

AdExpress,

Aesthetic and functional
improvements

Changes - July 2016

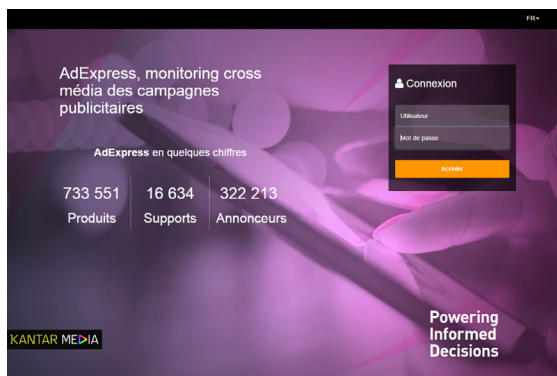
0.1 Design & ergonomics

The aesthetic aspect of AdExpress has been entirely rethought to make it more consistent with our new visual identity in order to make the platform more modern and user-friendly.

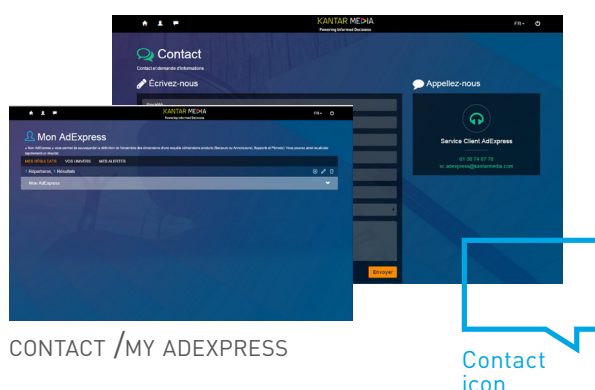
Close-up on the new module selection page

We have reorganised this page, which is now the central point of the tool. You will be able to access the modules that you have subscribed to via the left-hand part of the page, while you can use the right-hand part to:

- 1 - Download our latest content
- 2 - Receive Kantar TNS news (events, research and company news, etc.)
- 3 - Access the latest additional Report and News
- 4 - View the various AdExpress support documents (user guide, methodology)



LOGIN



CONTACT / MY ADEXPRESS

Contact icon

More modern and intuitive

All of the tool's existing pages have also seen aesthetic and functional improvements:

A single “my AdExpress” page

You can now view all of your saved results, environments and alerts from a single page.

Easier contact with Kantar Media

Do you have a question or a technical problem? Do you want to subscribe to an additional module? You can use the contact icon on the top navigation bar to contact us at any time.

0.2 Constructing searches & navigation

The query corresponds to the different configuration steps that will help you access the end result. To provide greater flexibility when you are both constructing and modifying your query, the right-click has been replaced by a single breadcrumb trail that you can click on at any time.

A single waymark: the breadcrumb trail

The breadcrumb trail will always be made up of three steps* prior to the display of the result:



*Depending on the module you are in, a number of steps might be already filled.

There are two main aims behind the implementation of the breadcrumb trail:

01

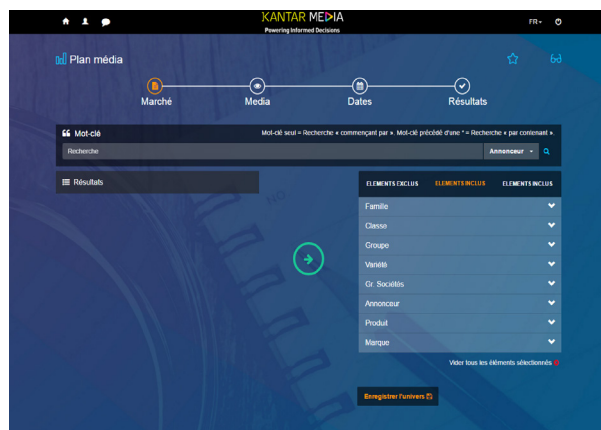
To provide you with a clear, visual waymark that is common to all modules.

02

To increase flexibility by enabling dynamic modification of one or more of your query parameters (market, media and period).

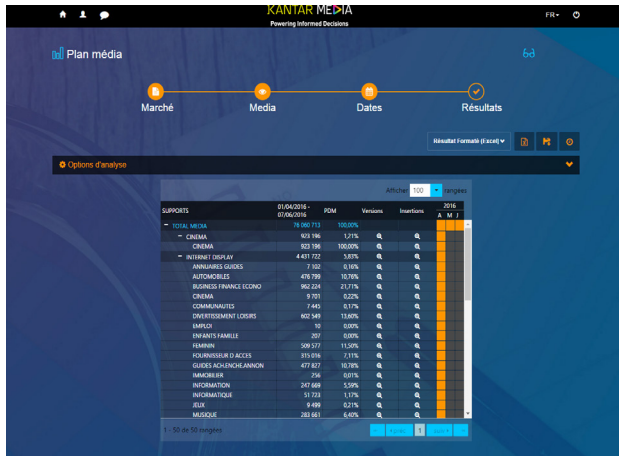
Harmonised construction of the steps in your search

Harmonisation was central to the development of this version of AdExpress. In light of this, we have redesigned all of the steps of the query so that they take a generic form applicable to all modules.



0.3 Result

Because AdExpress is a data viewing tool, we have worked hard to find ways to improve both the aesthetics and functionality of the results report.



Locked column headers

So that the headings are always visible even when the user scrolls down (useful for tables with large numbers of rows).

Results grouped by level

Whether you want to work on macro data or drill down to a greater level of detail, grouping by level means that you can now improve the ordering of the information reported in the results table.

SUPPORTS	01/04/2016 - 07/06/2016	PDM	Versions	Insertions	2016
- TOTAL MEDIA	76 060 713	100.00%			A M J
+ CINEMA	923 196	1.21%			
+ INTERNET DISPLAY	4 431 722	5.83%			
+ PRESSE	9 593 761	12.61%			
+ PRESSE INTERNATIONALE	54 523	0.07%			
+ PUBLICITE EXTERIEURE	7 114 232	9.35%			
+ RADIO	14 563 060	19.15%			
+ TELEVISION	39 380 219	51.77%			

SUPPORTS	01/04/2016 - 07/06/2016	PDM	2016
TOTAL MEDIA	76,060,713	100.00%	A M J
CINEMA	923,196	1.21%	
CINEMA	923,196	100.00%	
INTERNET DISPLAY	4,431,722	5.83%	
ANNUAIRES GUIDES	7,102	0.16%	
AUTOMOBILES	476,799	10.76%	
BUSINESS FINANCE ECONO	962,224	21.71%	
SERVICE PROFESSIONNEL	4,610	0.10%	
SPORT			
TOURISME VOYAGE			
PRESSE			
MAGAZINES			
MAGAZINES PROVINCE			
PRESSE PROF. SPECIALIS			
PRESSE QUOT. GRATUITE INFO			
QUOTIDIENS NAT.			
PRESSE INTERNATIONALE			
DECO INTERNATIONALE			
INFILIGHT			
PUBLICITE EXTERIEURE			
CLASSIC			
SHOPPING			
TRANSPORT			
VITRINE			

Reworked export and access to advertising creations

All of the exports have been reworked so that they reflect the rendering of the results table as closely as possible. The viewing of advertising creations has been improved.

For further information, please contact us at:

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