QuickClick MediaTools

User Guide - Traffic Sheet Generator

Welcome! QuickClick MediaTools automatically converts your blocking charts into professional, client-ready traffic sheets. This guide will walk you through the simple process.

Getting Started

1 Launch the Application

Double-click the QuickClick MediaTools icon on your desktop or in your applications folder.

2 First Time Setup

On first launch, you'll be asked to enter your name and role. This helps track usage and is only required once.

Generating a Traffic Sheet

3 Upload Your Blocking Chart

Click "Select Blocking Chart" and choose your Excel file. The application will automatically detect and validate your file.

4 Generate Your Traffic Sheet

Click the "Generate" button and choose where to save your file. The tool will create a professional Excel file with organized tabs.

5 Verify Your Results

Open the generated file and verify that all tactics are present and properly categorized. The tool automatically removes blank rows and unnecessary columns.

> **Important:**
> - This tool is designed to work with the standard Unilever Digital blocking chart template.
> - Please verify that all tactics from your blocking chart are accurately reflected in the generated traffic sheet, as automated processing may require manual review to ensure completeness.

QuickClick MediaTools | For support or questions, contact Lucus Dato (lucus.dato@initiative.com)