

Did you know...

As mentioned in the February 2020 'Did You Know' tips, Planner has a new feature to automatically "fetch" Index and Women/Men skew (Comp%) for network properties in XML proposals. Here are more details.

A. This example is a primary buy demo of M18-49 for one proposal. *Note: This feature can fetch values for multiple proposals (entire buys) at once.*

B. Click the option in the **Fetch** menu

C. This launches a new instance of Affiliate System, and automatically builds the report based on the proposals' primary buy demo. *Note: The report creates demo columns needed to compute both Index and Comp% in a single report. For example, in the MF 6-10a time, M18-49 AQH of 1,192,100 divided by P18-49 AQH of 2,226,200 is 54% Men Comp% (as shown in step E).*

D. A window immediately appears, asking to send the results to Planner. Click **Yes**. This copies the Index and Comp% results, closes the Affiliate System instance, and...

E. A window appears, allowing the user to view (or print/export) results before applying them to Planner.

F. Click **Apply Updates**, which stores the Affiliate System results in the Planner doc, in two new columns.

G. Users can view/hide the columns at any time in the **Columns** menu.

H. The **File** menu allows users to set a default Base Demo for all new Planner documents (**Setup Options**), and optionally, to set a custom Base Demo for each individual Planner document (**Edit Proposal Info**).

Table A: Demo: M18-49

Lineup Code	Spot Cost	Totals for all 3 weeks		
		Spots	GRPs	CPP
D2 Network				
<i>The David Show</i>				
MF 6-10a	20Q1DAVIDSH 5000	15	25.9	2900
MF 3-7p	20Q1DAVIDSH 5000	15	25.9	2897

Table C: Overview - Population

	Persons 18+	Men 18-49	Persons 18-49
Total United States			
	AQH	AQH	Pop Index
20Q1DAVIDSH.1 (+) MF 6-10a	3,982,500	1,192,100	109
20Q1DAVIDSH.2 (+) MF 3-7p	4,161,000	1,193,300	105

Table E: Updated Index and Composition Values

Proposal/Veh/Dpt	Index	W-M Comp% (Old values)	Lineup [flags]
D2 Network v2.0			
The David Show			
MF 6-10a	109	46-54	20Q1DAVIDSH.1
MF 3-7p	105	50-50	20Q1DAVIDSH.2

Table F: Main Planner Table

Lineup Code	Spot Cost	Demo Index	W-M Comp%	Totals for all 3 weeks		
				Spots	GRPs	CPP
D2 Network						
<i>The David Show</i>						
MF 6-10a	20Q1DAVIDSH 5000	109	W46-M54	15	25.9	2900
MF 3-7p	20Q1DAVIDSH 5000	105	W50-M50	15	25.9	2897