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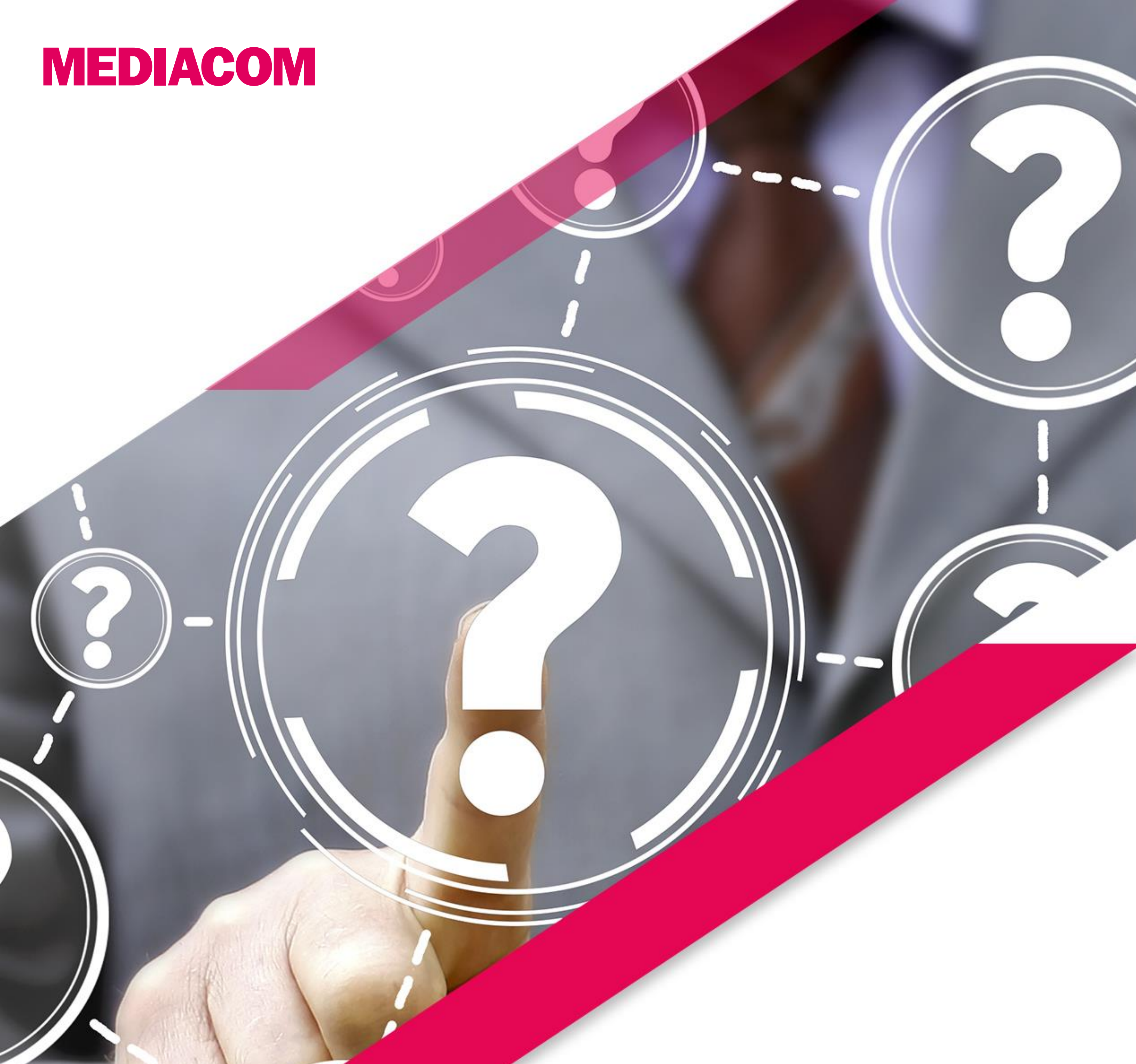
DIGITAL CONTENT SAMPLE

FAQs

This FAQ document provides a set of frequently asked questions for the Navigator – MediaMix Optimisation Portal users at MediaCom.

- MS Word was used as the authoring tool, to create the FAQ document.
- We followed the client branding and style preferences to develop the content.
- We adhered to the Microsoft Manual of Style for Technical Publications (MSTP) guidelines and used British English (UK) for creating the content.
- The FAQ document includes most of the standard sections namely cover page, and answers to questions that are categorised based on the application modules.

MEDIACOM



Navigator – MediaMix
Optimisation Portal

Frequently Asked Questions (FAQs)

Table of Contents

General FAQs

- What kind of support is available to me while using the portal?

  Support in various formats is available when you access the **Navigator - MediaMix Optimisation Portal**.

  - An online help that provides information about the page displayed in the portal along with step-by-step instructions to complete a task
  - A user manual with detailed information about the portal functionality that can be printed for offline viewing
  - This set of FAQs with relevant information to quickly address your query

- What if my question is not answered here?

  If you still have questions unanswered, contact <support email id>.

<< Please note that this sample does not include the complete content in all the Chapters/Sections/Headings of this document. >>

Home Page FAQs

- How can I navigate back to the **Home** page from the other pages of the portal?

  Click the **Home** icon available on every page of the portal to navigate back to the **Home** page from other pages of the portal.

- What is this icon for?

  This is the **Download** icon. It is used to copy a blank DRT to your computer for offline use. You can also use the **Template** Template icon on the **Data Entry** page to get a blank copy of the DRT.

  Note: DRTs are project-specific; hence, a blank DRT will differ from one project to another.

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Data Entry Page FAQs

- Is it possible to get a blank copy of the DRT from the portal to my computer?

  Yes. Click the **Template** Template icon on the **Data Entry** page. A blank copy of the DRT is copied to your computer.

- When are warnings displayed?

  Warnings are displayed when the data has some anomaly and needs your review and validation. This is required to confirm that you have verified the data prior to submitting it for optimisation.

  *Note: Warnings once approved by a Market Planner (on the **Data Clarification** screen) and a Business Science user (on the **Clarification & Change** screen) are not displayed again for clarification; because the portal maintains a data history of values.*

  For example, if a warning is approved for value X and after multiple DRT versions for a particular SBCC combination, the value is again X, then that approved warning will not be displayed.

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Data Clarification Page FAQs

- Can I modify the data values to correct a warning?

  Yes. Click the icon in the **Edit Data** column against the SubBrand for which you want to change the data value.

- Can I reconsider the approved or deferred SubBrands for modification after an action is taken on the warning?

  Yes. Under the **Summary of Clarification** section, click **Undo** against the SubBrand that you want to modify. The SubBrand is removed from the **Summary of Clarification** section and is displayed in the **Optimisations will only be run if the following item is approved or Edited by 12 pm SGT:** section. It is also listed in **Pending Clarification** of the **Not Submitted** sub-section of the Summary section.

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Portfolio Optimisation DRT FAQs

- What does the **Portfolio Optimisation** DRT contain?

  The **Portfolio Optimisation** DRT contains data for the indexes of various fields that are vital for the Portfolio Optimisation process.

- What happens if I save data with errors?

  When data is saved with errors, the message "Last Saved By <username-date of version created>" is added to the Version list. This indicates that a DRT version has not been created after the data was last changed.

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Compare Plans Page FAQs

- What can I do on the **Compare Plans** page?

  You can compare any two versions of the data (optimised results) for a selected Category, Market, Brand, and SubBrand in the Compare Plans page.

  Note: The comparison is between old and new data versions and not a comparison of monthly plans.

- I select Category > Market > Brand > SubBrand > Old Version > New Version and then click **Go**. The **Optimisation Output** tab with the compared data is displayed. Why is data not displayed completely for some of the Active Touchpoints?

  The data is not displayed completely for some of the Active Touchpoints because the data for those Touchpoints is available for only one version.

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Reports FAQs

- **Can I remove category, market, brand and sub brand combination that I have selected from the You have selected section?**

  Yes. Click the button in the **You have selected** section to remove a category, market, brand, and sub brand.

- **When I click on the button in the You have selected section and remove a market, the report data disappears. What should I do next?**

  You must click **Go** to regenerate the report data. In this case, the data of the market that you have removed is no longer displayed.

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