appear at the bottom of your search results.

To search only definitions, you can select "Definitions" from the category dropdown.

Please note: this does not include the ability to create a definition in Smart Search. To create a definition, please switch to dictionary search. A definition created in dictionary search will then be usable in Smart Search.
Simmons Insights
Tool palette expansion

When you have your crosstab in the viewing window, you can use these options on the left side tool palette to adjust what variables you see and how you want to export.

**Export:** Options include Excel (.xls), specification file (.spc), or comma-separated (.csv).

**Chart Type:** You can select to view the data numerically in either Private Eye (horizontal) or Crosstab (stacked) views. Additionally, you can look at your data in a quad chart (see page 15) or run a trend report (see pages 16-18).

**View:** You can toggle on/off the various metrics that you display within the data window. Note that whatever is displayed on the screen is also what will be exported.

With Clear All, you can remove all data points from your crosstab.

You can also highlight and filter your data from within this option.
Simmons Insights Data View Pane

View of crosstab run in screen with tool palette minimized to show more data. If you want to see specifics, you can expand the tool palette and click on the GRID icon.

To save a crosstab, expand the tool palette and click on “Save Crosstab.”

If a crosstab with the same name already exists, you can overwrite the old version, or choose a new name.

To open a previously saved crosstab run, expand the tool palette and select Open Crosstabs. Note that you will have to click the run icon to see the data from a saved crosstab.
Simmons Insights Data View Pane

The default chart type in Simmons Insights is Private Eye view, which lays out the data points for each target vertically.

Also available is Crosstab view, which stacks the data points on top of each other.

Both of these chart types have color coding and conditional formatting to illustrate the size of the variables. To remove the colors, click the right icon. To change the highlighting and filtering rules (and enable alternative highlighting and filtering), click the left icon.

See page 19 for more information on filtering and highlighting.
Simmons Insights
Quad Charts

Also available is the quad charts view, which enables you to look at the data in a more visual manner, and shows how two targets relate to each other across a set of data points.

Drop-down menus for each axis column enable you to switch between targets for the horizontal and vertical rows.

This interactive quad chart also lets you zoom in on a particular set of data points by using your mouse to draw a box around the selected set of variables. The window will then zoom in to show a more granular view.

To return to the full-screen view, click the Reset zoom box in the upper right hand corner of the quad chart.
Simmons Insights

Trending

Also available through the Chart Type menu is the ability to trend across studies.

Set up your crosstab and click the run arrow. Once your data appears, go to the Chart Type menu and select Trend.

Select the studies that you want to trend. You can search using the box at the top of the list of studies. Add each to the trend box by clicking on the red arrow.

When you have added all your studies, click the Run Trend box in the bottom right corner.
Simmons Insights
Trending

The default view for the trend is a graph view. You can select your target with the drop-down box at the top of the chart.

You can also toggle the different chart variables on and off by clicking on their names in the “Trend Rows” legend to the left of the chart.

Select the radio button for Data View to switch to the stacked version.
Simmons Insights 
Trending

You can toggle on and off variables within the trend report by opening up the view menu and selecting sample, weighted (000), or vertical %.

Some tips on running trend reports:

1. The graph view will show the weighted (000) numbers. If you hover over any of the data points, you will see a pop-up with all the variables for that point.

2. Select the oldest study that you want to trend from first, as your base study.

3. The trend will use the base study as the “first” one on the left hand side of the chart.

4. The order in which you bring the other studies into the trend report does not matter. The software will order them chronologically.
Simmons Insights
Highlight and filtering

The “Highlight and Filtering” option is within the View section on the Tool Palette as well as on the crosstab data screen.

When you click on the left icon, the screen to the right will pop up, enabling a number of highlighting and filtering options.

For text and background colors, you can select available colors or add your own hex or RGB colors to match your brand’s style guide.
Simmons Insights
Dictionary Search

Selecting Dictionary Search at the bottom right corner of the Smart Search bar will bring you to the Dictionary Search view. Any work done in Smart Search carries over to this view, and vice versa. Dictionary Search allows you to view the entire Simmons data dictionary at once, and build segments by “dragging and dropping,” not clicking.

**Dictionary Search Edit Pane**

- **Search Bar**: Enter text to search for a particular item.
- **Dictionary Window**: Where the data dictionary lives. Click on the > to expand the section down to the question level.
- **Answer Window**: When the Dictionary Window has been used to reveal the question, the answers to this question will appear in the answer window.
- **Coding Box**: The coding box is used, along with logical operators, to create more complex targets.
- **Columns**: The items from the dictionary about which you want to know more; also known as targets.
- **Rows**: The items from the dictionary that define what you want to know about your target.
- **Bases**: Enables comparison between different universes.
Buttons above the Dictionary box enable the user to select the level of text searched. Selecting ALL will enable Category, Question, and Answer.

Logical operators are displayed to the right above the coding box. The most common operators are listed, and the more advanced are available via a drop-down menu.

This selection allows the user to toggle between the dictionary questions, a section with saved definitions, and the recycle bin, which holds discarded questions.

### Coding Box Buttons

**VERIFY** Verifies that coding is correct.

**DEFINE** Enables a pop-up that translates the codes into questions/answers.

**CLEAR** Clears the entry from the coding box.

**SAVE** Lets user save the coding to a definition file

Add coding box to columns

Add coding box to rows.

Add coding box to base
Simmons Insights
Dictionary Search

**Scratch Tab**

The Scratch tab is useful when combining answers from multiple questions into a combined count coding. Locate the answers you wish to combine and drag them into the Scratch tab. Once the answers are there, select them all, right click the mouse, select Functions, and go to the Count tab.

**Columns, Rows, and Bases**

Items can be dragged to these rows from the Dictionary and Answer windows.

The number in parentheses after the section header indicates the number of items in that section.

For each line in your row, column, or base section, you will see the sample count and the weighted projection number, in thousands.

The X icon will delete all the entries within that section.

The up and down arrows can be used to rearrange the items within each section.
Dictionary Search allows you to view the entire Simmons data dictionary at once, and build segments by “dragging and dropping” instead of just clicking. As you can see, the same Columns and Rows we created in Smart Search also appear here.

Using the drop down menus on the left side of the screen, you can find data points you may need. The right side will populate with “answers” from a folder (in this case, Gender) and you can then drag anything into the Coding Box below (in this case, Female).

You can also use the search bar above the dictionary to search for any data point. It is recommended you search “All”, not just Answers or Questions & Answers.

Searching for “Yoga” will yield all dictionary folders in which Yoga appears. Note that you do not see what else appears in those folders - you will only see the data point you searched for.
Simmons Insights
Dictionary Search

Using the connectors above the right side of the coding box (Or, And, Not, Xor), you can build a segment just like we did in smart search. You can rename the segment in the upper left hand corner, and then select one of the icons in the bottom right corner to Move to Columns, Rows, or Bases.

Selecting “Verify” will confirm whether what you have put into the Coding Box is appropriate for adding to your crosstab. If what you have selected is not appropriate (eg, you forgot to add a connector like “And”), your coding box will be outlined in red. If it is ok, it will be outlined in green.

Selecting “Define” will show you all of the different data points in your coding box written out (shown below), which is especially useful if you have built long/complicated segments.

Selecting “Save” will allow you to save your segment to a Definitions folder, which is covered on the next page.
Simmons Insights Dictionary Search

Above the data dictionary is a tab labeled “Definitions”.

Here you can find folders with segments that Simmons has pre-built for convenience, such as Generations (Millennials, Gen X, etc.)

You can also create your own folder by selecting “Create” in the top left corner. Name the folder, and select “Shared” to ensure that others (only those in your same account) will be able to access your segments if necessary.

Once a folder has been created, you can add your own segments by dragging them over from your Columns/Rows, or by selecting “Save” under the coding box as mentioned on the previous page.

To access definition folders created by someone else, select “Browse Shared” and a list of available folders will appear for you to choose to add to your dictionary search.
Anything you clear from your Columns, Rows, or Bases will appear in the Recycle tab – this includes any work you did with Smart Search if you select “Clear All” on the crosstab output (pg. 11).

However, it will only include data points you cleared during your current session. If you log out and log back in and open your saved Crosstab, your Recycle tab will be empty.

As with normal dictionary search functionality, you can simply drag and drop anything from the Recycle tab back over into your Columns/Rows/Bases.

For additional convenience, we have also included a “Scratch” tab, located in the top right corner above Columns. See page 22 for more on the Scratch tab.

Nothing you add to the Scratch tab will appear in your final crosstab output; it is meant as a place to hold data points from the dictionary in case you think you might need to use them later!
Simmons Insights
Dictionary Search

Clicking the red arrow in the top right hand corner of Dictionary Search will run your crosstab and provide an output just as with Smart Search.

If you ever want to return to the Smart Search view, simply click the “Smart Search” arrow button, also in the top right hand corner. DO NOT hit the back button on your web browser!
DataHaul is a one of the functionalities available in the Essentials tab of Simmons Insights.

With this story-finding tool, you can compare and contrast up to 10 targets across ALL the variables measured within the Simmons study that is loaded.

DataHaul uses the Smart Search functionality to create targets, or you can use those previously saved in a definitions folder. Use this to create up to 10 targets. Add each of these targets to your rows. You also have the ability to add a base to your targets if you wish.

You will see these targets in the Grid section of the tool palette to the left of the screen as you add them.

Once you have selected your target(s), click the Run arrow. DataHaul runs on a remote server, so you will see different notification bar colors depending on the state of your run, along with the corresponding status in the status column.

When the report is ready, you will see the green 100% bar along with a notation that says “complete.” To open your DataHaul, click on the Download icon in the Actions box. From the Actions box, you can also click on the trash can icon to delete this run.

Note that DataHaul runs will be automatically deleted from the server after 10 days.
Simmons Insights
Quick Reports

Quick Reports are available in the drop-down menu under the Essentials tab.

The first two quick reports are available across all Simmons studies. All the quick reports are available for Simmons Connect.

Within the tool palette on the left, there is an option to export to Excel all the underlying data for each Quick Report.

When you change the study to Simmons Connect, all the quick reports are visible.
Simmons Insights Quick Reports

Quick Reports use Smart Search to build the target.

Once you have combined the desired items, use the icons to add the combination to either the base or the target.

Then select the quick report that you want to run, and click the arrow icon to run it.

The report will populate, and any required bases will be automatically added.

The Quick Reports have been reformatted with new icons and a new color scheme; however, the data reported is the same as the OneView reports.

The Dashboard button will bring you back to the Quick Report main screen. Clear All removes the base and the target and returns you to the main Quick Report screen.
Simmons Insights Quick Reports

The **Demographic Profile Report** shows demographic variables for the target.

These include:
- General statistics
- Education
- Ethnicity
- Race
- Household Income
- Age
- Gender

**General Statistics**
- Median Household Income: $69,324
- Median Age: 38
- Employed (Full or Part-Time): 64%
- Married: 40%
- Children in Household: 34%
- Homeowners: 63%
Simmons Insights Quick Reports

The **Segmentation Report** shows segmentation breakdowns for the target. The user can switch between segmentation categories by using the drop-down menu at the top of this report, in the center of the screen.

The user can toggle between the pie chart and the index chart with the radio button.

Hovering over any of the segments will bring up a pop-up window that gives descriptive statistics about that segment, including sample, weighted estimate, vertical percent, and index.
Simmons Insights Quick Reports

The **Time Spent Composition Report** shows the breakdown of time spent, by percent and index, across the 11 platforms measured in Simmons Connect.

The user can toggle between the vertical percent and the index with the radio button. Hovering over a column brings up a detailed pop-up box.

Clicking on any of the icons at the bottom of the bar chart brings up an icon-based report showing average time spent by medium over the last 7 days.
Simmons Insights
Quick Reports

The Digital Activity Profile Report shows how the target interacts with the digital world around them.

There is no toggle option on this report, but hovering over any of the images on the report will bring up a pop-up box that adds additional data points.
Simmons Insights Quick Reports

The **Reach Report** shows how the target uses media, across the 11 cross-platform measures from Simmons Connect.

![Reach Report Image](image)

The user can toggle between index and percent, and there is also a drop-down menu that allows the user to choose between 1-day, 7-day, and 30-day reach.

![Reach Report Image](image)

As with other reports, the user has the ability to hover over any of the data points in this report and see a pop-up box with more detailed information.

![Game Console](image)
Simmons Insights Quick Reports

The Incremental Reach Across Platforms Report lets the user build a cross-platform incremental reach report by selecting any combination of platforms.

The graph portrays the reach of each platform by reach on the vertical axis and time spent in hours (for an average week) on the horizontal axis.

The table in the upper right hand corner shows the reach of each platform, the incremental reach added by each additional platform, and the total reach across all selected platforms.

As with other reports, the user has the ability to hover over any of the data points in the graph on this report and see a pop-up box with more detailed information about that particular platform.
Simmons Insights
Quick Reports

The **Media Activity Across Platform Report** shows which activities the target does across various platforms. The activity is selectable via a drop-down box at the top center of the report. Only platforms where that activity is measured are shown.

The user can toggle between index and percent, via a radio button.

As with other reports, the user has the ability to hover over any of the data points in this report and see a pop-up box with more detailed information.
Simmons Insights
Quick Reports

The **Media Platform Across Activity Report** shows which platforms the target uses for various activities. The platform is selectable via a drop-down box at the top center of the report. Only activities where that platform is measured are shown.

The user can toggle between index and percent, via a radio button.

As with other reports, the user has the ability to hover over any of the data points in this report and see a pop-up box with more detailed information.
Simmons Insights
Quick Reports

The **Simultaneous Usage While Watching TV Report** shows activities that the target does while watching TV. There is a drop-down menu that allows the user to select one of five Likert scale values (Not at All to Very Often).

As with other reports, the user has the ability to hover over any of the data points in this report and see a pop-up box with more detailed information.
Simmons Insights Quick Reports

The **Day in the Life Report** shows hour-by-hour use of activities on smartphones (or Mobile via radio button). The drop-down menu enables users to look at differences between different days and between weekdays and weekends.

The user can toggle between index and percent, via a radio button. With this report, the user can also toggle off individual activities to focus on those important to them.

As with other reports, the user has the ability to hover over any of the data points in this report and see a pop-up box with more detailed information.
Simmons Insights Quick Reports

The Social Media Activity Profile Report shows an overview of a target’s social media usage and top attitudes about social media.

The user can toggle between index and percent, via a radio button.

As with other reports, the user has the ability to hover over any of the data points in this report and see a pop-up box with more detailed information.
Simmons Insights Quick Reports

The **Channel Category Report** shows website category usage across mobile, PC, and combined.

As with other reports, the user has the ability to hover over any of the data points in this report and see a pop-up box with more detailed information.
Simmons Insights
Quick Reports

The **Website Visitation Report** shows website category and site usage across mobile, PC, and combined. Users can access the drop-down menu at the top of the report to select either last 7 days or last 30 days.

The default view is by category, but the user can click on the folder next to the category name to show the top 10 sites (by %) within each category.

The Excel export of this report includes all the websites within each category.

<table>
<thead>
<tr>
<th>Sample</th>
<th>Weighted(000)</th>
<th>Vertical %</th>
<th>Horizontal %</th>
<th>Index</th>
<th>Sample</th>
<th>Weighted(000)</th>
<th>Vertical %</th>
<th>Horizontal %</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping And Classifieds: <a href="http://www.lowes.com">www.lowes.com</a></td>
<td>1,954</td>
<td>19,238</td>
<td>8.0%</td>
<td>100.0%</td>
<td>100</td>
<td>99</td>
<td>1,326</td>
<td>8.4%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Shopping And Classifieds: us.flipp.com</td>
<td>1,839</td>
<td>18,243</td>
<td>7.6%</td>
<td>100.0%</td>
<td>100</td>
<td>112</td>
<td>1,296</td>
<td>8.2%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Shopping And Classifieds: <a href="http://www.macys.com">www.macys.com</a></td>
<td>1,943</td>
<td>17,763</td>
<td>7.4%</td>
<td>100.0%</td>
<td>100</td>
<td>108</td>
<td>1,182</td>
<td>7.5%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Shopping And Classifieds: <a href="http://www.wayfair.com">www.wayfair.com</a></td>
<td>1,877</td>
<td>18,141</td>
<td>7.6%</td>
<td>100.0%</td>
<td>100</td>
<td>106</td>
<td>1,150</td>
<td>7.3%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Shopping And Classifieds: <a href="http://www.jet.com">www.jet.com</a></td>
<td>1,422</td>
<td>14,800</td>
<td>6.2%</td>
<td>100.0%</td>
<td>100</td>
<td>91</td>
<td>1,076</td>
<td>6.8%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>
SimmonsLOCAL Flexible Markets allows users to create custom geographies across borders, whether the user has 2 markets, all 209, or anywhere in between. It also enables users to compare targets across more granular geographies than the NCS.

The Flexible Markets studies can be selected from the study selector. Search for Flexible Markets and the list will populate with the available studies.

Select the appropriate study to begin.

Within the drop-down menu on the Smart Search page, you will see an entry that says Geographies. By selecting any of these geographies, you will limit your search to that particular geography.

If you do not want to narrow your search, you can search for any particular geography, including states, markets, counties, or zip code by typing your selection into the Smart Search bar.

Note that the Flex geographies are indicated by a snowflake icon to differentiate them from the geographies available in the NCS.
Important Notes:

Your Flexible Markets study will include only those markets to which you subscribe.

You will need to add a base to your crosstab before you can run it. What base you choose depends on what you want to see. For example:

- If you want to compare those people in the Flint, Michigan market to the rest of the state, you would add Flint to your columns and Michigan to your base.
- If you wanted to compare people in Flint to those in the Midwest, you could choose U.S. Census Regions: Midwest as your base.
- Or you can compare them to the United States as a whole, by combining all 4 census regions to create a custom US geography (a pre-coded “all markets” definition is coming soon).
- Note that your base can be comprised of both geographic and non-geographic variables, but it is a requirement that at least one geographic variable be included in the base.

The Flexible Markets study includes a new “IN” operator.

- All geographic combinations will be joined together with a new operator, “IN.” This is different than the AND, OR, etc. operators commonly used in other Simmons Insights crosstabs. This function tells the system to “include all respondents IN the chosen list of geographies.”
- Each geography level will receive a separate IN heading. Below are all the IN operators as you will see them in the coding box – the numbers represent the specific geographies.
  - Census Regions
  - States
  - Markets
  - Counties
  - Zip codes
    - INREGION (1, 2)
    - INSTATE (9, 10)
    - INMARKET (743, 524)
    - INCOUNTY (50003, 25003)
    - INZIP (31015, 31072)

- When you aggregate different geographic levels, the different geography levels are joined together via OR, with the “IN” variable preceding each discrete geography level.
- If you want to create an “ALL MARKETS” base, you can go into the coding box and create INMARKET (0), until the All Markets base is implemented into Insights.
You can use Smart Search to create custom geographies by combining them in the coding box with OR, then clicking on the row, column, or base to add it to the appropriate place in your crosstab.

You can combine different types of geographies, including regions, states, markets, counties, and zip codes.

Within the Dictionary Search, you will see the Geographies tab between the Dictionary and Definitions tabs, which includes all the various geographies available within the Flexible Markets data.

Clicking on the arrow will expand each geography, at which point you will be able to drag them to the bases, rows, columns, or coding box to create your geographies within the Flexible Markets Study.

To set up your data run using Dictionary Search, you can treat the geographies just like any other variable.
Importing Geographies

- Within the Flexible Markets study, there is an IMPORT feature, which allows geographies to be imported via a text or CSV file directly into the Definitions tab.
- Note that any geography can be imported as a definition file.

To use this feature (available within Dictionary Search only):

- Go to the Definitions tab
- Click on Import
- Import Custom Geography

- This pop-up will appear.
- Browse for the file name.
- The geographies must be listed in a .txt or .csv file format.
- The file should have a TITLE at the top, and the list of geographies below this.

- After browsing for the file, you can save to an existing definition or create a new one.
- You will then see a new definition file with that title.

- Your imported geography will come in as a list of geographies – they will be listed individually and you can create an aggregated area by combining them.
Running your crosstab with Flexible Markets

Within the viewer, you will see your base, columns, and rows listed in the tool palette along the left side.

All the indices within this crosstab are in comparison to the base – in this case, New Jersey.

Be aware that, because of the way Flexible Markets works, you may see some of the following within your crosstab:

- **Not Valid**: displays when a crosstab is generated with variables that are not available in ALL the geographies selected.

- **Empty horizontal%/index**: if your base includes geographies where that data element is not available in every geography, the individual geographies listed in columns or rows will not display any values for vertical %, horizontal %, or index.

- **Numerical zeroes in Retail/Dining categories**: this is displayed when the store has no shoppers for the measured time period or the retailer/restaurant has no physical locations in the geography selected.
Quickly pinpoint market trends and unique audience segments

- Understanding the impact of current events and trends on consumer sentiment, measuring how these changes effect a brand or category, and quantifying the impact of these changes on customer personas and segments is critical for marketers to gain and defend a competitive advantage.

- Simmons Instant Edge is a do-it-yourself, short survey tool, enabling marketers to unearth and understand proprietary consumer insights. By fusing the results with Simmons' National Consumer Study, marketers can leverage the combined data to quickly shift strategies and create brand differentiation in days.

The Instant Edge module will be available to all clients who have a signed Statement of Work to access Instant Edge within Simmons Insights.

Subscribers to Instant Edge will have the ability to create a new survey from the Instant Edge module, available from the Edge drop-down menu within Simmons Insights.
Once you’ve logged into Instant Edge, click on Create Your Instant Edge to begin.

Select your study from the list available. Note that the * shows you the current most recent study. This is the study to which your Instant Edge survey data will be appended.

Then click continue to move to the next screen.
On the next screen, you will provide information about your survey. The required fields include Survey Name and Sample Size.

**Target Criteria**
- You can select from demographics to narrow down to the target to which you want the survey to go.
- The target selection also narrows down the NHCS respondents who will be fused to the INSTANT EDGE survey data.
- If no specific target criteria are selected, it will default to All Adults 18+.
- When selecting multiple targets within a single category, these elements use an OR expression.
- When selecting multiple targets from different categories, these elements use an AND expression. For example, the lookup expression for multiple selections shown below would look like (AGE: 18 OR AGE: 19) AND GENDER: Female.
Incidence Rate

- Incidence rate is a pre-populated field that is based on the target criteria selected.
- By default, the incidence rate will be 100% for all adults 18+. If the target criteria is changed, the incidence rate is adjusted for that selection.
- There is a minimum incidence rate requirement of 10%. If your incidence rate is below 10%, you will need to adjust your target criteria.
- The selection of target criteria will determine the incidence rate for the survey as well as the suggested number of completes. You have the option to increase the number of completes above this number, but you cannot decrease it.

Correct example:

Example where the target criteria needs to be adjusted to equal or exceed 10%.
Create Survey Questionnaire

- Using the following question types, a user can add up to 10 questions: Radio Grid, Radio Button, Check Boxes, and Drop-down.
- You can easily add, edit, and delete questions on this page and continue to the next page when complete.

There are 4 types of questions available:
1. Radio Buttons
2. Dropdown Menu
3. Radio Button Grid
4. Checkboxes
Create Survey Questionnaire
- When done, click Save and Continue.

Dictionary Text
- You can specify how you would like to see the survey text in the dictionary when it becomes available in Simmons Insights.
- If a question or answer option is less than 35 characters, the text field is auto-populated with the questionnaire text and can be edited.
- If the question or answer is over 35 characters, you need to edit the field to provide a maximum of 35 characters for the element.

- Once you edit the text to less than 35 characters, you can click continue.
Survey Summary

- The Survey Summary page provides you the details of your INSTANT EDGE survey, including Survey Name, Targeting Criteria, Estimated Incidence Rate, Sample Size (# of Completes), Estimated Survey Length, Number of Questions, and Estimated Cost.
- Here, you should review the parameters and ensure that they match your expected inputs.
- If everything appears as expected, click Agree & Submit for Approval.

Submit for Review

- After submitting the survey for review, Simmons will reach out to a designated Point of Contact (POC) on the SOW for approval with the estimated survey cost.
- After POC approval is received, Simmons will review the submitted survey ensure best practices and formatting capabilities.
- If a survey requires edits, Simmons will contact you with suggestions.
- You will then be able to go back and make edits and re-submit the survey.
Launch the Survey

• After Simmons reviews the study, Simmons will launch the survey for data collection.

Access Data

• You will be able to access the Instant Edge data from the study that you selected after processing and quality checks are completed.
• You will receive an email from Simmons notifying you that the data is now available in Simmons Insights.
• The data will be available, under the survey name that you used
  • In SmartSearch: under the Instant Edge section
  • In Dictionary search: at the bottom of the dictionary
Simmons Insights
Brand Catalyst

**Brand Catalyst** is a predictive consumer segmentation and brand strategy tool that helps define brand identity, differentiate against competitors, create unique personas, and drive effective media, creative, and partnership strategies. Brand Catalyst includes 3 key modules:

- **Explorer**: Pre-formatted Simmons insights that highlight unique opportunities for customer retention, prospect acquisition, and category growth.
- **Reporter**: A deep dive across over 200K consumer attributes to quickly assess how personas are differentiated from each other.
- **Creator**: Automated clustering of a persona into segments, using underlying consumer psychographics to test differentiated offerings and messaging.

**Brand Catalyst** can be found under the Catalyst tab.

Upon entering Brand Catalyst, you will be in Explorer mode, as you can see from the side tool bar. Below that is Reporter, and at the bottom, Creator.

Brand Catalyst uses Smart Search to create up to three personas, compared side by side, with Simmons-defined key insights via visually appealing widgets and infographics.
Simmons Insights
Brand Catalyst: Explorer

To start using Brand Catalyst, select your study from the drop-down menu.

Then create your personas with the Smart Search bar. You can use nearly any combination of Simmons variables (within the NHCS) to create each persona. After you create your first persona, click the Explore icon. To add a second or third persona (a maximum of three are allowed) to the comparison, create and add those just like the first. To set a base, build your base in Smart Search and click the base icon. Note that numeric functions (i.e. equations such as "median") will not work in Brand Catalyst when building a persona or setting a base.

The export icon enables you to export the entire Brand Catalyst report to a PDF file, with each section (see following pages) on a separate tab.

Once you have set up your persona and clicked Explore, you will see some options available on the brand tab that allow you to edit, add demographics to, or delete your persona.

- Quickly add additional demographic data to your persona from a drop-down list.
- Delete this persona.
- Edit persona, or rename to suit your needs. The edit persona option also lets you save this persona to a definition folder. These definitions can be accessed outside of Brand Catalyst as well.
Simmons Insights
Brand Catalyst: Explorer

For this run, we used a base of 21+, which you can see in the upper left corner, because we’re comparing consumers of various beer brands. The three beer brands are Corona, Heineken, and Guinness.

This first screen gives you an overview of each persona. The persona description tells you what the target is that you are looking at. Below that is the size of the audience, projected out onto the US adult population, and the reach across the US adult population. Note that if you choose a base, this will be the projected population and reach across your base.

The Profiles section of Explorer first looks at the top indexing general statement and self-concept (Any Agree) for the persona. Below that, you will see some Economic Outlook statements, and Purchase Propensity and Consumer Confidence scale items – each of which is the highest indexing for that particular group (with a minimum sample size of 60 on the overlap between the persona and the data variable required for inclusion). As with the other data points in Explorer, each section includes both an index and a reach %. The default on the reach is set at >10%. You can use the slider to change this number up or down, depending on what your needs are for any particular project.
The second section in Explorer includes the top 5 brands (by index) for each persona. These are the Brand Consumers described on page 54 of this user guide; in brief, the Brand Consumer is anyone who consumed this brand.

Each brand has an icon that indicates the category of the brand. Next to this is the brand name, including the category. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.

The third section in Explorer includes the top 5 media vehicles (by index) for each persona. These are the Media Consumers described on page 54 of this user guide; in brief, the Media Consumer is anyone who used this media vehicle.

Each media vehicle has an icon that indicates the category of the vehicle. Next to this is the vehicle name, including the category. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.
The fourth section in Explorer includes the top psychographic statement for each category (by index) for each persona. The default setting is Any Agree (top 2 box), but the slider at the top of the screen can be moved to indicate any of the 7 scale options available. When you move the slider, the top statements and their corresponding values will change.

Each psychographic category has an icon that corresponds to that category. Next to this is the statement itself. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.
The fifth section in Explorer takes a closer look at the top brands (by index) for each persona, showing the top 10 for each. As with the previous top brand depiction, each brand has an icon that indicates the category of the brand. Next to this is the brand name, including the category. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.

Within the brand section, you can use the filter to select the categories that are displayed for the top 10. For example, you can type in Supermarket, hit the return key, then select the check box and click apply to display the Supermarket category for your persona (or personas), ranked by index. You can also use the slider to change the reach percentage up or down.

To clear this filter, click the X next to the category name.

You can also search by brand and select the categories that you wish to view based on the categories where that brand appears.
The sixth section in Explorer takes a deeper dive into the top media vehicles (by index) for each persona, showing the top 10 for each. As with the previous top media vehicle depiction, each vehicle has an icon that indicates the category of the vehicle. Next to this is the media name, including the category. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.

Within the media section, you can use the filter to select the media categories that are displayed for the top 10. For example, you can type in magazines, hit the return key, then select the check box and click apply to display the magazine category for your persona (or personas), ranked by index. You can also use the slider to change the reach percentage up or down.

To clear this filter, click the X next to the category name.

You can also search by name and select the categories that you wish to view based on the categories where that media brand appears.
The final section in Explorer takes a look at demographics. Each line contains a demographic variable included in the Simmons data, with the highlighted data point being the segment within that variable that has the highest index compared to the base.

As with the previous overviews, there is an icon to indicate the demographic variable represented. For each persona, the highlighted data point is shown, along with the index (to the base) and the reach % of that particular variable.

<table>
<thead>
<tr>
<th>Demographics</th>
<th>25 - 34</th>
<th>25 - 34</th>
<th>25 - 34</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corona (Consumer) Beverage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Heineken (Consumer) Beverage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Guinness (Consumer) Beverage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Demographics</strong></td>
<td>25 - 34</td>
<td>25 - 34</td>
<td>25 - 34</td>
</tr>
<tr>
<td><strong>West</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2 Children</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Graduate Degree</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Employed full time (30+ hours)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Non-Hispanic</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>$150,000 - $249,999</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Never Married</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Somewhat Liberal</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Brand Catalyst Reporter enables the user to take a deeper dive across the over 200,000 consumer attributes available in Simmons, to quickly assess how brands and their personas differentiate from each other.

Clicking on the Reporter icon will open this window, with the personas (differentiated by colors) on the right-hand side and the Simmons data dictionary on the left-hand side.

As with Explorer, Reporter allows the user to compare and contrast up to 3 personas using data visualizations on individual questions within the Simmons data dictionary. You can use the same personas from an Explorer run or click directly into Reporter and create your personas there using Smart Search.

The colors in the chart will coordinate with the persona colors at the top of the chart, enabling the user to quickly compare and contrast the personas in relation to any data point.
Simmons Insights
Brand Catalyst: Reporter

Reporter enables the user to visualize individual data points, based on the Simmons dictionary.

Within the dictionary on the left-hand side of the window, the arrows indicate major categories. Click on an arrow to expand the category. Continue this action within any subcategories to get to the red Q (for question) entry. There is also a search box at the top of the dictionary to locate specific data points.

Once you click on that Q, the data visualization will appear in the right-hand window. You can toggle between % (vertical % or reach) and index by clicking on the Index/Percent icon (in the red box below) in the upper right-hand corner. The arrows on the left side enable you to expand/contract the window to see either a full screen of data or a split screen with data and the dictionary.
Within each persona target, you have the ability to sort the variables on-screen by either index or percent, and ascending or descending. Click on the arrow at the bottom right side of each persona name.

The Select Variables button enables you to select from the available options to view only the ones that are relevant to your project or that you want to compare between your personas.

Each variable can be toggled on or off to display only those that are checked in the Reporter display.
Brand Catalyst Creator automates the segmentation of a persona into consumer groups that share similar psychographics, using advanced clustering.

Clicking on the Creator icon will open this window, with the ability to create a persona using the Smart Search bar.

Once you have created your persona by using the Smart Search bar, click on the Create icon to build your initial segments.

Before your segments are created, you will see the pop-up window below. From here, you have the option to continue with the default (Simmons-selected) attitudes to see that group of segments – or you can go to Clustering Settings and select the combination of attitudes that you feel best reflects the solution you wish to build.
Using the Default Settings

Once you click the Continue With Default button, your segments will load. The default setting includes 3 segments, based on 10 statements that Simmons has found to be discriminating across a number of brands.

The default 3 segments will add up to 100% of the persona that you created. For each segment, you will see a view similar to that in Explorer, with the various sections for brands, media, and attitudes. As with Explorer, there is a slider to increase or decrease the reach threshold for the individual data points shown within the profile.

From this window, you can click on the Export icon to export a PDF of the 3 segments, or you can click on the Attitude icon to adjust your settings.
Using the Clustering Settings

Note: This is also what you will see when you click the Attitude icon at any time.

The next page will go into each of these particular settings.
Simmons Insights
Brand Catalyst: Creator (beta)

Set the number of clusters you prefer for your solution. The default is 3, but you can select up to 9.

Within this box, you can select and unselect the statements that you want to use for your particular cluster solution. Note that you can use any combination of statements.

This box shows the statements that have been selected. When you first open these settings, you will see the default statements listed in this box.

A set of statements can be saved as a template, to be applied for different personas, then selected via the Select Your Template box.
If you select more than 3 clusters, you will see the window below. This gives you a quick overview of your segments and enables you to select 3 of them to compare across the Creator view.

The segments icon lets you toggle back to the above screen to select the different segments you want to view side by side.
You can rename and save any created persona or segment by using the icons next to the persona and segment names. Click the cloud icon to save the names.

When you click the cloud icon to save the names, it also saves this particular cluster solution as a definition file (under the persona name) with the segments in the folder. You can then use these segments within other modules in Simmons Insights, including Quick Reports.

Note that, because of the way the segments are created (based on particular respondents), you are limited to using these segments within the specific study in which they were created.
Simmons Insights
Sales Catalyst

**Sales Catalyst (beta):** Sales Catalyst is an automated partnership exploration and audience analysis tool. Built on the Insights platform with Smart Search technology, Sales Catalyst helps advertising sales, partnership, and sponsorship teams understand commonalities between their audience and that of a potential partner. Sales Catalyst features advanced data visualizations that quickly illustrate the value of an audience, helping researchers streamline media sales and build more meaningful partnerships.

This beta release includes 3 modules:

- **Target:** Get deeper insights into the mindset of a target persona, media consumers, and the overlap between the two. Identify the media and brand preferences and consumption of the overlap audience to inform your pitch strategy and discover new partner prospects.

- **Package:** Quickly assess which sub-entities, segments, attitudes, or content resonates best with the desired audience and pitch that combination, then build packages to highlight your competitive advantage.

- **Compare:** Easily compare and contrast your audience versus that of the competition to inform pitch strategy and creative recommendations. The Compare module helps assess the market as defined by you and identifies potential opportunities for reaching consumers.

**Sales Catalyst** can be found under the Catalyst tab.

Upon entering Sales Catalyst, you will be in Target mode, as you can see from the side tool bar. Below that is Package, and at the bottom, Compare. Sales Catalyst uses Smart Search to create a target market and an entity, with Simmons-defined key insights via visually appealing widgets and infographics to show the overlap between the two.
Simmons Insights
Sales Catalyst: Target

To start using Sales Catalyst, select your study from the drop-down menu.

Then create your options with the Smart Search bar. You can use nearly any combination of Simmons variables (within the NHCS) to create each option.

The input options will always include Target Market and Entity. The other options will vary depending on which module the user is in.

**Target Market:** The expression that reflects the audience that you want to reach, influence, or learn about.

**Entity:** The expression that reflects the brand, medium, platform, content, publisher, or programming that you want to employ to reach an audience.

**Base:** The population of interest for this analysis. If you do not select a base, the default is the base of the study selected.

Once you have selected a Target Market and an Entity, hit the run button, which will trigger the analysis to occur and will generate your Overlap persona.
Simmons Insights
Sales Catalyst: Target

On the screen, you will see the target market persona and the entity persona each with their respective core metrics (Sample, Weighted, Percentage of the Base). In the middle will be the overlap persona. The overlap persona is the profile of the people that meet the target market criteria AND the entity criteria. Currently, you will only be able to see the profile of the overlap persona.

The Target Market and Entity persona boxes each feature two icons that enable three features:
- Edit: Gives you the opportunity to change the title of the persona and then save this persona to your definitions.
- Remove: Clears the expression from the input, enabling you to enter a new one.
Simmons Insights
Sales Catalyst: Target

Target Analysis: Profile
The first section features the profile of the persona in regard to demographics and psychographics. The data is generated on the screen based on a set of rules.

Demographics: The demographics shown are the ones with the highest vertical percentage, along with a sample > 60.

Psychographics: The psychographics shown are the ones with the highest index, with the limitations of sample > 60 and vertical percent > 10%. These psychographics are across all categories and across the entire scale of answers (from Strongly Agree to Strongly Disagree).
Target Analysis: Media

The next section is a bar chart that highlights the top media consumed by the overlap audience. The initial display shows the top four, but you can click on the MORE at the bottom lower right to expand the list up to the top 16. The data is generated on the screen based on a set of rules, which includes sample > 0 and reach (vertical percent) > 10%. The media shown are those with the highest index.

**Red bar:** The number of consumers of the media property overall, across the base.

**Blue bar:** The percentage of the overlap audience that consumes this media.
Target Analysis: Brands

The next section is a bar chart that highlights the top brands consumed by the overlap audience. The initial display shows the top four, but you can click on the MORE at the bottom lower right to expand the list up to the top 15. The data is generated on the screen based on a set of rules, which includes sample > 0 and reach (vertical percent) > 10%. The media shown are those with the highest index.

**Green bar:** The number of consumers of the brand overall, across the base.

**Red bar:** The percentage of the overlap audience that consumes this brand.
Simmons Insights
Sales Catalyst: Package

The Package module of Sales Catalyst highlights the relationship between the persona and the list of items available for packaging to an advertiser for media buys, sponsorship, or partnership purposes.

The Target Market and Entity that you defined in the Target section will be available here by default. If you wish to change either (or both) of your selections, you can click on the X in the upper corner of each, or hit the RESET icon to start anew.

This section has a set of four screens – the carousel – that show four different ways of looking at your Target Market and the media (and brands) they consume.

The first carousel screen shows the 15 highest indexing media entities for the Target Market. Next to the Target Market name, there is a drop-down option to sort ascending or descending by index or reach.
Next to the list of Media Entities in this list, you will see a cog. By clicking on this cog, you can edit this list, create your own lists, or open a list that you have previously created.

Within this screen, you can:
1. Clear the entire list
2. Remove some of the items.
3. Use Smart Search to create your own curated list.
4. Name and save your new list
5. Open a previously saved list

Note that there are a maximum of 15 entities that can be used within this list. However, these entities can include any of the data points measured within the base study, including brands, psychographics, media, and more.
Simmons Insights
Sales Catalyst: Package

To clear an individual item, click on the circled X to delete it.

To edit or save an item in the list, click on the edit button.

To save the item in the list, click on the cloud icon.

To clear the list and start from scratch, click CLEAR LIST.

To import a previous list, go to the Select List drop-down and choose your list.

To create a new list or add items to the current list, use the Smart Search bar to find your item, then click the ASSIGN button to add it to your list.

When you have completed your list, give it a name, and click on the cloud arrow to save it. Now you can use this list for different Target Markets.

Then click the Apply button to see your results.
Going back to the carousel screens, the first carousel screen now shows the new list for the Target Market. Next to the Target Market name, there is a drop-down option to sort ascending or descending by index or reach. If you hover over any of the items in the list, you will see a tool tip with additional information.

The second carousel screen shows the same list of chosen media (or other attributes), but this time it is for the overlap between the Target Market and the entity.

As with the first list, you can sort using several options. The index will continue to be the number displayed, but hovering over any of the bars will bring up the tool tip with more information.
The third carousel screen incorporates brand consumers into the mix. For this next screen, you will need to add a brand by clicking on the plus icon within the brand space. That will bring up a search bar where you can enter your selected brand.

Select the brand, and you will see the brand itself as well as its category added to your set of icons across the top of the screen. Click run to generate your new report.

The two green icons show penetration across the base for the brand and the category.

On the left is the overlap persona versus brand consumers; on the right, the overlap persona versus brand prospects. With both of these, you can sort by percent or index, and tooltip functionality is enabled.
Simmons Insights
Sales Catalyst: Package

The fourth carousel screen looks at the overlap of your Target Market with the selected brand (consumers on the left and prospects on the right) versus the list of entities that were selected.

Each of the bar charts can be sorted by percent or index, ascending or descending, and will show pop-up tooltips when you hover over a particular bar.
The Compare module of Sales Catalyst enables you to compare your Target Market and your Entity versus a competitive set.

With the Share of Base and Target Market section, you can select up to 3 competitors by typing them into the Smart Search bar, then clicking the Assign icon and selecting Competitor.

After you have set up your competitors, click the red arrow (RUN) icon to build your report.

The first set of images illustrate a couple of comparisons:
1. The dark bars show the total overall size of each of the competitors.
2. The light bars within each show the size of your Target Market overlap with each of those competitors.

For each of these, you can hover over it to see a pop-up tooltip with additional information.
Simmons Insights
Sales Catalyst: Compare

The bubble chart allows the user to select a category, currently Media Preferences, Activities, or Sports Interests, and compare the level of interest or participation of the entity persona and the competitor personas in regard to the base or the target market.

In terms of the visualization, here is how to read the chart:

- **Y-Axis - Index.** This is the index of the data variable and its overlap with the selected audience.
- **X-Axis - Percent.** This is the percentage overlap between the data variable and the selected audience.
- **Bubble Size - Sample-Weighted.** The size of the bubble increases with the number of people that partake in both the selected data group and are a member of the selected audience.
- **Legend -** Your main entity and up to 3 competitors can be viewed on the bubble chart. Each one has its own color associated to its bubbles.

The user can choose to turn an input on or off for the bubbles. For example, if you click on the legend for an input, it no longer appears in the bubble chart.

The pop-up tool tip will provide the metrics of the bubble.

You can change the category drop down (left) to any of the three categories. The drop down on the right enables you to change the audience to either your base or your Target Market.
Activities drop-down menu includes:

- Fantasy Sports – Participated Last 12 Months
  - Baseball
  - Basketball
  - Football
  - Hockey

- Leisure Activities/Hobbies – Last 12 Months
  - Antique Shopping/Shows
  - Baking For Fun
  - Barbecuing
  - Bird Watching
  - Board Games
  - Card Games
  - Cooking For Fun
  - Dining Out (Not Fast Food)
  - Education Courses
  - Fantasy Sports
  - Gardening
  - Go Carting
  - Going To Bars/Nightclubs/Dancing
  - Going To A Beach/Lake
  - Listening To Music
  - Needlework/Quilting
  - Painting, Drawing, Sculpting
  - Photography
  - Playing Bingo
  - Playing Musical Instrument
  - Reading Books
  - Reading Comics
  - Reading Gaming Magazines
  - Scrapbooking
  - Tailgating
  - Visit State Fair(s)
  - Visiting An Aquarium
  - Visiting Museums
  - Visiting A Zoo
  - Woodwork/Furniture Refinishing

- State Lottery – Bought Tickets Last 12 Months
  - Yes
  - No

Sports – Participated Last 12 Months
- Aerobics
- Archery
- Auto Racing Or Rallying
- Backpacking/Hiking
- Baseball
- Basketball
- Bicycling - Mountain/Road
- Bicycling - Stationary
- Billiards/Pool
- Bowling
- Boxing
- Camping Trips (Overnight)
- Canoeing/Kayaking
- Downhill/Cross Country Snow Skiing
- Fitness Walking/Exercise/Walking
- Fly Fishing
- Football
- Fresh Water Fishing
- Golf
- Hockey
- Horseback Riding
- Hunting
- Ice Skating
- In-line Skating/Roller Skating
- Jet Skiing/Wave Running/Water Biking
- Jogging/Running
- Karate/Martial Arts/Kickboxing
- Motorcycling
- Mountain/Rock Climbing
- Power Boating
- Racquetball
- Rowing - Stationary/Outdoor
- Sailing
- Salt Water Fishing
- Skateboarding
- Skin Diving Or Snorkeling
- Snowboarding
- Snowmobiling
- Soccer
- Softball
- Surfing/Windsurfing
- Swimming
- Target Shooting
- Tennis
- Use Cardio Machine
- Volleyball
- Water Skiing
- Weight Training
- Yoga
Simmons Insights
Sales Catalyst: Compare

**Media Preferences** drop-down menu includes:

- Live Theater/Concerts/Dance – Attended Last 12 Months
  - Comedy Club
  - Concert/Music Festival
  - Dance Performance
  - Live Theater

- Movie Genre – Type of Movie Seen
  - Action/Adventure
  - Animation
  - Comedy
  - Documentary
  - Drama
  - Family/Children-oriented
  - Fantasy
  - Foreign Language/Independent
  - Horror
  - Mystery/Suspense/Thriller
  - Romance
  - Science Fiction

**Sports Interests** drop-down menu includes:

- Sports Interest (Very OR Somewhat Interested)
  - Summer Olympics
  - Winter Olympics
  - Liga Mexicana De Futbol (Mexican Soccer League)
  - Mexican Men’s National Soccer Team
  - Olympic Games
  - Major League Soccer (MLS)
  - U.S. Men’s National Soccer Team
  - U.S. Women’s National Soccer Team
  - National Football League (NFL)
  - College Football
  - Major League Baseball (MLB)
  - College Baseball
  - National Basketball Association (NBA)
  - Women’s National Basketball Association (W NBA)
  - NBA Gatorade League (NBA G-league)
  - College Basketball
  - NASCAR Racing
  - NASCAR Camping World Truck Series
  - Monster Energy NASCAR Cup Series
  - NASCAR Xfinity Series
  - Any NASCAR
  - IndyCar Series
  - NHRA (National Hot Rod Association)
  - IMSA WeatherTech SportsCar Championship
  - Supercross
  - Professional Golfers’ Association (PGA)
  - Ladies Professional Golf Association (LPGA)
  - National Hockey League (NHL)
  - College Hockey
  - Men’s Tennis
  - Women’s Tennis
  - Boxing
  - Ultimate Fighting Championship (UFC)
  - Lucha Libre (Mexican Wrestling)
  - Wrestling (WWE/Impact)
  - Other College Sports
  - Figure Skating
  - Horse Racing
  - Lacrosse
  - Poker Championships
  - Professional Bull Riders (PBR)
  - Rodeo
**What is a target market?**

Target market is an input field where you can specify the persona you want to reach whether that is the consumer of a brand (i.e. Perrier consumer) or a behavioral persona (i.e. millennial mom or female tennis player).

**What is an entity?**

The entity is the input field where you can specify the brand, medium, platform, content, publisher, programming, you want to employ to reach an audience, specifically, the target market.

**What is a base?**

The base gives you the opportunity to set the universe in which you want to analyze the data. For example, if you are looking at sparkling water brands, perhaps you want to narrow the universe to only those that consume sparkling water. Or if you want to work with an adult beverage company, you only want to analyze a universe of individuals 21+.

**Some data loads before I hit run, why do I need to press the run button?**

We want to provide persona information once you assign an expression to an input so you can decide if the metrics meet your needs before continuing with the analysis.

**Is the settings cog different per module?**

The settings cog will take you to the configuration screen. The top settings cog will take you to the default settings section. Depending on the module or where you access the cog from, it will take you to the section of the configuration screen that is specific to the actions you are taking in the platform.

The initial release only has a configuration screen for the Package module as it requires the most flexibility. Future releases will include the remaining modules.
**What are defaults?**

We pre-set defaults so the visualizations will load and provide you with immediate opportunities for insights. With the default configurations, you can override these settings and choose metric values that best meet your needs.

As we build out user level functionality, there will be the opportunity to save these defaults. For now, they are per session.

**How are the attitudes determined on the Target module?**

The sample size of the persona and the data in question (i.e. all categories of attitudes and all levels of agreement) needs to be 60, the percentage overlap between the persona and statements needs to be 10% or greater, and lastly, the persona/statement overlap with the highest index.

**What is the blue bar in the brand and media bar charts on the Target module?**

The blue bar is the percentage of the brand or media that is consumed by the audience. The red bar is the weighted size or number of people that consume the brand or media.

**What does the “more” button do on the Target module for the brand and media sections?**

The “more” button increases the number of data points in the bar chart. With each click, 4 more will appear, up to 15.

**Why are there two settings cogs on the package screen?**

The top one is the universal settings cog and, in a future iteration, will take you to the that specific module.

The cog in the Package carousel will take you to specifically the settings for the package list so you can create, select, or edit the list used in this carousel.
**What is a Prospect?**

If the sample size of the brand selected is greater than 500, then the prospect is a new data point generated by MRI-Simmons known as predictive consumer insights. This is a predictive segment that includes consumers that do not currently consume the selected brand but show a high propensity to consider or purchase the brand. These predictive segments are driven by consumer psychographics that have the most positive and negative association with known brand purchase or usage.

If the sample size of the brand selected is less than 500, then the prospect is the equation Category Consumer NOT Brand Consumer. This means the prospect consumes the category or a brand within the category but does NOT consume the brand selected.

**Why are there asterisks on the package and competition screen?**

The Target module is curated so that data only appears if the sample size is greater than 60. The Package and Compare modules do not have this sample restriction so we provide the asterisks to highlight that the sample may be unstable due to its small size.

**Why is the apply button not activated in the package configuration screen?**

The apply button is only active when the list you want to apply has been saved. If you create or modify a list and do not save it, then you cannot apply it to the package screen.
**Simmons Insights**

**Brand/Media Consumer Segments**

**Brand Consumers:** is the aggregate of consumers that selected the brand as one that they consume/use when completing the survey. The most common instance is in the example of Most Often and Also. In the past, clients have to OR together the respondents that selected “Most Often” with those that selected “Also” to get a larger sample size to analyze the brand. The rationale behind this decision is that if someone consumes the brand, then the client wants to understand the consumer in general, regardless of frequency of consumption, amount consumed, or preference for that brand over another. In some instances a brand does not have “Most Often” or “Also” as a response. Instead it has a frequency for being “shopped in” or a time period for making a purchase. These selections are available for stores. In this case consumer is made up of every instance where the respondent can indicate the frequency they shopped in the store, the last time they shopped in the store or if they made a purchase at the store.

<table>
<thead>
<tr>
<th>Sample Weighted(000) Vertical %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total                           2,150 23,866 100.0%</td>
</tr>
<tr>
<td>2 BROKE GIRLS (BSAF or SYN or ATTN or FREQ) 2,150 23,866 100.0%</td>
</tr>
<tr>
<td>2 BROKE GIRLS (CBS) (ONCE A WEEK PROGRAMS - VIEW PAST 7 DAYS) 1,151 12,530 52.5%</td>
</tr>
<tr>
<td>2 BROKE GIRLS (OTHER STATIONS, NOT CBS) (MONDAY-FRIDAY PROGRAMS - VIEW YESTERDAY) 891 10,340 43.3%</td>
</tr>
<tr>
<td>2 BROKE GIRLS (WEEKEND) (OTH STNS, NOT CBS) (ONCE A WEEK PROGRAMS - VIEW PAST 7 DAYS) 575 6,386 26.8%</td>
</tr>
<tr>
<td>ONCE A WEEK PROGRAMS - FULL ATT: 2 BROKE GIRLS (CBS) 503 4,681 19.6%</td>
</tr>
</tbody>
</table>

**Media Consumers:** is made up of every instance where a respondent could have indicated they consume media content. We specify content since at the moment there are fewer instances where a respondent could have selected the medium, channel, connection method/provider, or platform. In the case of media content, we aggregated every instance where the respondent consumed the content. This means syndicated (regardless of day of week or time of day) as well as broadcast/cable. The reasoning behind this is that, in general, consuming specific content, regardless of channel, gives insight into the persona of that viewer: their interests, what defines them, their behaviors, and their motivations.
Clients that subscribe to Brand Catalyst will have access to **Brand Prospects** and **Brand Non-Prospects**, in addition to access to **Brand Consumers**, which means all three of these segments for each measured brand will also be available in Insights for Crosstab, Quick Reports, Data Haul, etc. They require the additional subscription because unlike the aforementioned consumers, these segments are NEW data points. Consumers are the union of data points that a client could have created themselves. Prospects and Non-prospects are new in the sense that Simmons performed an analysis and generated them. The client cannot replicate what we did with basic code box functions.

**Brand Prospects:** Predictive segment that includes consumers that do not currently consume the selected brand but show a high propensity to consider or purchase the brand. These predictive segments are driven by consumer psychographics that have the most positive and negative association with known brand purchase or usage.

**Brand Non-Prospects:** Predictive segment that includes consumers that do not currently consume the selected brand and have the least propensity to consider or purchase the brand. These predictive segments are driven by consumer psychographics that have the most positive and negative association with known brand purchase or usage.

*New and available to Brand Catalyst subscribers only.*
Simmons Insights Basics

To Create a Simple Crosstab
1. Select your study
2. Using Smart Search or Dictionary Search, move items into Columns, Rows, and Bases.
3. Click the Arrow to run the crosstab.
4. Go to the crosstab view pane.
5. Save your crosstab.

To Share Crosstabs Between Users
1. Set up and run the crosstab as above.
2. Name and save your crosstab.
3. In the tool palette on the left side, click on Export and select Export .SPC.
4. Send this file to another user.
5. The receiving user should first clear any data in their Simmons Insights tool and select the correct study.
6. They should then select Import .SPC to import the crosstab settings.
7. The receiving user can then run this crosstab.

Data types
There are two types of data: Logical and Numeric. The vast majority of the data in studies is logical (i.e., “Yes” or “No”). These are identified with a checkmark in the answer window. Numeric data is an actual number and is indicated with a # symbol in the answer window. Numeric tends to be items such as Average Readers Per Issue.
Simmons Insights
Functions

Functions: Average, Count, Volume, N-Tile

Sometimes a function is needed to accurately measure a target. This feature is accessed via pop-up menu.
1. Highlight a selection of answers.
2. Right click
3. Select Functions in the pop-up menu.
From here, the user can set up four different types of built-in functions: Average, Count, Volume, and N-Tile.

Built-in Functions

Each function is coded by a function name (example: Volume) followed by a set of parameters enclosed in parentheses. Parameters consist of comma-delimited value pairs. Each pair consists of a keyword and a midpoint. The midpoint is usually derived from the dictionary, but it can be manually entered as well. The manual override of the midpoint can be done by typing the value directly in the coding box.

<table>
<thead>
<tr>
<th>Function</th>
<th>Description</th>
<th>Format</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTRANGE</td>
<td>Count Coding</td>
<td>COUNTRANGE (keywords, nLower, nUpper)</td>
<td>COUNTRANGE (AROBICYR, FLWKYR, YOGAYR, 2, 3)</td>
</tr>
<tr>
<td>MEANSCORE</td>
<td>Average: Mean</td>
<td>MEANSCORE (keyword, midpoint)</td>
<td>MEANSCORE (LOTACR10, 10, LOTACR6, 8, LOTACR4, 5, LOTACR2,3)</td>
</tr>
<tr>
<td>MEANSCORENOZERO</td>
<td>Average: Mean, Exclude Zeros</td>
<td>MEANSCORENOZERO (keyword, midpoint)</td>
<td>MEANSCORENOZERO (LOTACR10, 10, LOTACR6, 8, LOTACR4, 5, LOTACR2,3)</td>
</tr>
<tr>
<td>MEANSCORENONULL</td>
<td>Average: Mean, Exclude Nulls</td>
<td>MEANSCORENONULL (keyword, midpoint)</td>
<td>MEANSCORENONULL (LOTACR10, 10, LOTACR6, 8, LOTACR4, 5, LOTACR2,3)</td>
</tr>
</tbody>
</table>
### Simmons Insights Functions

<table>
<thead>
<tr>
<th>Function</th>
<th>Description</th>
<th>Format</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEDIAN</strong></td>
<td>Average: Median, Continuous</td>
<td>MEDIAN (VOLUME (keyword, midpoint))</td>
<td>MEDIAN (VOLUME (LOTACR10,10,LOTACR6,8,LOTACR4,5,LOTACR2,3))</td>
</tr>
<tr>
<td><strong>MEDIANNOZERO</strong></td>
<td>Average: Median, Continuous, Exclude Zeros</td>
<td>MEDIANNOZERO (VOLUME (keyword, midpoint))</td>
<td>MEDIANNOZERO (VOLUME (LOTACR10,10,LOTACR6,8,LOTACR4,5,LOTACR2,3))</td>
</tr>
<tr>
<td><strong>MEDIANDISCRETE</strong></td>
<td>Average: Median, Discrete</td>
<td>MEDIANDISCRETE (VOLUME (keyword, midpoint))</td>
<td>MEDIANDISCRETE (VOLUME (LOTACR10,10,LOTACR6,8,LOTACR4,5,LOTACR2,3))</td>
</tr>
<tr>
<td><strong>MEDIANDISCRETENOZERO</strong></td>
<td>Average: Median, Exclude Zeros, Discrete</td>
<td>MEDIANDISCRETENOZERO (VOLUME (keyword, midpoint))</td>
<td>MEDIANDISCRETENOZERO (VOLUME (LOTACR10,10,LOTACR6,8,LOTACR4,5,LOTACR2,3))</td>
</tr>
<tr>
<td><strong>NTILE</strong></td>
<td>N-Tile Sample</td>
<td>NTILE(VOLUME(keyword), # of Groups, Selected Group)</td>
<td>NTILE(VOLUME(LOTACR10,10,LOTACR6,8,LOTACR4,5,LOTACR2,3)4,2)</td>
</tr>
<tr>
<td><strong>NTILEWT</strong></td>
<td>N-Tile Weighted</td>
<td>NTILEWT(VOLUME(keyword), # of Groups, Selected Group)</td>
<td>NTILEWT(VOLUME(LOTACR10,10,LOTACR6,8,LOTACR4,5,LOTACR2,3)4,2)</td>
</tr>
<tr>
<td><strong>VOLUME</strong></td>
<td>Volume</td>
<td>VOLUME (keyword, midpoint)</td>
<td>VOLUME (LOTACR10,10,LOTACR6,8,LOTACR4,5,LOTACR2,3)</td>
</tr>
</tbody>
</table>
Simmons Insights
Functions

Note: When calculating using a volume function (VOLUME, NTILE, MEDIAN), answers of “Zero” and “None” will be included. A zero / none answer is any answer of “None” or “0” for a number. If it is not desired for 0 elements to be part of the percentage, these items must be left out of the expression.

To Create an Average (Median) Variable
1. In the window (Answer, Scratch, Rows, Columns), select the items you wish to average
2. Right click the mouse and select Functions in the pop-up menu
3. Select Mean or Median and whether zeros are to be included in the average
4. Give the average a title
5. Use the Move To buttons to place the average in the desired location

To Create a Count Variable
1. In the window (Answer, Scratch, Rows, Columns), select the items you wish to average
2. Right click the mouse and select Functions in the pop-up menu
3. Go to the count tab
4. Set the upper and lower bounds
5. Give the count a title
6. Use the Move To buttons to place the count in the desired location

To Create a Volume Variable
1. In the window (Answer, Scratch, Rows, Columns), select the items you wish to average
2. Right click the mouse and select Functions in the pop-up menu
3. Go to the Volume tab
4. Give the volume a title
5. Use the Move To buttons to place the count in the desired location

To Create an N-Tile Variable
1. In the window (Answer, Scratch, Rows, Columns), select the items you wish to average
2. Right click the mouse and select Functions in the pop-up menu
3. Go to the N-Tile tab
4. Enter values for number of groups and selected group
5. Select if this applies to Sample or Weighted values
6. Give the N-Tile a title
7. Use the Move To buttons to place the average in the desired location
Simmons Insights Definitions

This is the storage location for saved target definitions. These can be dragged and dropped into the Rows/Columns/Bases as well as the Coding Box.

Definitions are contained inside of folders. There are three types of definition folders:

- **Global Folder**: These contain common targets that are available to everyone using Simmons Insights. They are provided by Simmons Research and cannot be modified by end users.

- **Shared Folder**: Folders that are shared across accounts.

- **General Folder**: Standard storage location for users.

The Create, Edit, Duplicate, and Delete Buttons act on the selected definition folder.

Browse Shared is where you can adopt folders shared by others in your account. You can only copy these folders and cannot update them; only the original owner can make changes.
Simmons Insights Definitions

How do I use definitions?
Definitions are an excellent place to store items that you use frequently. By placing them in the Definitions, you avoid having to re-code them or find them again in the Dictionary.

To create a new Definition folder
1. Open the appropriate study.
2. Go to the Definitions tab.
3. Click on the Create Definition button.
4. Enter a name for the folder.
5. Select whether the definition is to be specific to this study and also if it should be shared across your organization.
6. Click OK button.
7. Go to the Questions tab and locate the items in the dictionary that you wish to store in Definitions.
8. Highlight the items.
9. Right click the mouse and select Add to Definitions.
10. Select the Existing Definition option
11. In the drop-down list, select the folder that you created previously.

To use items stored in a Definitions folder
1. Go to the Definitions tab
2. Open the desired folder
3. Drag the items from the folder to the Column, Row, or Base.