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CLIENT LOGIN

Visualization of your data is just one click away. Get ready to crunch that data into meaningful intelligence.

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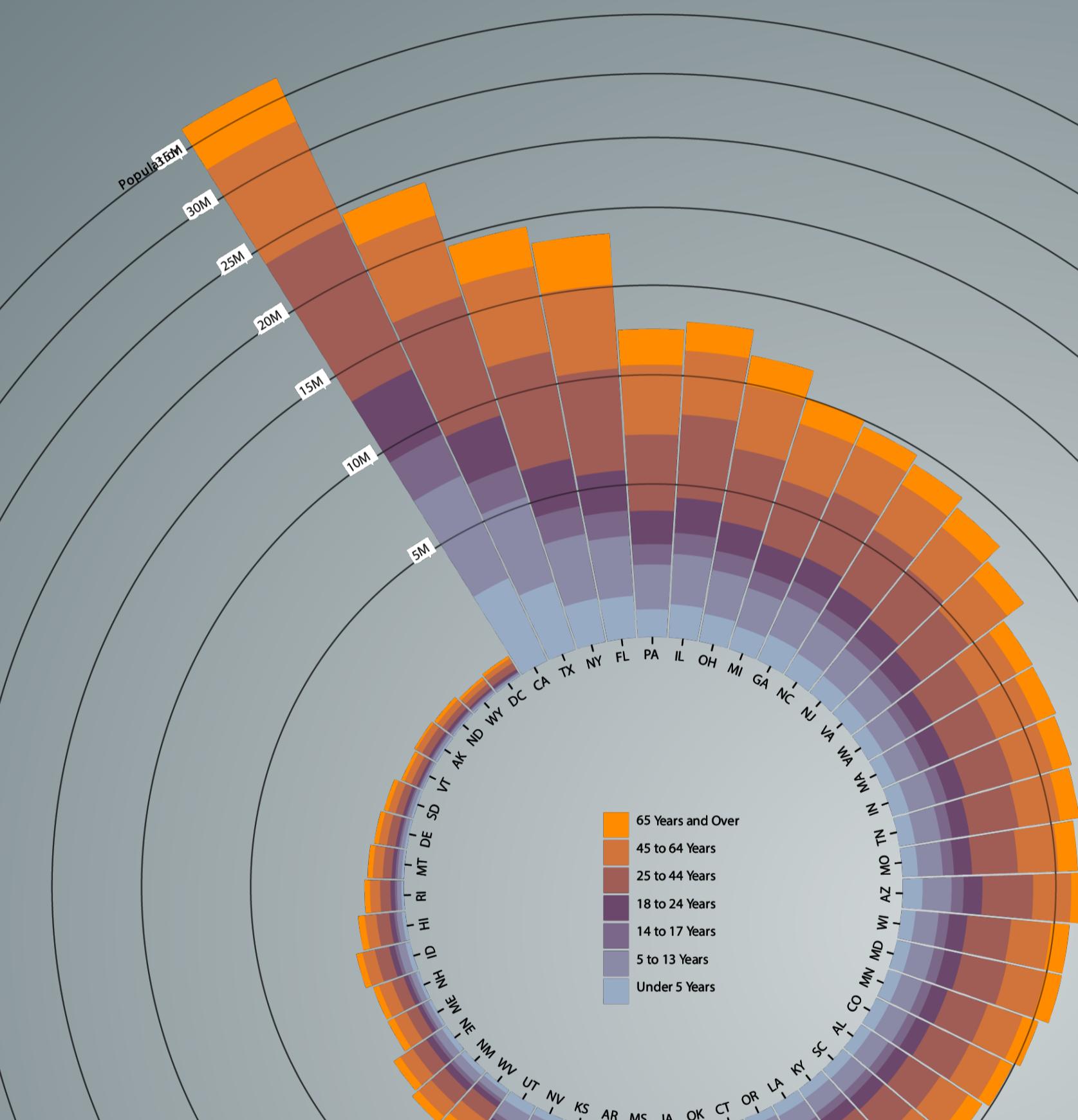
READY TO CRUNCH NUMBERS?

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Portal Offerings

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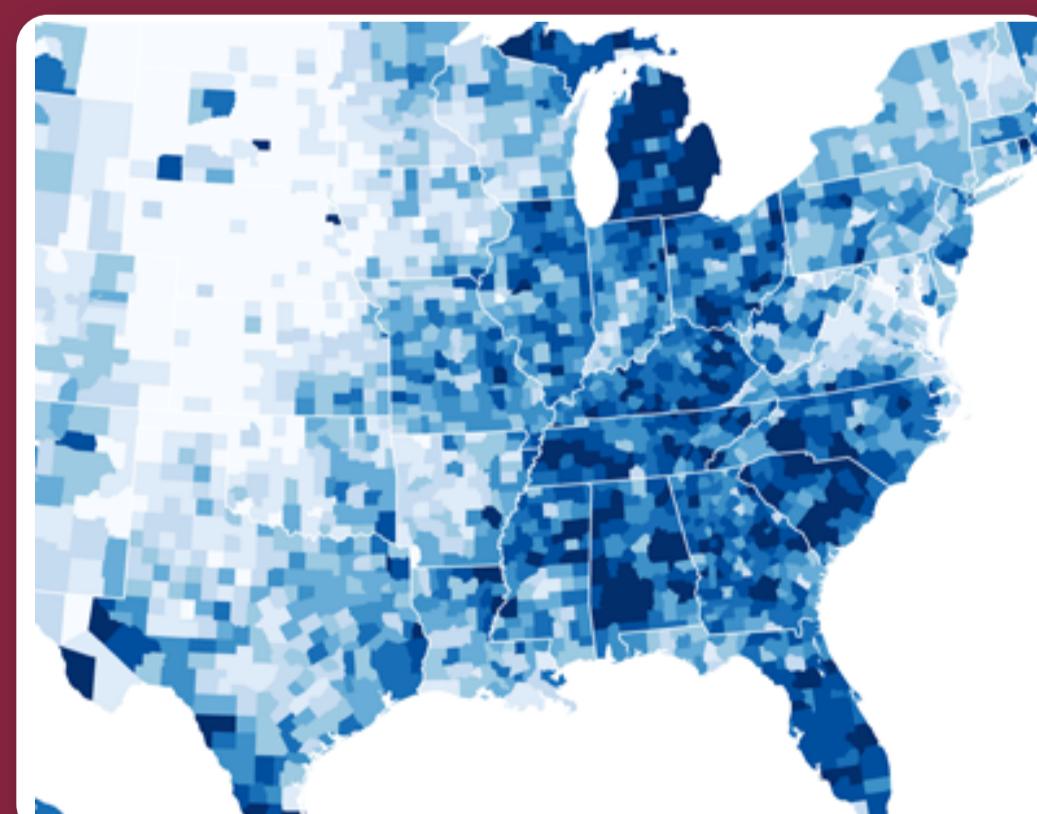
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7. Many more..



Visualize



Visualize your data over time.



Geographic data visualizations.

FSI	Electronic	Military	Home	Unknown
21.42%	13.37%	1.53%	11.33%	52.36%
24.50%	12.89% ↓	5.89% ↑	29.37% ↑	27.36% ↓
69.87%	7.12%	1.49%	7.26%	81.33%
74.20%	21.20%		4.97%	13.44%
72.20%			12.28%	15.44% ↓
			↑	

Export data into xls, csv, or other tabular formats.



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DASHBOARD

- Dashboard Summary
- Redemption by State
- Redemption by County
- Redemption by Media Type
- Relevant Chart
- Relevant Chart
- Relevant Table



BILATERAL DATA



PIE CHARTS



STATE DATA

TIME PERIOD

Current Year Quarter

REDEMPTIONS

12,348 ▲

REDEMPTION VALUE

\$124,335.50 ▼

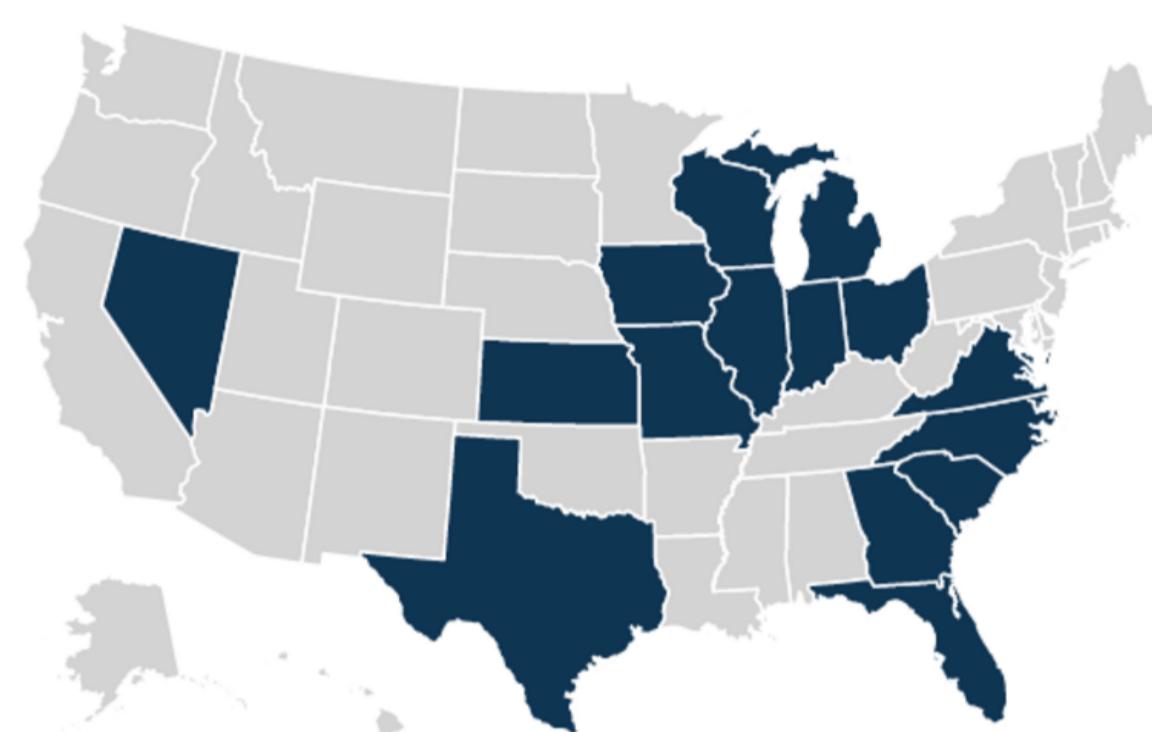
WHAT ELSE?

????.??

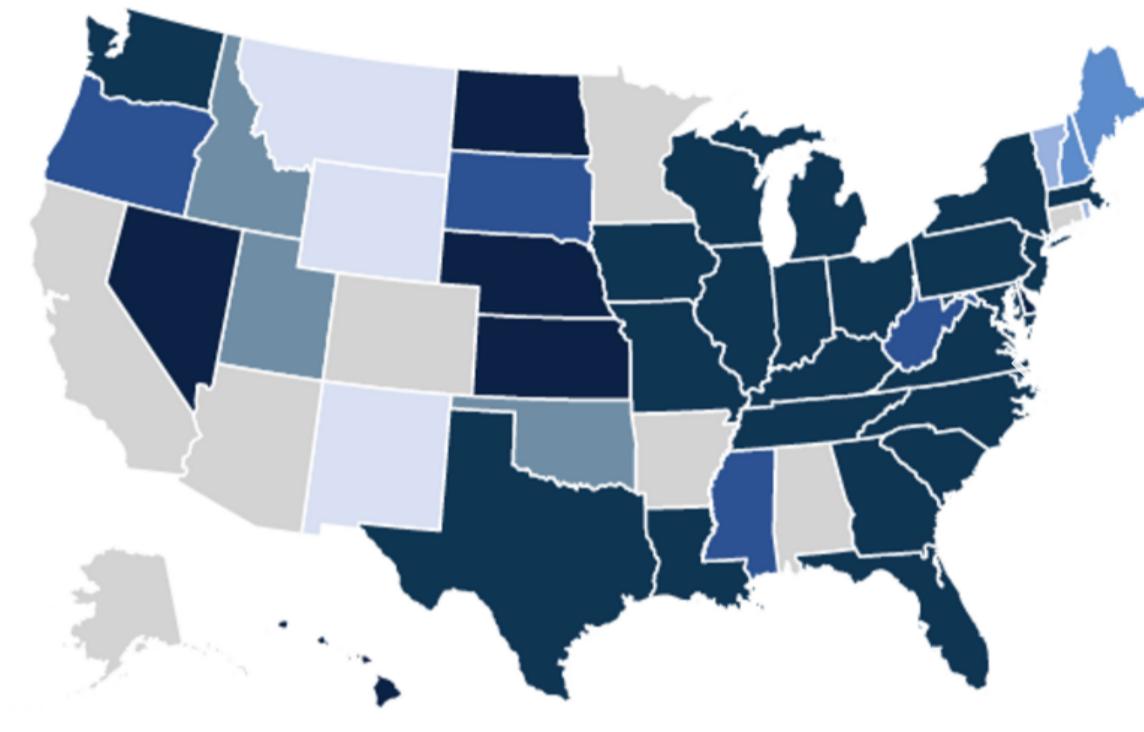
Redemption by State

Category

Baby Food



General Mills, Inc.



All Manufacturers

Redemption Percentage by Media Type

Filters

 Dry Grocery Food Frozen Foods

		2016-Q2					2016-Q3				
General Client, Inc. vs Others		Handout			Print At		Handout			Print At	
Sector Name	Dimension	FSI	Electronic	Military	Home	Unknown	FSI	Electronic	Military	Home	Unknown
Dry Grocery	All Others	21.42%	13.37%	1.53%	11.33%	52.36%	17.35%	8.80%	2.06%	11.82%	59.17%
	General Client Inc.	24.50% ▲	12.89% ▼	5.89% ▲	29.37% ▲	27.36% ▼	26.08% ▲	2.01% ▼	8.75% ▲	21.25% ▲	41.05% ▼
Food	All Others	69.87%	7.12%	1.49%	7.26%	81.33%	2.66%	2.27%	2.07%	5.12%	87.08%
	Catalog, Inc.	74.20%	21.20%		4.97%	13.44%	71.03%		3.21%	7.24%	19.20%
	General Client Inc.	72.20% ▼			12.28% ▲	15.44% ▼	69.00% ▼		2.63% ▼	7.24% ▲	21.05% ▼
Frozen Foods	All Others	13.94%	29.98%	1.77%	10.85%	43.45%	11.81%	21.31%	2.46%	11.24%	53.18%
	General Client Inc.	18.63% ▲	8.70% ▼	6.37% ▲	18.79% ▲	47.52% ▲	27.85% ▲	0.43% ▼	4.91% ▲	11.11% ▼	55.70% ▲



DASHBOARD



BILATERAL DATA

RECENT REPORTS

Category > Baby Food

Category > Breakfast Foods

Custom Query > SELECT * ...

Category > Heat and Eat Prepared Foods

Custom Query > SELECT * ...

Custom Query > SELECT * ...



PIE CHARTS



STATE DATA

TIME PERIOD

Current Year Quarter

REDEMPTIONS

12,348 ↑

REDEMPTION VALUE

\$ 124,335.50 ↓

WHAT ELSE?

????.??

Bilateral Report

FSI

Vegetables - Canned and Dried

Phase 2 Feature

Custom Query



CUSTOM QUERY

Write your own custom queries to extract the data that you need.

FSI	1520380	(39%)
HEC	141630	(4%)
Allian	27010	(1%)
DC	1384	(0%)
DE	34258	(1%)
FL	185858	(0%)
GA	149052	(4%)
HI	17530	(0%)
ID	82788	(2%)
ID	31858	(1%)
IL	348744	(0%)
IN	144938	(4%)
KS	20712	(0%)
KY	95748	(0%)
LA	14740	(0%)
MA	107932	(0%)
MD	90684	(0%)
ME	21328	(0%)
MI	128080	(0%)
MN	183012	(0%)
MO	40430	(0%)
MS	738	(0%)
PC	30228	(0%)
HED	30228	(0%)
Military	4136	(1%)
State	Count	
AE	132	(0%)
AK	396	(0%)
AL	8052	(1%)
AP	88	(0%)
AR	4576	(1%)
AZ	5104	(1%)
CA	17688	(3%)
CO	4708	(1%)
CT	21340	(3%)
DC	220	(0%)
DE	3960	(1%)
FL	46288	(7%)
GA	26136	(4%)
HI	1760	(0%)
IA	17600	(3%)
ID	4488	(1%)
IL	42680	(6%)
IN	27500	(4%)
KS	9548	(1%)
LA	9184	(1%)
MA	13728	(2%)
MD	13332	(2%)
ME	6028	(1%)
MI	18656	(3%)
MN	42020	(6%)
MO	5500	(1%)
MS	2332	(0%)
MT	2200	(0%)
NC	29304	(4%)
ND	3300	(0%)
NE	21958	(3%)
NH	1892	(0%)
NJ	10516	(2%)
NM	704	(0%)
NV	704	(0%)
NY	47212	(7%)
OH	28204	(4%)
OK	3564	(1%)
OR	1100	(0%)
PA	67540	(10%)
PR	968	(0%)
RI	616	(0%)
SC	17996	(3%)
SD	4004	(1%)
TN	10120	(1%)
TX	7216	(1%)
UT	9108	(1%)
VA	4092	(1%)
VT	1188	(0%)
WA	19096	(3%)
WI	32252	(5%)
WV	2948	(0%)
WY	1672	(0%)



The query was not able to execute.

Test Query

Submit Query



DASHBOARD



BILATERAL DATA

RECENT REPORTS

Category > Baby Food

Category > Breakfast Foods

Custom Query > SELECT * ...

Category > Heat and Eat Prepared Foods

Custom Query > SELECT * ...

Custom Query > SELECT * ...

PIE CHARTS

STATE DATA

TIME PERIOD

Current Year Quarter

REDEMPTIONS

12,348

REDEMPTION VALUE

\$124,335.50

WHAT ELSE?

????.??

Bilateral Report

FSI

Vegetables - Canned and Dried

Custom Query



General Mills, Inc.

Dimension

Count

FSI

1526360 (38%)

HEC

141636 (4%)

Military

27016 (1%)

Print At Home

34824 (23%)

Unknown

1366332 (34%)

State

Count

AE	660	(0%)
AK	3740	(0%)
AL	40040	(1%)
AP	484	(0%)
AR	13816	(0%)
AZ	25572	(1%)
CA	73040	(2%)
CO	19844	(0%)
CT	94908	(2%)
DC	1384	(0%)
DE	36256	(1%)
FL	185856	(5%)
GA	149952	(4%)
HI	7260	(0%)
IA	52788	(2%)
ID	31856	(1%)
IL	348744	(9%)
IN	144936	(4%)
KS	30712	(1%)
KY	68772	(2%)
LA	14740	(0%)
MA	107932	(3%)
MD	90684	(2%)
ME	31328	(1%)
MI	135080	(3%)
MN	188012	(5%)
MO	40436	(1%)
MS	7348	(0%)
MT	15400	(0%)
NC	140844	(4%)
ND	19008	(0%)
NE	210540	(5%)
NH	8844	(0%)
NJ	58908	(1%)
NM	3740	(0%)
NV	4004	(0%)
NY	279928	(7%)
OH	113388	(3%)
OK	33704	(1%)
OR	5060	(0%)
PA	278452	(7%)
PR	7656	(0%)
RI	3960	(0%)
SC	124916	(3%)
SD	13200	(0%)
TN	93896	(2%)
TX	40612	(1%)
UT	81664	(2%)
VA	21956	(1%)
VT	3784	(0%)
WA	153516	(4%)
WI	304920	(8%)
WV	11968	(0%)
WY	11440	(0%)

State

Count

Dimension

Count

FSI

237116 (35%)

HEC

30228 (4%)

Military

4136 (1%)

Print At Home

36812 (29%)

Unknown

217844 (32%)

All Manufacturers

State

Count

AE	132	(0%)
AK	396	(0%)
AL	8052	(1%)
AP	88	(0%)
AR	4576	(1%)
AZ	5104	(1%)
CA	17688	(3%)
CO	4708	(1%)
CT	21340	(3%)
DC	220	(0%)
DE	3960	(1%)
FL	46288	(7%)
GA	26136	(4%)
HI	1760	(0%)
IA	17600	(3%)
ID	4488	(1%)
IL	42680	(6%)
IN	27500	(4%)
KS	9548	(1%)
KY	8184	(1%)
LA	4620	(0%)
MA	13728	(2%)
MD	13332	(2%)
ME	6028	(1%)
MI	18656	(3%)
MN	42020	(6%)
MO	5500	(1%)
MS	2332	(0%)
MT	2200	(0%)
NC	29304	(4%)
ND	3300	(0%)
NE	21958	(3%)
NH	1892	(0%)
NJ	10516	(2%)
NM	704	(0%)
NV	704	(0%)
NY	47212	(7%)
OH	28204	(4%)
OK	3584	(1%)
OR	1100	(0%)
PA	67540	(10%)
PR	968	(0%)
RI	616	(0%)
SC	17996	(3%)
SD	4004	(1%)
TN	10120	(1%)
TX	7216	(1%)
UT	9108	(1%)
VA	4092	(1%)
VT	1188	(0%)
WA	19096	(3%)
WI	32252	(5%)
WV	2948	(0%)
WY	1872	(0%)



DASHBOARD



BILATERAL DATA



PIE CHARTS

RECENT REPORTS

Media share Mfr vs. category

Media share Mfr vs. sector

Media share Mfr vs. segment

Share by COT Mfr vs. category

Share by COT Mfr vs. sector

Share by COT Mfr vs. segment



STATE DATA

TIME PERIOD

Current Year Quarter

REDEMPTIONS

12,348

REDEMPTION VALUE

\$124,335.50

WHAT ELSE?

????.??



PDF

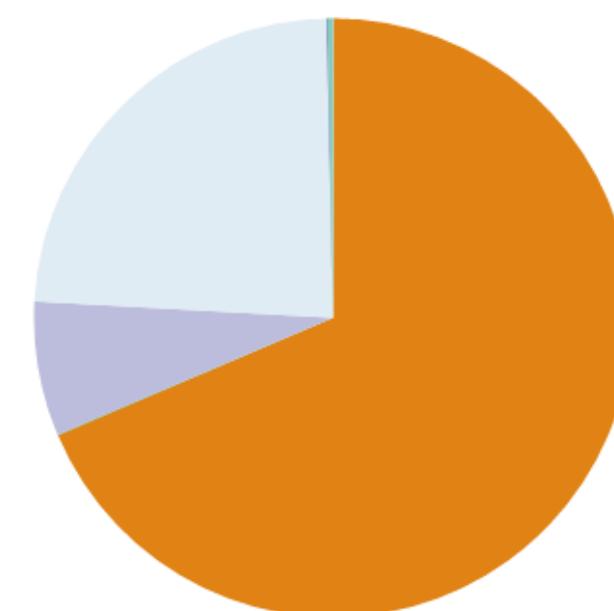
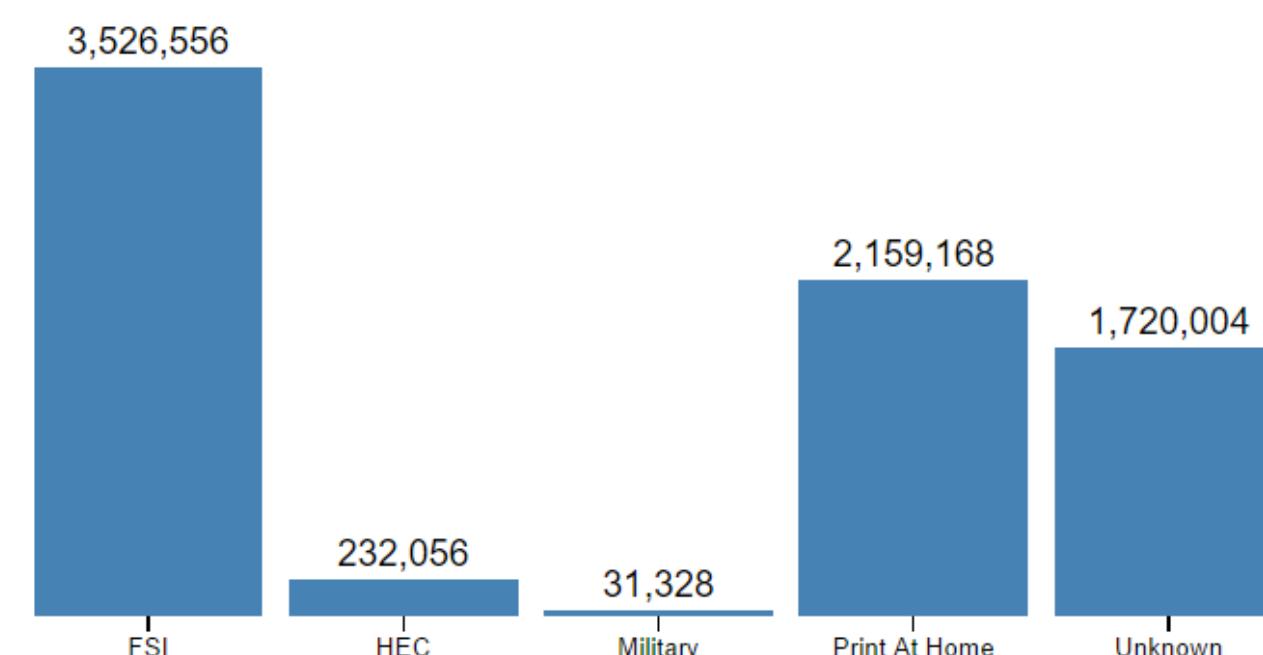


XLS

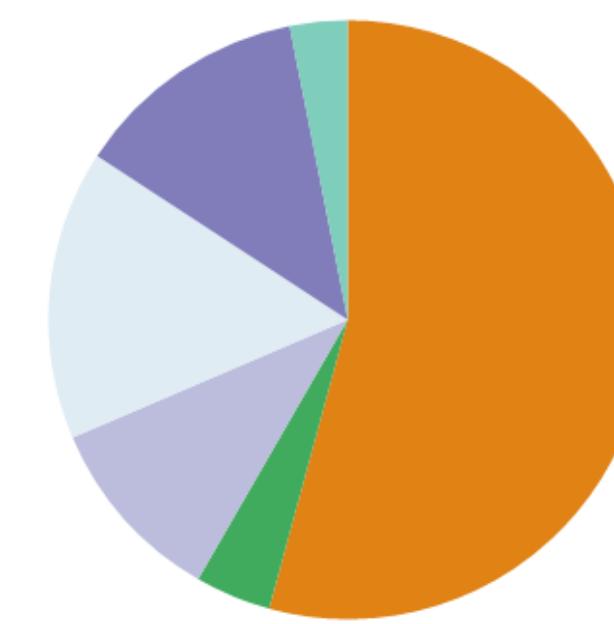
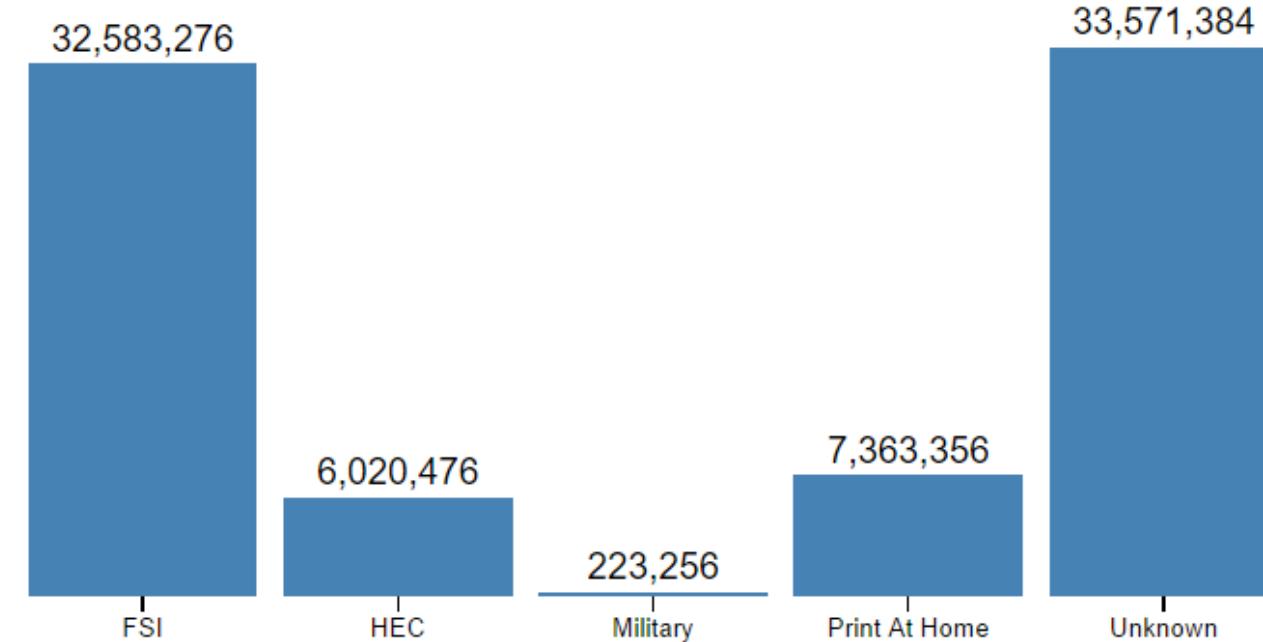
Pie Charts

Mass Merchandiser

General Mills, Inc. > Mass Merchandiser



All Manufacturers > Mass Merchandiser





DASHBOARD



BILATERAL DATA



PIE CHARTS



STATE DATA

RECENT REPORTS

[Avg Coupons Redeemed per Store by State Mfr vs. category](#)[By State and Media Mfr vs. category](#)[By DMA Mfr and Media vs. category](#)

TIME PERIOD

Current Year Quarter



REDEMPTIONS

12,348



REDEMPTION VALUE

\$124,335.50



WHAT ELSE?

????.??



PDF

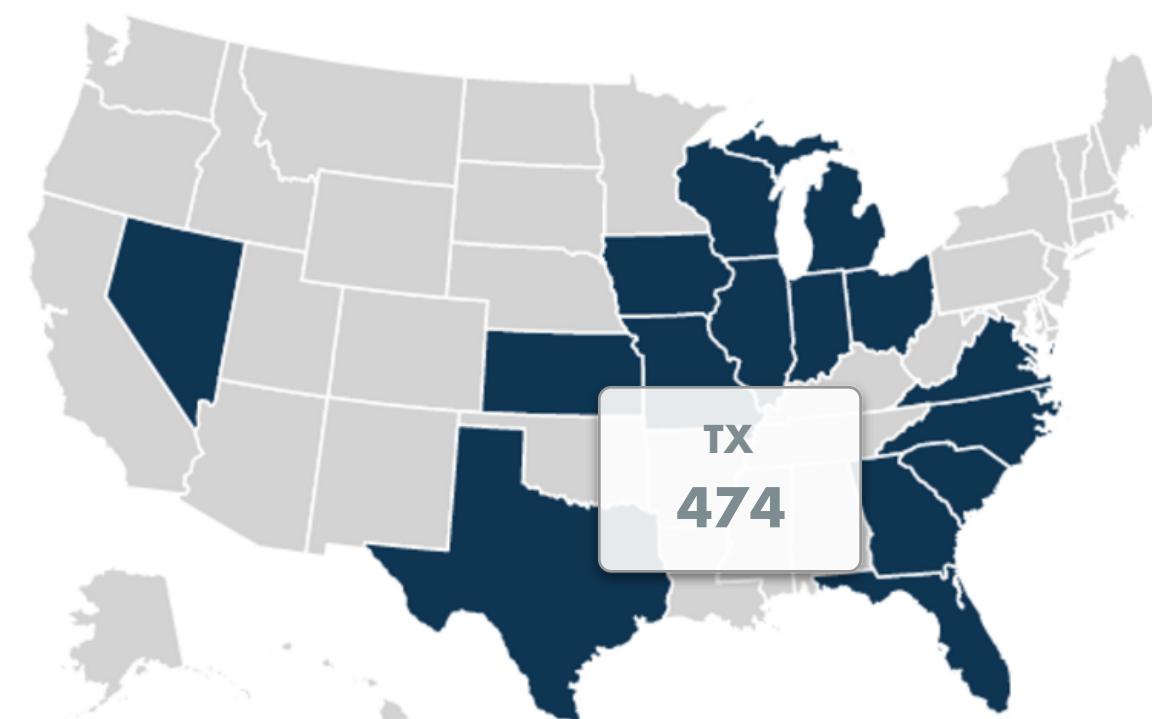


XLS

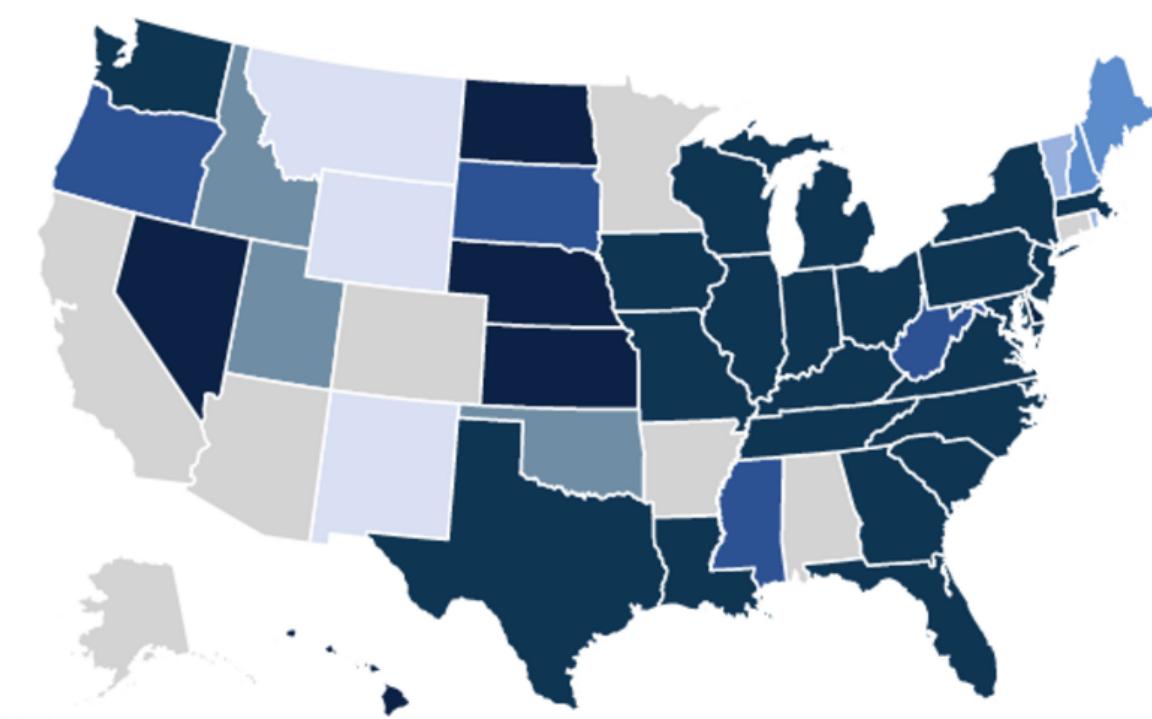
Redemption by State

Category

Baby Food



General Mills, Inc.



All Manufacturers





RESET PASSWORD

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CLIENT LOGIN

Visualization of your
ready to crunch data

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READY TO CRUNCH NUMBERS?

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LOGIN

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CLIENT LOGIN

Visualization of your data and dashboards ready to crunch numbers

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READY TO CRUNCH NUMBERS?

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