



NESTO

STARTER MANUAL



SUPPORTED BROWSERS

Supported Browsers are Chrome and Firefox. Using other browsers will limit functionality.

Our maps are not optimized for mobile devices.

HOW DO I LOGIN TO OUR CLIENT PORTAL ON REGIONPULSE

You can access the portal at <https://app.marketpulseiq.com/auth/sign-in>

USERNAME AND PASSWORD FOR CLIENT PORTAL

You will receive your username and password from the invitation system

Both are case sensitive

Please reach out to your administrator if you have any issues accessing the system

DASHBOARD

All of your maps will be placed in your dashboard.

ACCESS MAPS

To access maps, click on the open button beside each of your map



Application

Projects

Settings

Profile

Projects

Search projects...

Project Name	Created	Actions
Appliances	Jan 20, 2025	
High Net Worth Index	Jan 22, 2025	
Automobiles	Jan 16, 2025	

LEFT HAND NAVIGATION

All of the major components of the map layers is controlled by icons located in the left-hand navigation bar



Return to Home Page



Search map by address or location



Bookmarked Locations



Data Layer Access



Map Export Function



Map Labels (ON/OFF Toggle)



ACTIVATING MAP LAYERS

LAYERS

Each map is designed to consist of different layers of data. You can access the different layers by clicking on the layer icons on the left hand navigation bar

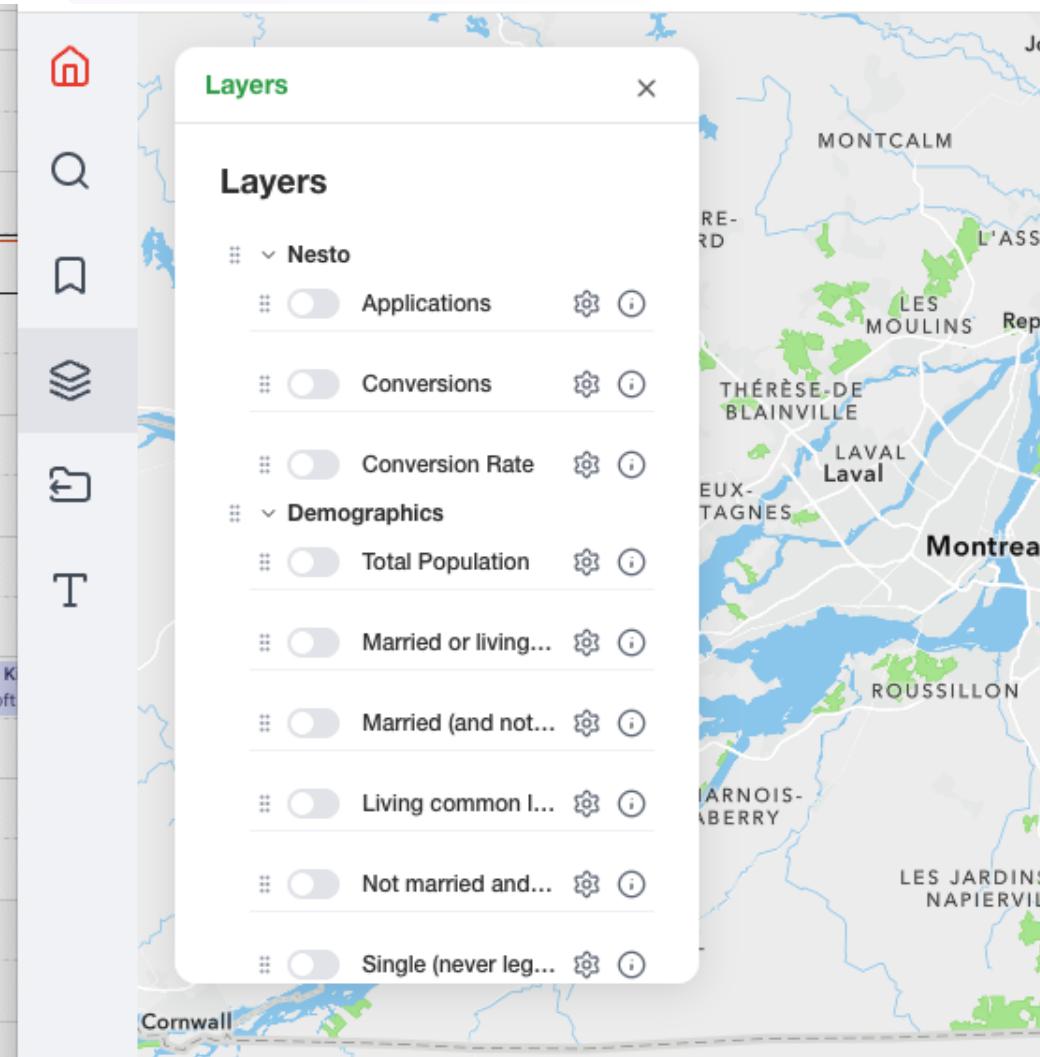
If you have no layers selected, the map will show no colors. You can toggle different layers by using the toggle switch



Opacity layer Colour Adjustment



Individual Layer Legend Values

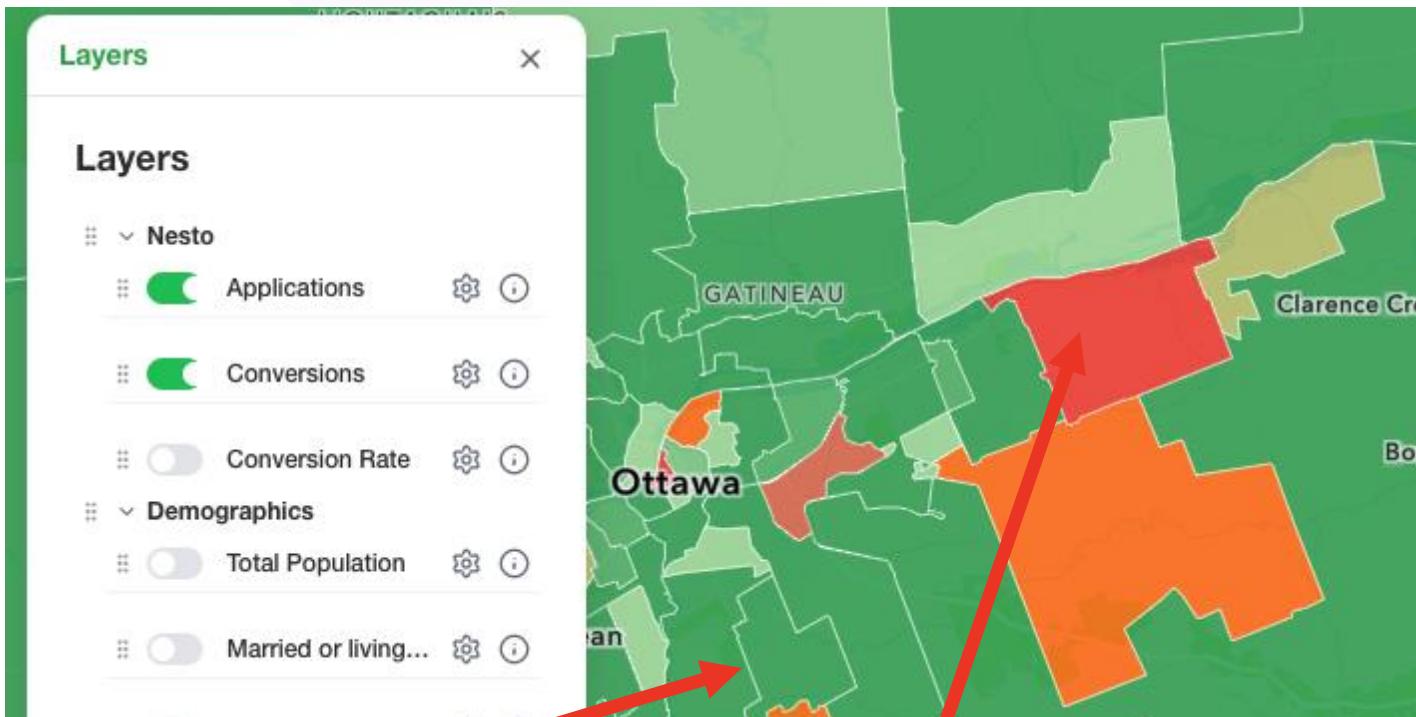


LAYERS

You can activate as many layers as you wish, but we just activating two or three layers maximum

Understanding Colours

When activating multiple layers, it is best to look for colours that become dark reds (score low across all layers) or bright green (score high across all layers)



BRIGHT GREEN

Highest Quartile for Applications and Conversions

BRIGHT RED

Lowest Quartile for Applications and Conversions

MAP EXPORT FUNCTION

Export Screenshots

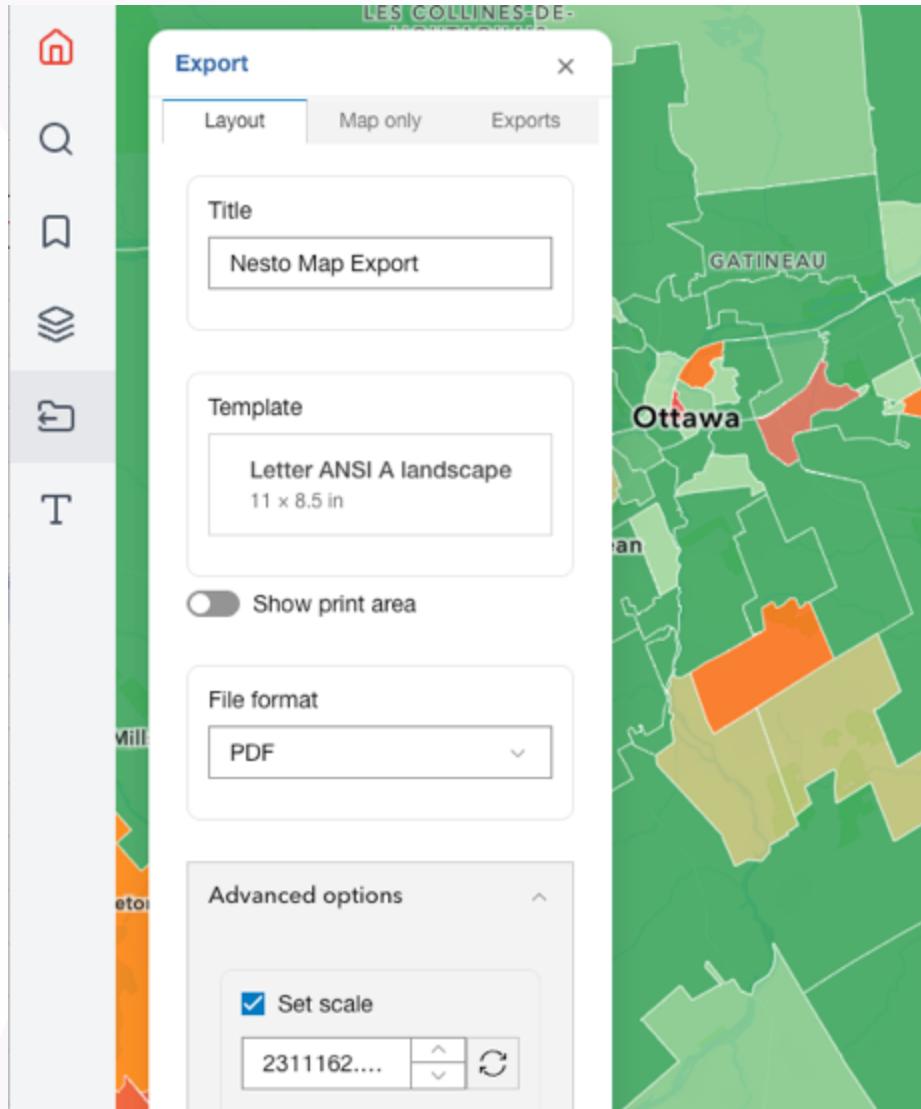
All maps can be exported using the export feature found on the left-hand navigation system

Access Past Exports

All previous exports will be saved under the EXPORTS tab

Modifying Exports

You will have the ability in the layout window to modify the export. You can change image size, resolution, author, and map inclusions



IQ CENTER

Is located on the right hand side of the application. IQ Center allows you to access our A.i. analysis tools, as well as generate custom InfographIQ reports

quickstartIQ

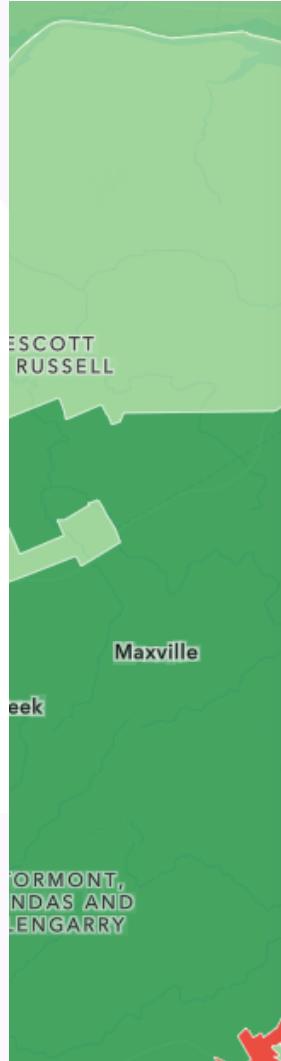
These are custom A.I prompts that are custom to each project. You can access these prompts by clicking on the quickstartIQ button

infographIQ

These are custom reports that can be developed for selected market regions.

filters

This allows you to filter out specific data based on percentile rank



IQcenter

IQbuilder

quickstartIQ

infographIQ

Filters

Filters: Apps ≥ 1 • Top N All

Type your query here...

clear

Analyze

quickstartIQ

Is our custom A.I. agent tool, customized for each map. It only searches data layers within the map. It does not access any external data

Step 1

Select a query by opening the quickstartIQ button

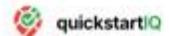
Step 2

You can run the query by pressing the analyze button, but you can also modify the query by editing the query in the text box

Tips for Success

Our A.I. agent tool is built to be very focused on running complex queries against the data. If you have any questions, need additional queries added, please reach out to your Insight Support Representative to have it tested and added.

Step 1



quickstartIQ

Choose from predefined demographic and analysis queries to get started quickly.

Rankings

Show me the top 10 areas with highest conversion rates

Demographic Rankings

Show me the top 20 areas by condominium ownership percentage

Income vs Performance

Is there a relationship between disposable income and mortgage approvals?

Analyze the correlation between income growth and application volume

Step 2

Choose a query



quickstartIQ



infographIQ



Filters

Filters: Apps ≥ 1 • Top N 100

Show me the top 20 areas by
condominium ownership percentage

clear

Analyze

REAL IQ REAL DATA

infographIQ

Is located on the right hand side of the application. This allows you to run custom reports for certain geographic areas that you specify

Point

By Selecting the point option and dropping a pin on the map, it will allow to select an area by circle, drive time or walk time

Area

This allows you to draw any custom shapes using your mouse. Be sure to close any shape by bringing your end point back to your starting point

Select

This allows you to select multiple FSAs (Forward Sortation Areas).

.ll infographIQ

x

 Reset

1. Draw

2. Buffer

3. Report

Select a method to define your area of interest



Point



Area



Select

AT ANY TIME, PRESS RESET IF YOU WOULD LIKE TO START OVER

SELECT THE X BUTTON ON THE TOP RIGHT TO CLOSE INFOGRAPHIQ



REAL IQ REAL DATA

GENERATING AN INFOGRAPHIQ REPORT

Step 1

Select one of the draw features and choose your area of analysis

Step 2

Press complete selection once you have selected your area of analysis

Step 3

Choose which report you would like to run by pressing the “Select a Report Button”

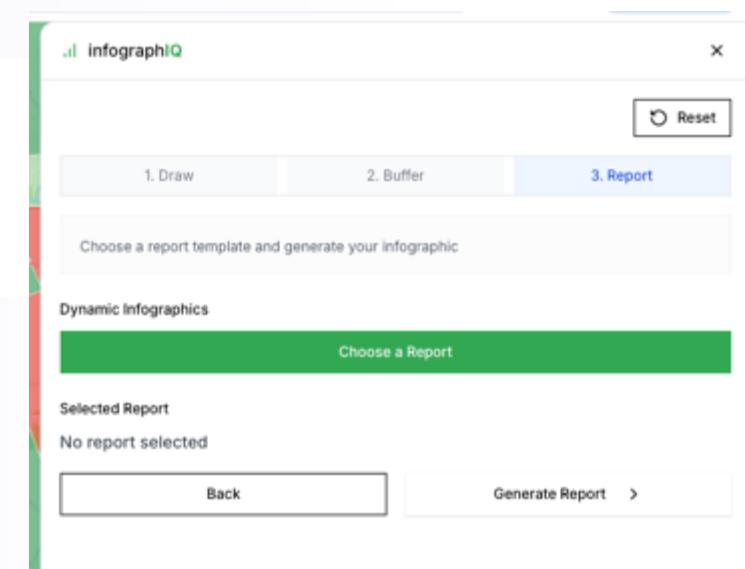
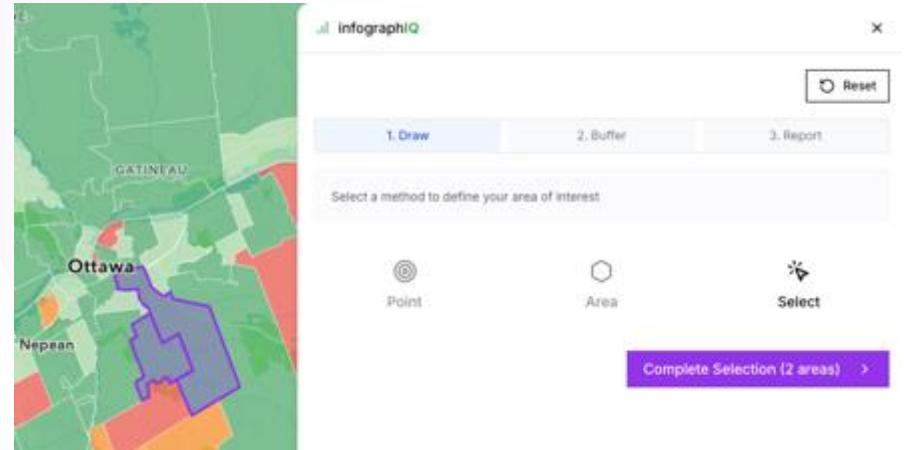
Step 4

Press Generate report button once you have selected your report

Tips for Success

Try to be as specific in your regional analysis, Please do not select entire provinces since the information will be very generalized.

BE SURE TO PRESS RESET AFTER EACH REPORT



REAL IQ REAL DATA

OUR SYSTEM IS DESIGNED FOR USERS BUT WILL GROW WITH YOU

Need More Queries

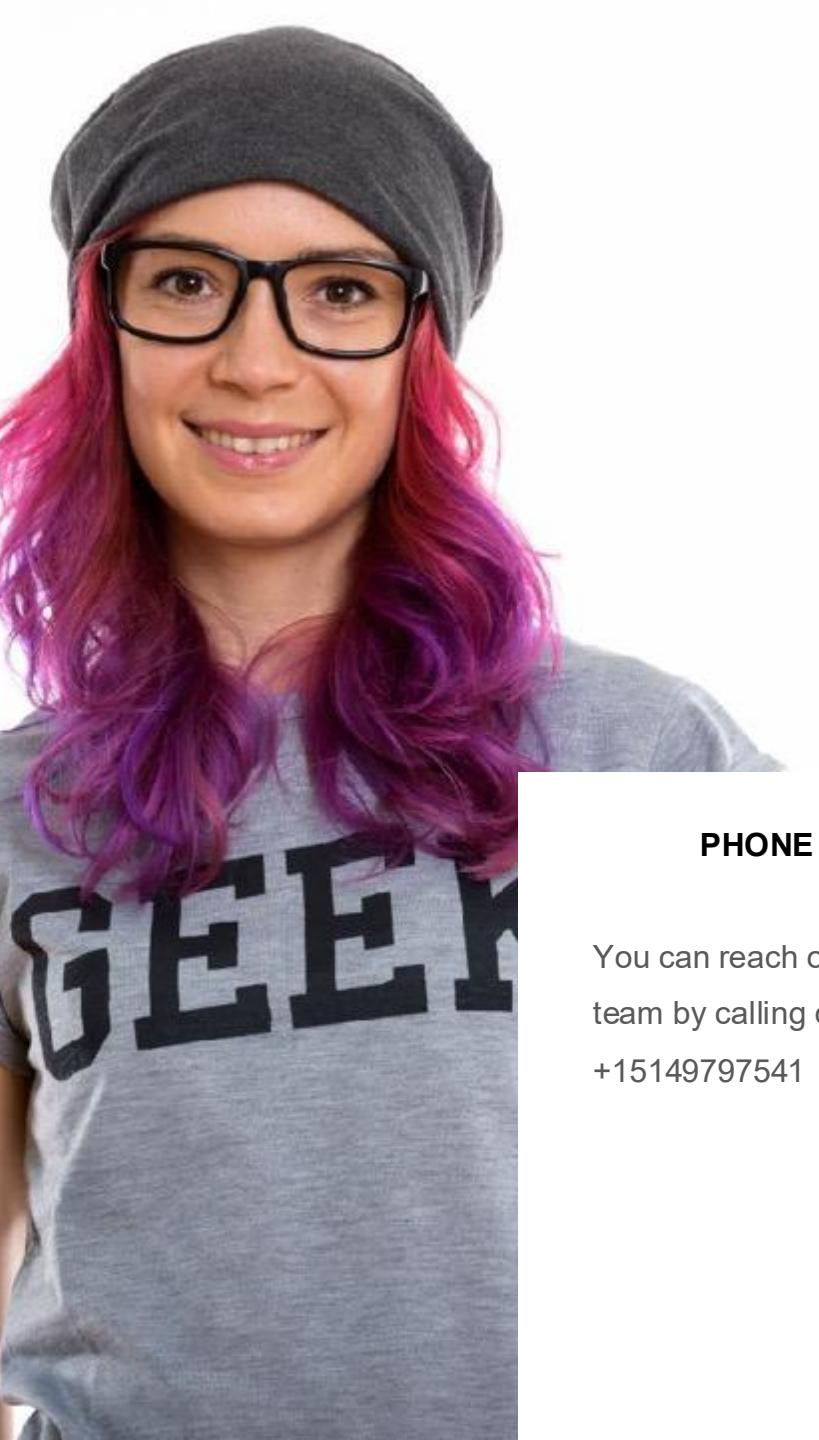
At anytime, reach out to our team if you need more queries added. Our team will ensure the queries are added and that the results are validated and accurate

Custom Reports

All infographIQ reports can be customized and added. If you see a report that you need that is covered on two different reports, reach out and we can design a new report for you and the team

More Data

As clients use our system, your IQ about your markets and products increases. We can always add more data to the system to meet your needs. Our goal is never to limit your learning



WE DO THE LIFTING, SO YOU CAN DO WHAT YOU DO BEST

Our system is pretty user-friendly, but we are here to always help. We are not a Software as a Service, we are part of the service.

If you have any questions or need more maps, or just want to chat about something you found, we are here to help.

PHONE / TEXT

You can reach out to your support team by calling or texting
+15149797541

EMAIL

You can reach us at
info@marketpulseiq.com

ALWAYS ASK

We have thousands of variables that you may not know about, just ask us and we can add more to the maps

We don't charge you for using the system more or using us more, so we are here to help



Get in touch

GLOBAL OFFICES

UNITED STATES

SINGAPORE

SWEDEN

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