RDD Associate Learning Academy

Enterprise-wide Training, Education & Associate-development

RDD Associates Core Leadership Strategy

Enterprise Sustainability - Laser focus on *GROWING OUR BUSINESSES…* train, develop & reward *VALUED ASSOCIATE RESOURCES…* build momentum to ensure *FUTURE ENTERPRISE SUCCESS!*

What is RDD's *ASSOCIATE LEARNING ACADEMY*?

An *enterprise-wide training, education & associate -development process,* that:

- For every RDD position, identifies core skills, business processes / protocols, technology enablers and best business practices / solutions critical to delivering *sales agency SERVICE EXCELLENCE*
- Provides a comprehensive portfolio of fundamental and advanced training/education modules *facilitating associate development and building organizational capacity and performance*

MARKET TRACK

Key Discussion Topics

[I] Course Overview

- Course Overview: Definition / Purpose / Rationale
- What is Market Track?

[II] Key Elements & Topics

- What is Feature Vision?
- How to run a Feature Vision Report
  - Account Detail Data (example and demo)

[III] Applications & Utilization

  - Digital Ad Archive (example and demo)
- Market Track Contact

[IV] Reference, Recap & Next Steps

- Recap
- Handouts & Reference Guide
- Next Steps & Timeline

What is **MARKET TRACK**?

A company that provides business intelligence solutions. Used by than 850 retailers, manufacturers and agencies. Company founded 34 years ago.

What is **FEATURE VISION**?

The ad tracking software supplied by Market Track.

Why do we need **FEATURE VISON**?

Examples may include:

- Business planning/business reviews
- Compare sale price points, frequency
- Verification of ad runs over a period of time
- See what competition/rest of category is doing
- See visuals

What is available in **FEATURE VISION**?

Two Types of Reports:

- Account Detail Data:

  Report that will show you ad history for an account over a specific period of time

- Digital Ad Archive:

  An actual replication of a retailer ad

What is available in: **FEATURE VISON**?

- Two Years of running ad data
- Accounts (Account Detail Data)

A&P/Pathmark/Wald/Food Emp/Food Basic/S-Fresh*
Acme
Ahold (S&S/Giant C/Giant L/Martins)
Associated
Compare
C-Town
Dag
Fine Fare
Foodtown
IGA
Key Food
King Kullen
Kings
Met
Redners
ShopRite
Trade Fair
Weis
W Beef
Whole Foods

- Accounts for Digital Ad Archive: all of the above except SuperFresh and also have: Bravo, Fairway, Gristedes, Mars, Pioneer, Shop n Bag
- Geographies (can specify a market with your account)

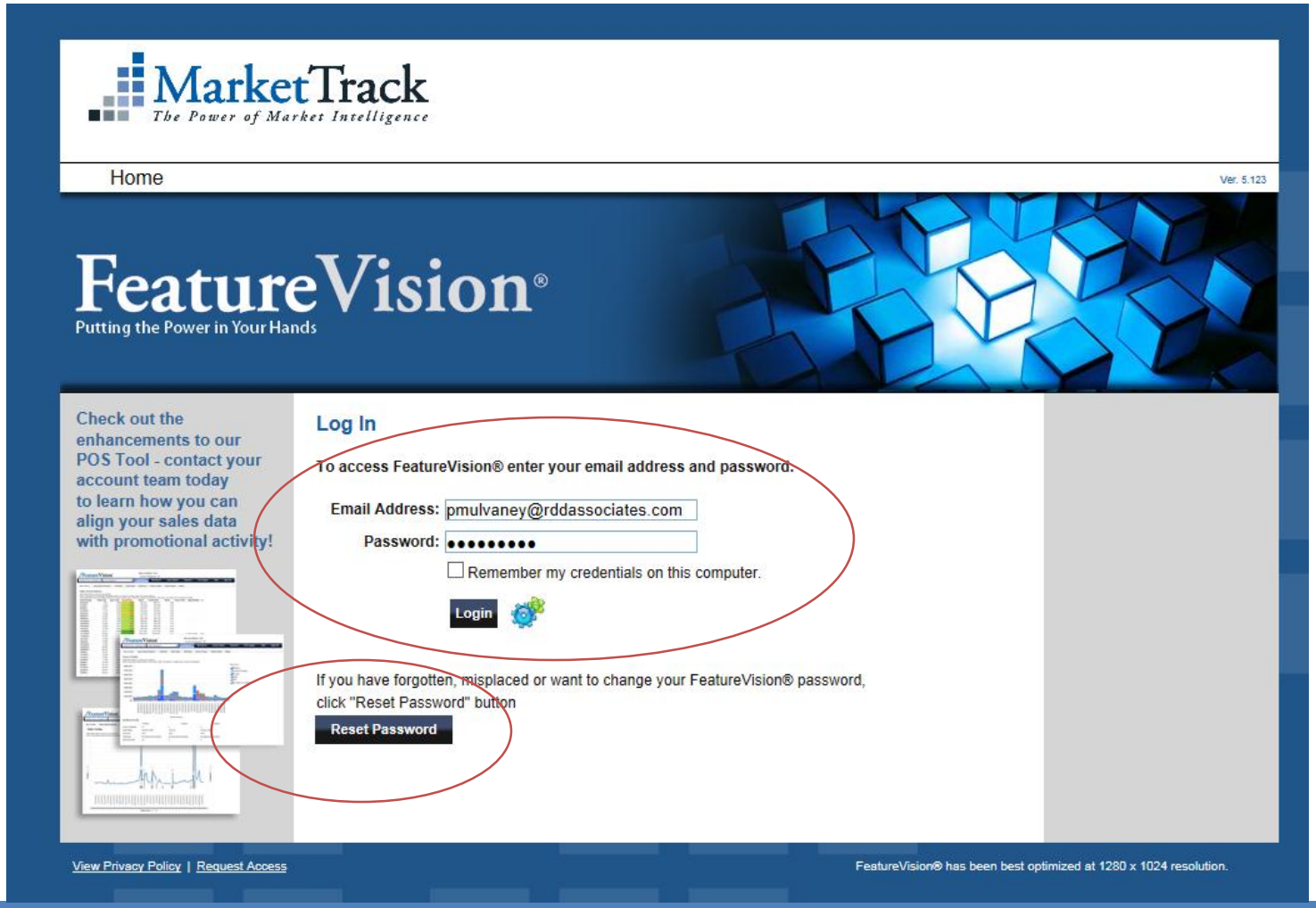
Feature Vision: How To Run a Report

RDD Associate Learning Academy

Enterprise-wide Training, Education & Associate-development

LOG ON

Go To: http://www.50.featurevision.com/Login.aspx



EXAMPLE 1

Create an report showing

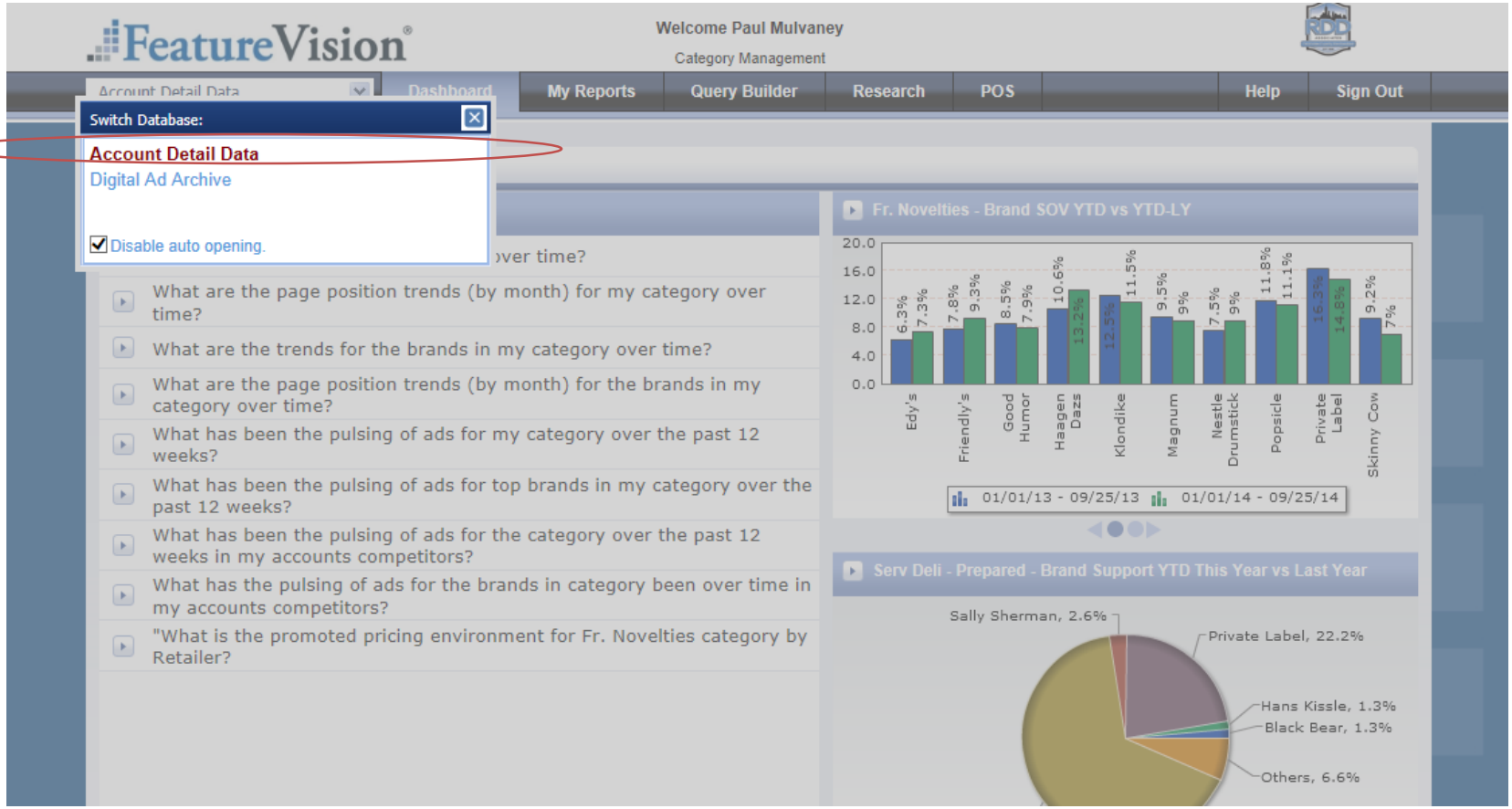
the number of ads for

Eggland's Best at ShopRite

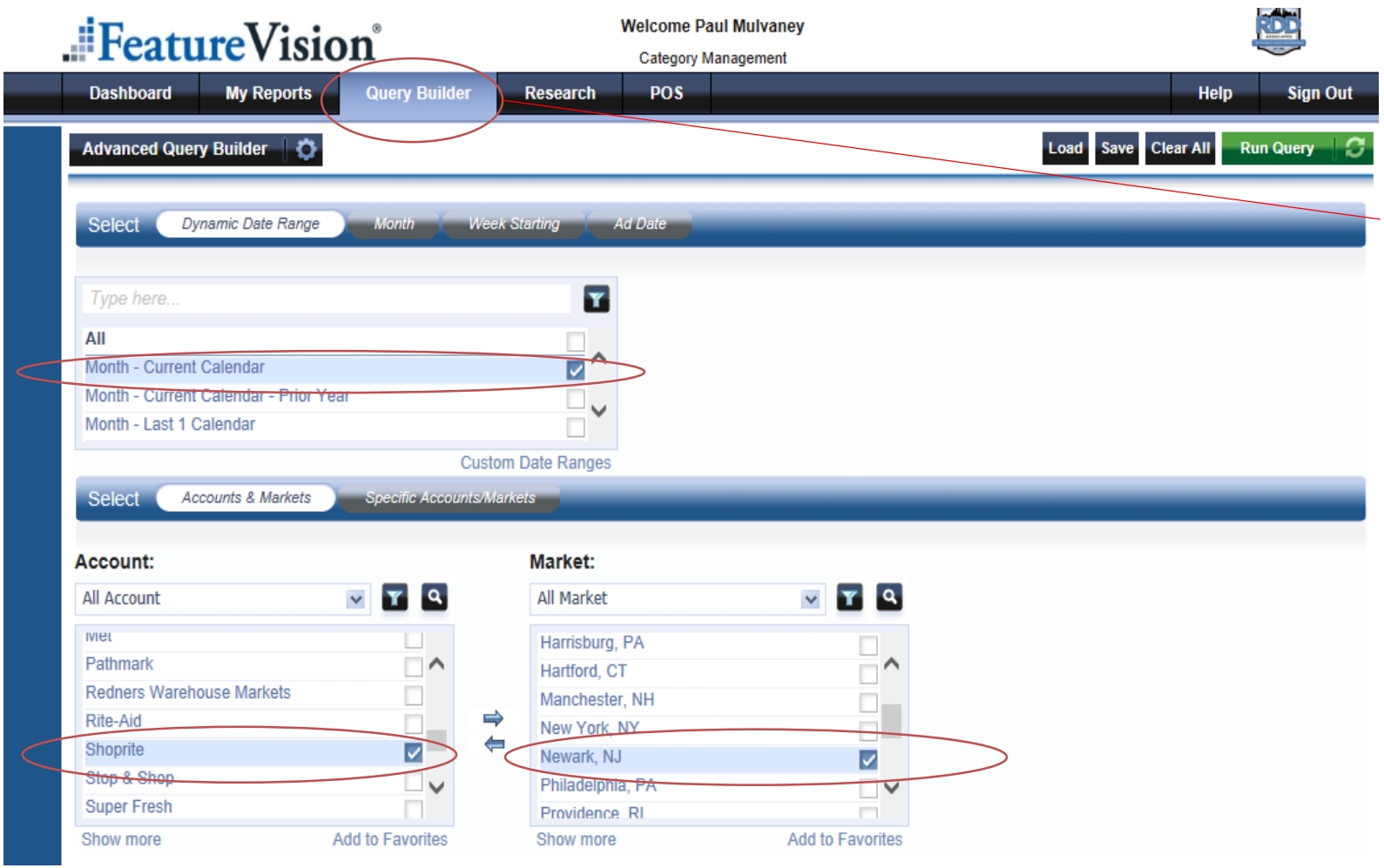
over the past month

CHOOSE THE TYPE OF REPORT YOU WANT

From the Dashboard TAB:
Select Account Detail Data



GO TO QUERY BUILDER TAB (CHOOSE DIMENSIONS)

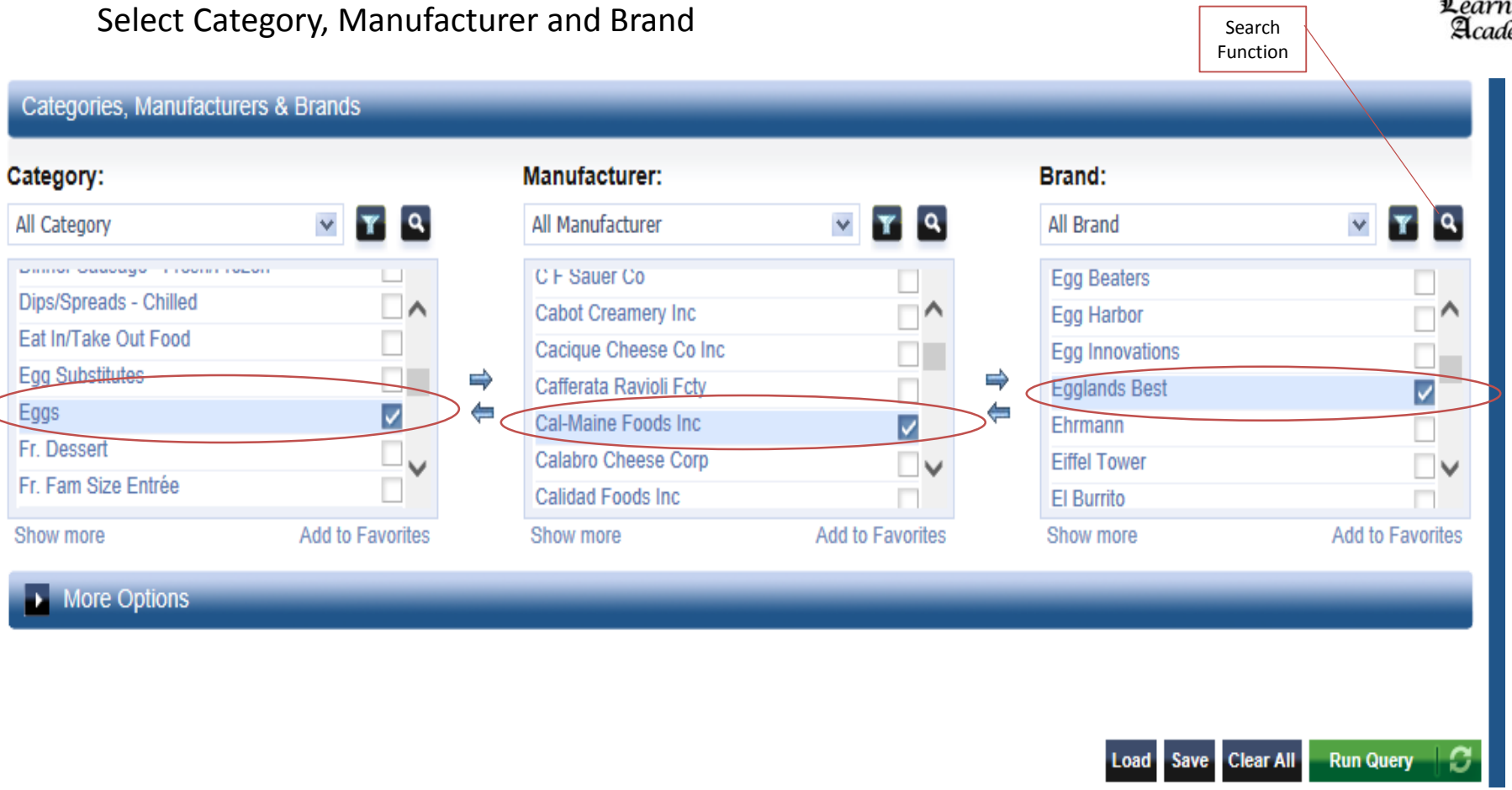


Click on Query Builder Tab

Select Time, Account and Geog.

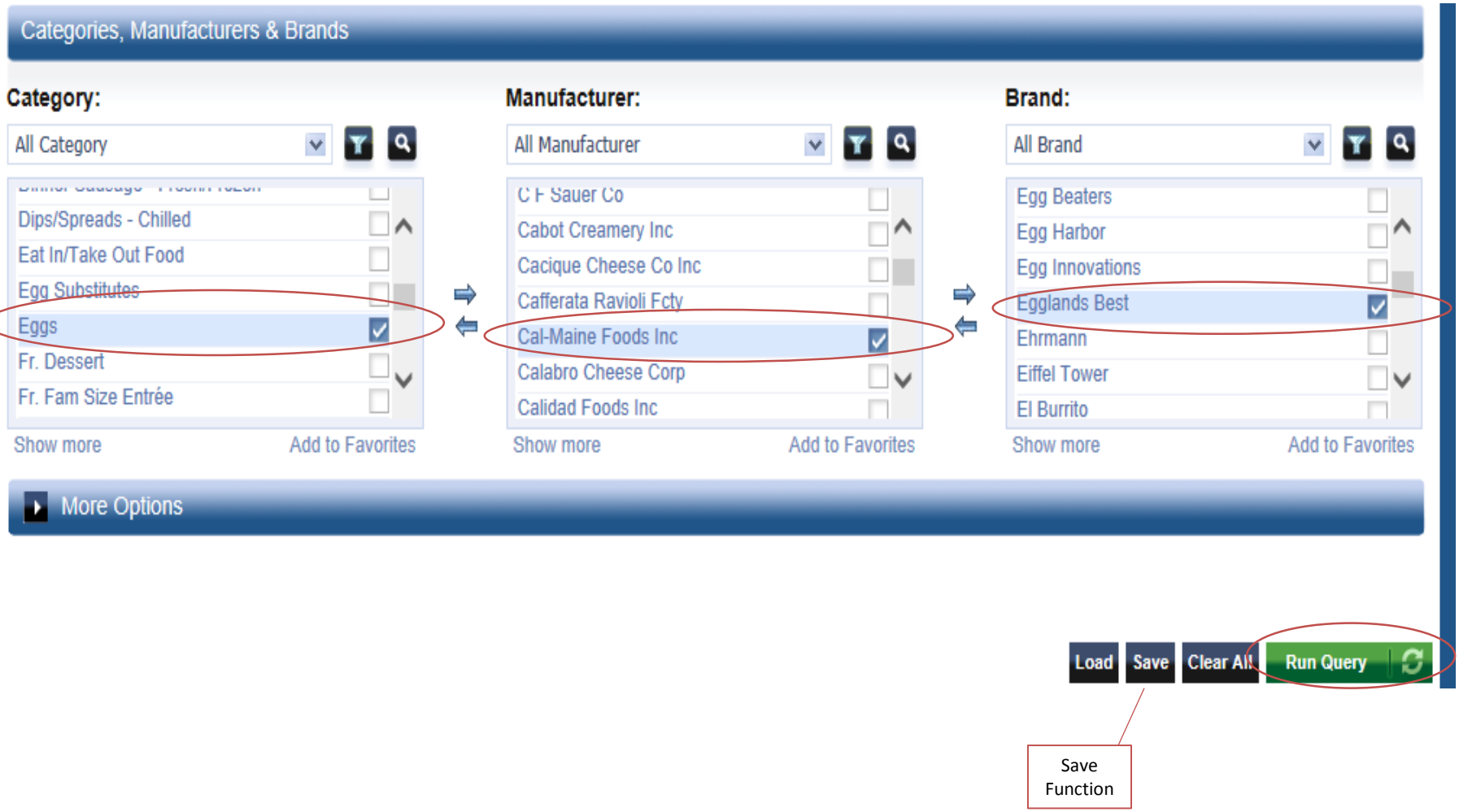
GO TO QUERY BUILDER (CHOOSE DIMENSIONS)

Select Category, Manufacturer and Brand



RUN QUERY (CAN ALSO SAVE)

After everything has been selected, click on “Run Query”



VIEW RESULTS (DATA TAB)

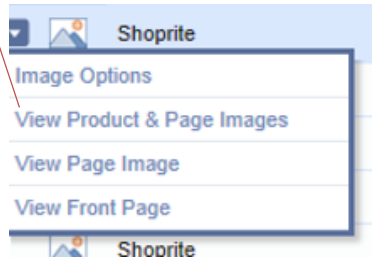
Summary | Product Images | Page Images | Calendar | Pivot Table | Data

Filter

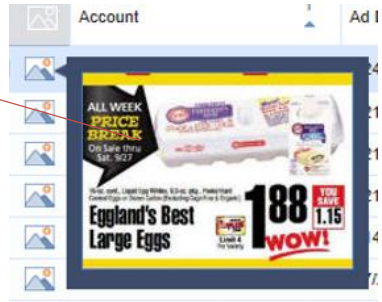
dify Query >>

Product Detail Records; 6 Pages; 5 Ads

	Account 1	Ad Date 3	Media Type 4	Market 2	Category	Brand	Sale Price
	Shoprite	9/24/2014	ROP	Newark, NJ	Eggs	Egglands Best	1.88
	Shoprite	9/21/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best	1.88
	Shoprite	9/21/2014	ROP	Newark, NJ	Eggs	Egglands Best	1.88
	Shoprite	9/14/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best	2.99
	Shoprite	9/7/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best	2.99



Clicking to left of icon allows image to be viewed on screen



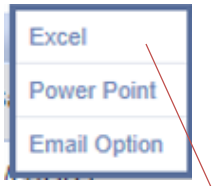
Hovering mouse over icons shows a preview of image

VIEW RESULTS

A- Big Picture (Front Page)
B- Picture
C-No Picture (Words)

Go to Export and click on “Excel”

Top Right of Screen



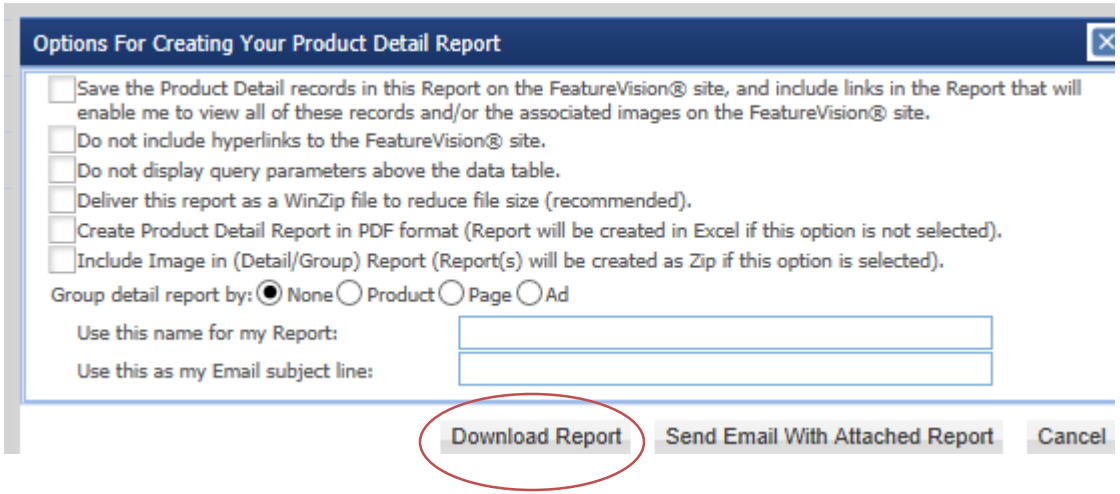
Set default view to: Data

Multi-Select | Display | Export | Tools

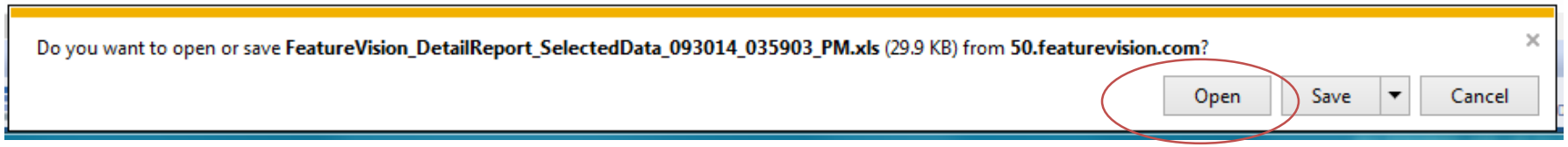
Show 40 | Page 1 of 1

Ad Type	Limit	Save Up To	Promotions	Page Position	Sale Start Date	Sale End Date	M
B	4		Loyalty Card Required; Price Reduction Indicated; Quantity Limited	ROP	9/24/2014	9/27/2014	C
B	4		Loyalty Card Required	Front Page	9/21/2014	9/27/2014	C
B	4	1.15	Loyalty Card Required	Interior Page	9/21/2014	9/27/2014	C
B	4		Loyalty Card Required	ROP	9/21/2014	9/27/2014	C
B				Interior Page	9/14/2014	9/20/2014	C
B				Inside Back Page	9/7/2014	9/13/2014	C

VIEW RESULTS: EXPORT TO EXCEL



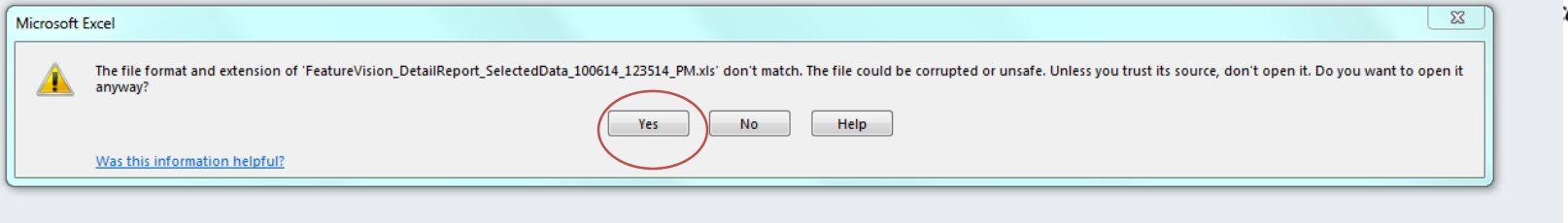
Click on “Download Report”



Click on “Open”

VIEW RESULTS: EXPORT TO EXCEL

Click on “Yes”



Excel Version

MarketTrack
The Power of Market Intelligence

FeatureVision Product Detail Report Contact Market Track At: support@markettrack.com , or 518-584-9129 x 100

Report created by : Paul Mulvaney of RDD Associates on 10/06/14 at 02:51 PM in the "Account Detail Data" database.

Report was created using all records in query results:

Account : Shoprite

Market : Newark, NJ

Dynamic Date Range : Month - Last 1 Calendar

Category : Eggs

Brand : Egglands Best

Image Optic	Prod. & Page Imag	Accou	Ad Date	Media Typ	Market	Categ	Brand	Ori	Vari	Unit Ty	Pkg S	Product Descripti	Offer Descripti	Sale Pr	Reg
View	View	Shoprite	9/24/2014	ROP	Newark, NJ	Eggs	Egglands Best					doz, lg		1.88	
View	View	Shoprite	9/21/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best					doz, lg		1.88	
View	View	Shoprite	9/21/2014	ROP	Newark, NJ	Eggs	Egglands Best					doz, lg		1.88	
View	View	Shoprite	9/14/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best					doz		2.99	
View	View	Shoprite	9/7/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best					doz, lg		2.99	

EXAMPLE 2

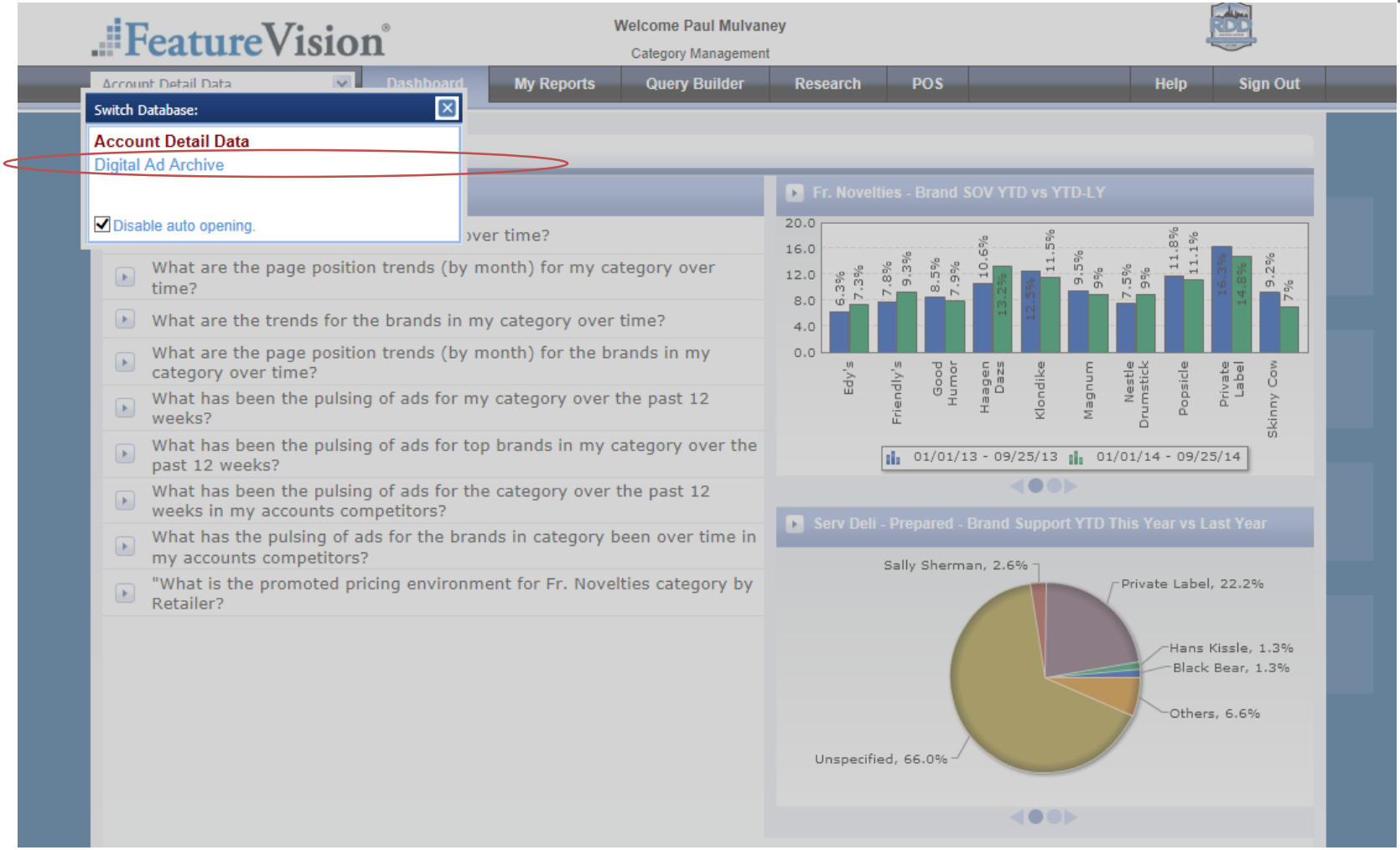
Create a report to view all the Pathmark

circular ads that ran

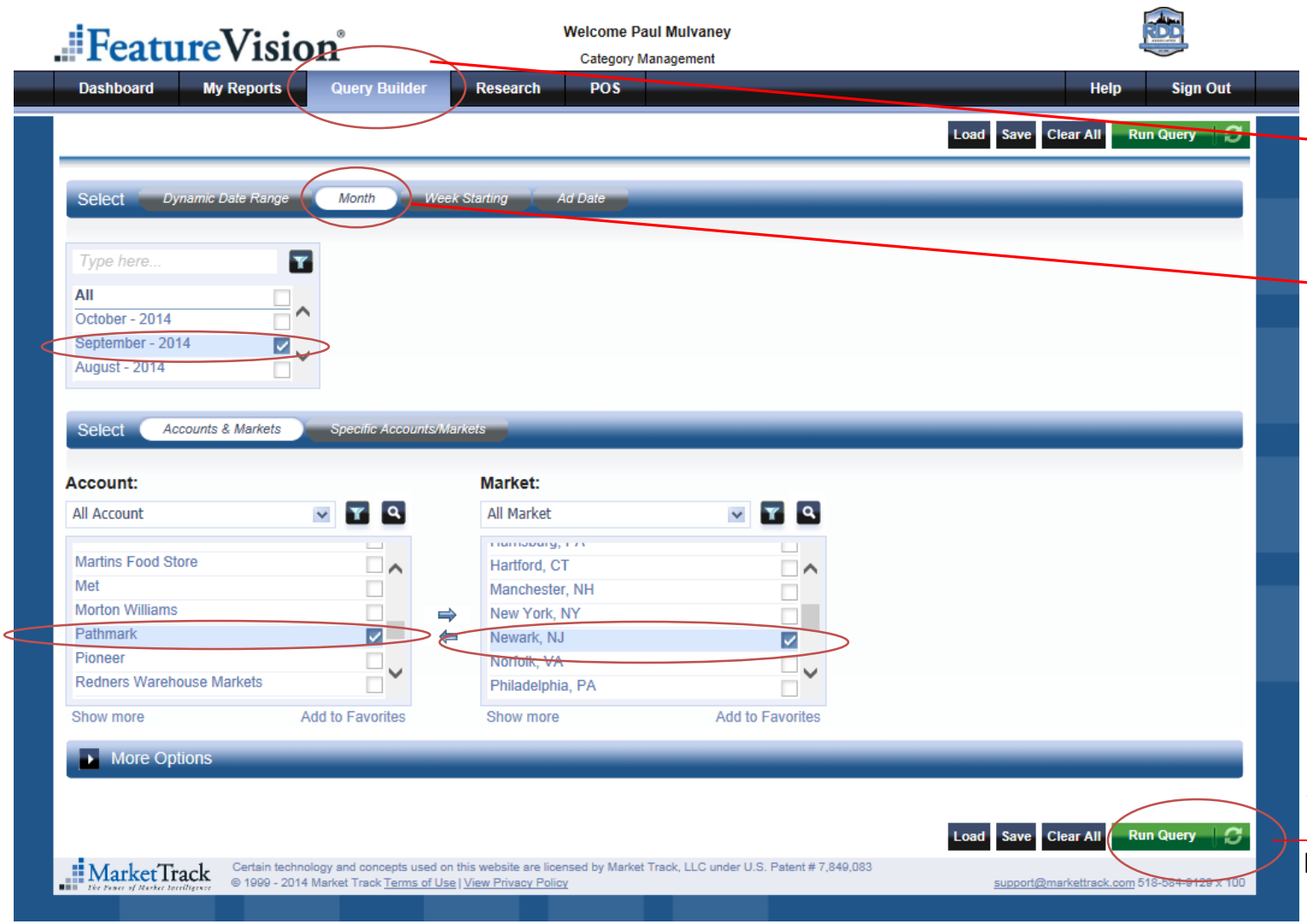
this past September

CHOOSE THE TYPE OF REPORT YOU WANT

Select Digital Ad Archive



GO TO QUERY BUILDER (CHOOSE DIMENSIONS)



Click on Query Builder Tab

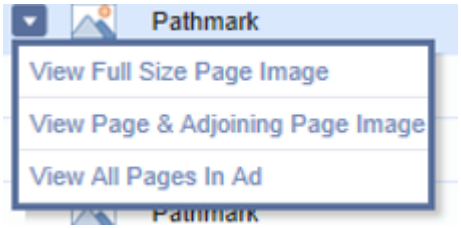
See tabs In Time Dimension

After Selections are made Hit "Run Query" To Get Report

VIEW RESULTS (DATA TAB)

Summary | Product Images | Page Images | Calendar | Pivot Table | Data

Account	Ad Date	Market	# of Pgs	Media Type	Specific Media	Sale Start Date	Sale End Date
Pathmark	9/26/2014	Newark, NJ	6	Insert-Paper	Bergen Record	9/26/2014	10/2/2014
Pathmark	9/19/2014	Newark, NJ	6	Insert-Paper	Bergen Record	9/19/2014	9/25/2014
Pathmark	9/12/2014	Newark, NJ	6	Insert-Paper	Bergen Record	9/12/2014	9/18/2014
Pathmark	9/5/2014	Newark, NJ	6	Insert-Paper	Bergen Record	9/5/2014	9/11/2014



Clicking to left of icon allows image to be viewed on screen

Hovering mouse over icons shows a preview of front page

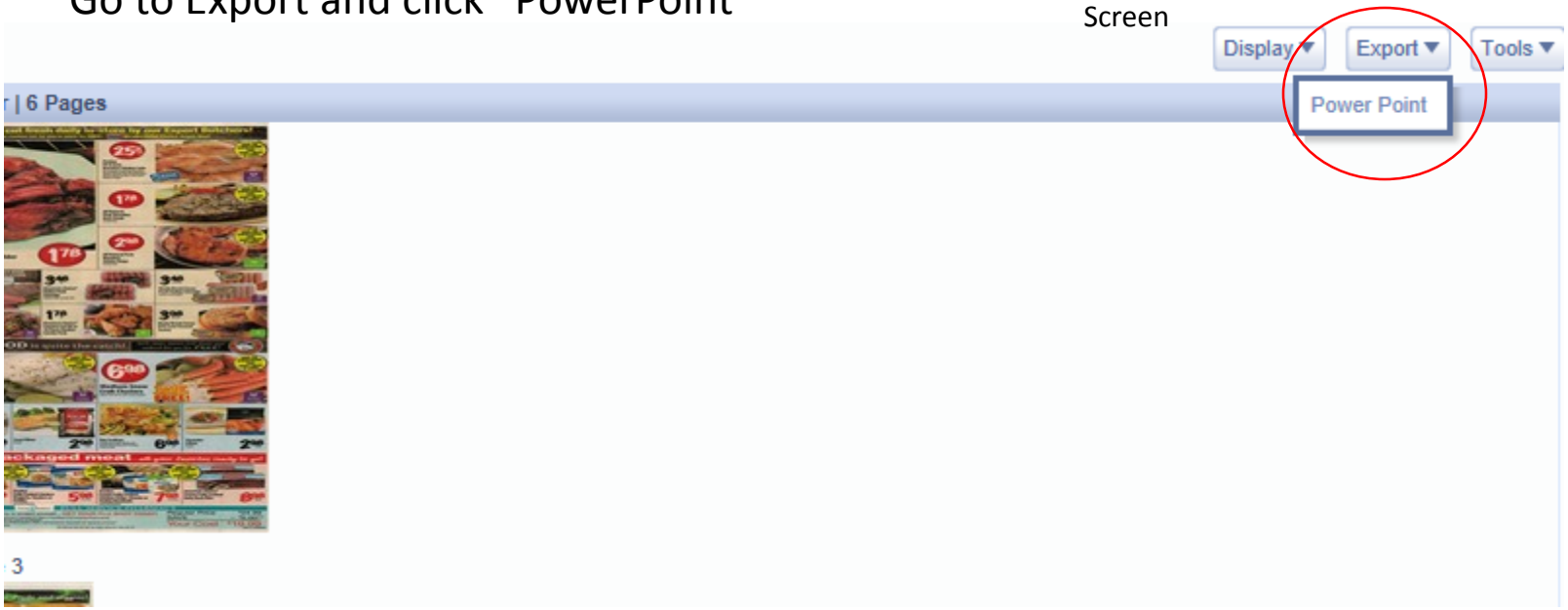
VIEW RESULTS (ALL PAGES IN AD)

- Click on the image to view page
- If you need to go back, use the DATA tab
- Manually check the boxes for each page you want if exporting to PowerPoint

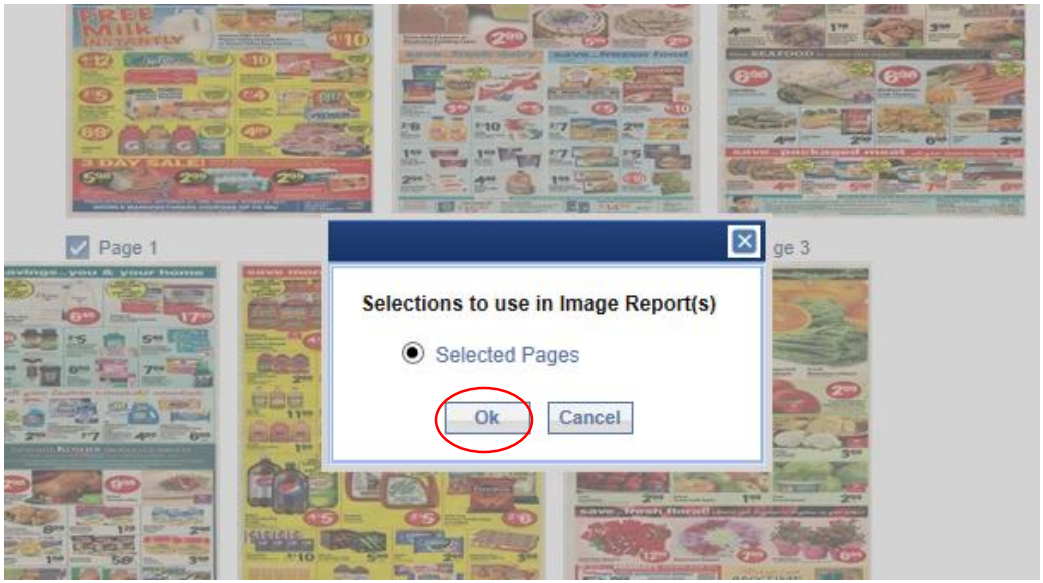
VIEW RESULTS (EXPORT TO POWERPOINT)

Go to Export and click “PowerPoint”

Top Right of Screen

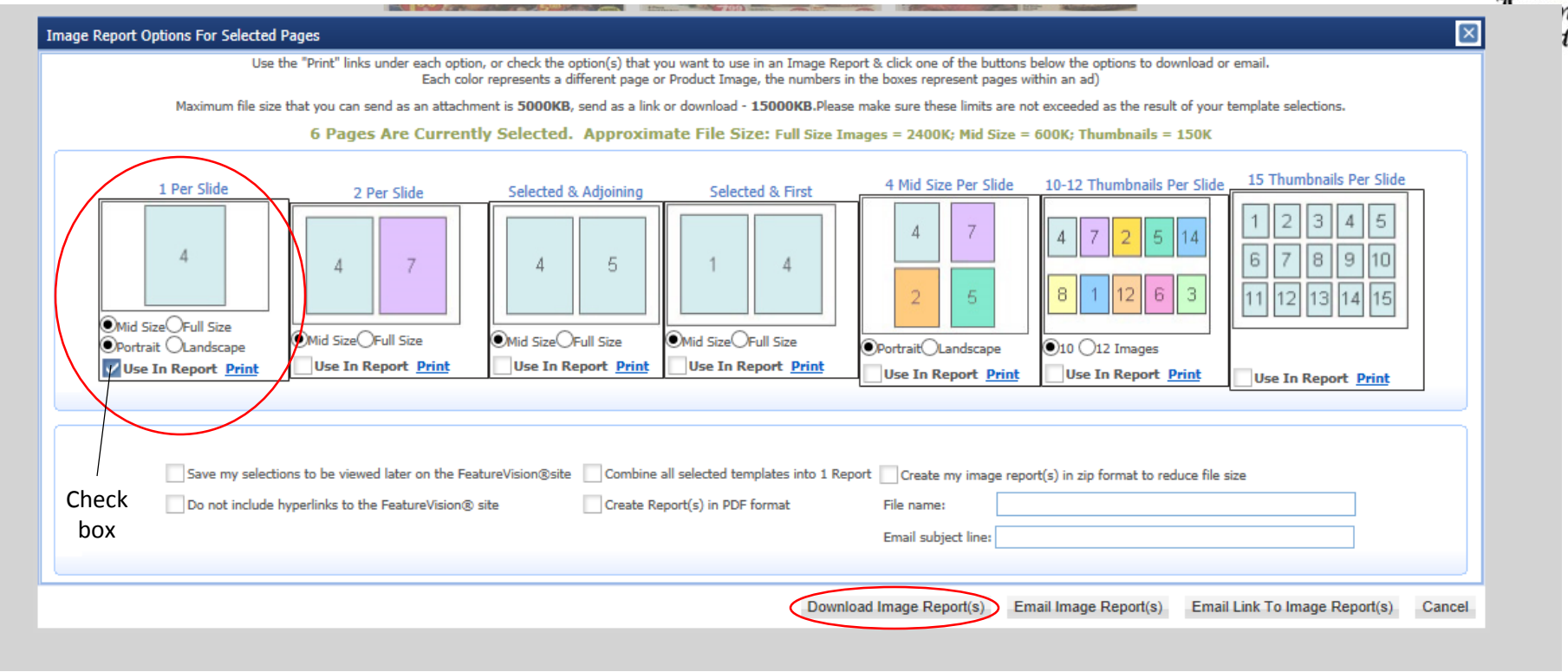


VIEW RESULTS (EXPORT TO POWERPOINT)

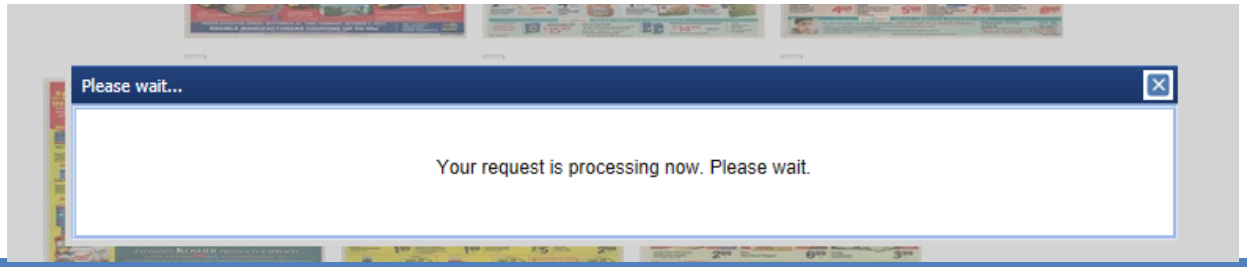


Hit ok

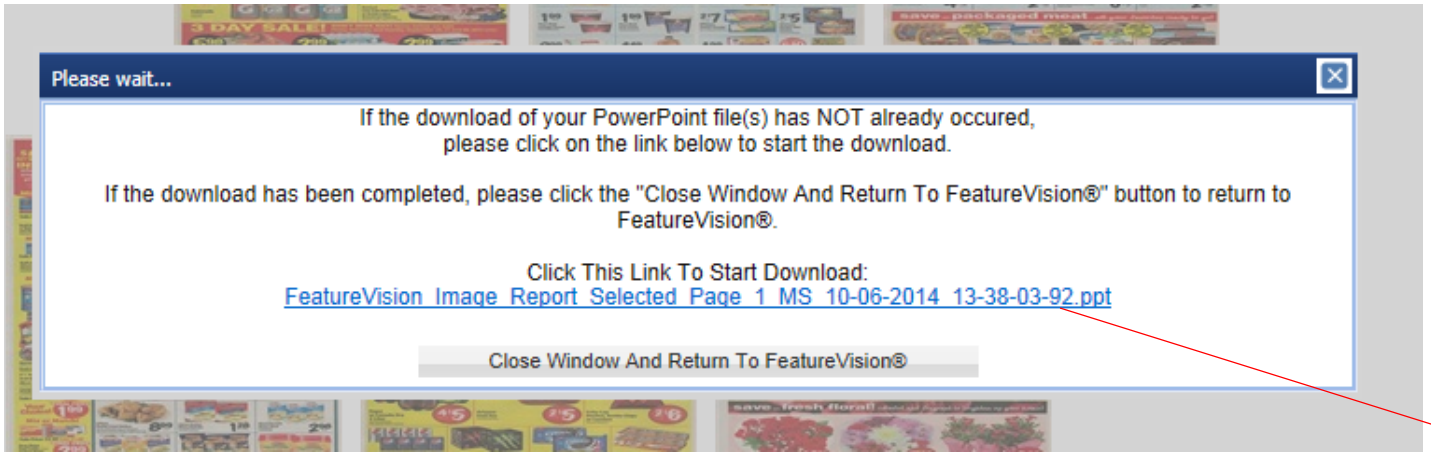
VIEW RESULTS (EXPORT TO POWERPOINT)



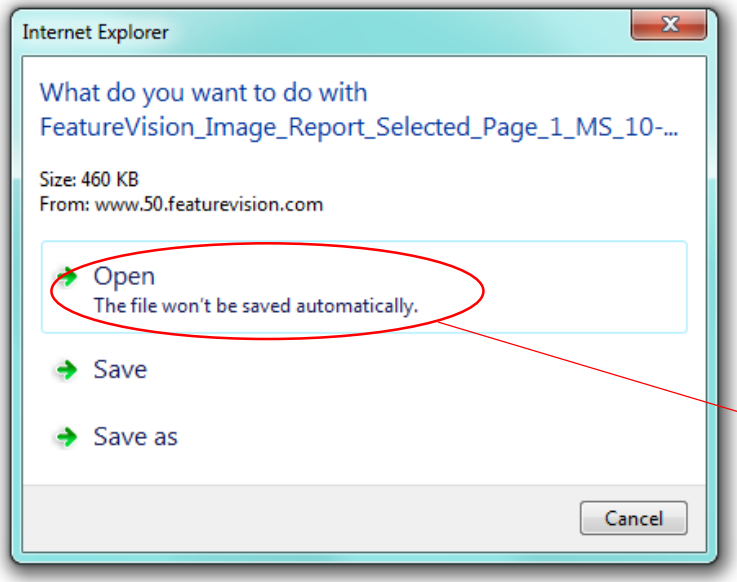
Check the format you want and click “Download Image Reports”



VIEW RESULTS (EXPORT TO POWERPOINT)

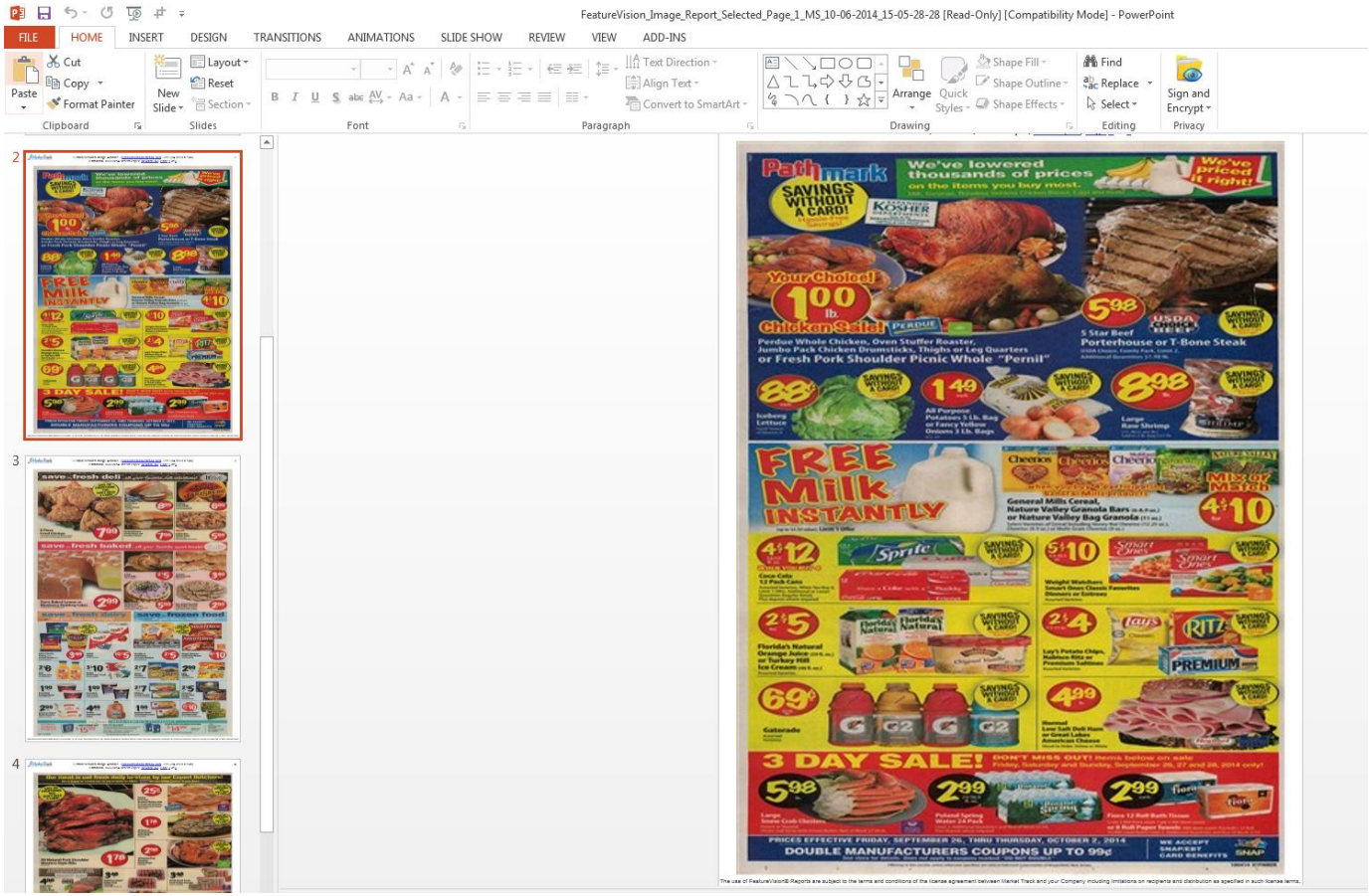


Click Here



Select “Open”

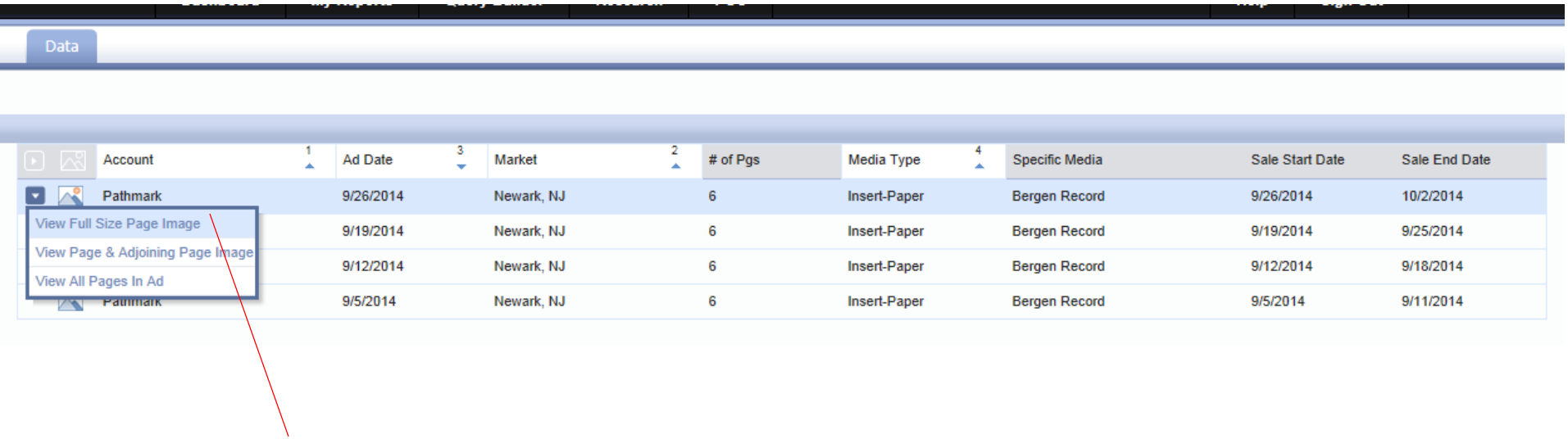
VIEW RESULTS (EXPORT TO POWERPOINT)



PowerPoint Version

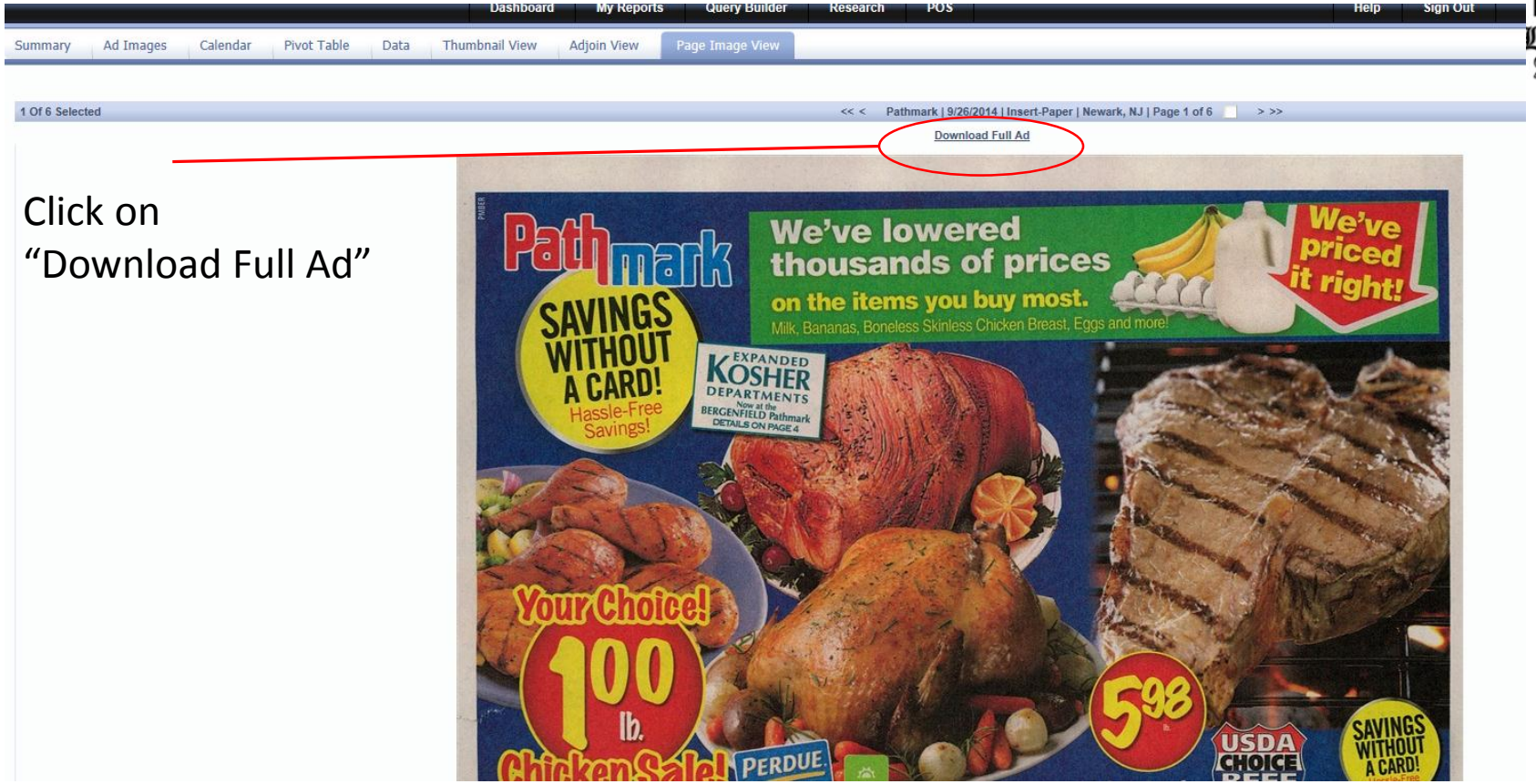
VIEW RESULTS (EXPORT TO PDF)

From the Data tab:



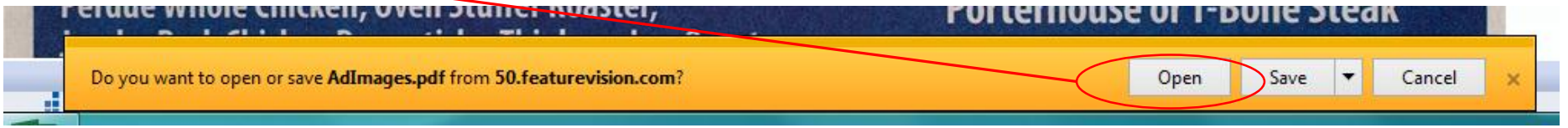
Go to Arrow on left, and click “View Full Size Page Image”

VIEW RESULTS (EXPORT TO POWERPOINT)



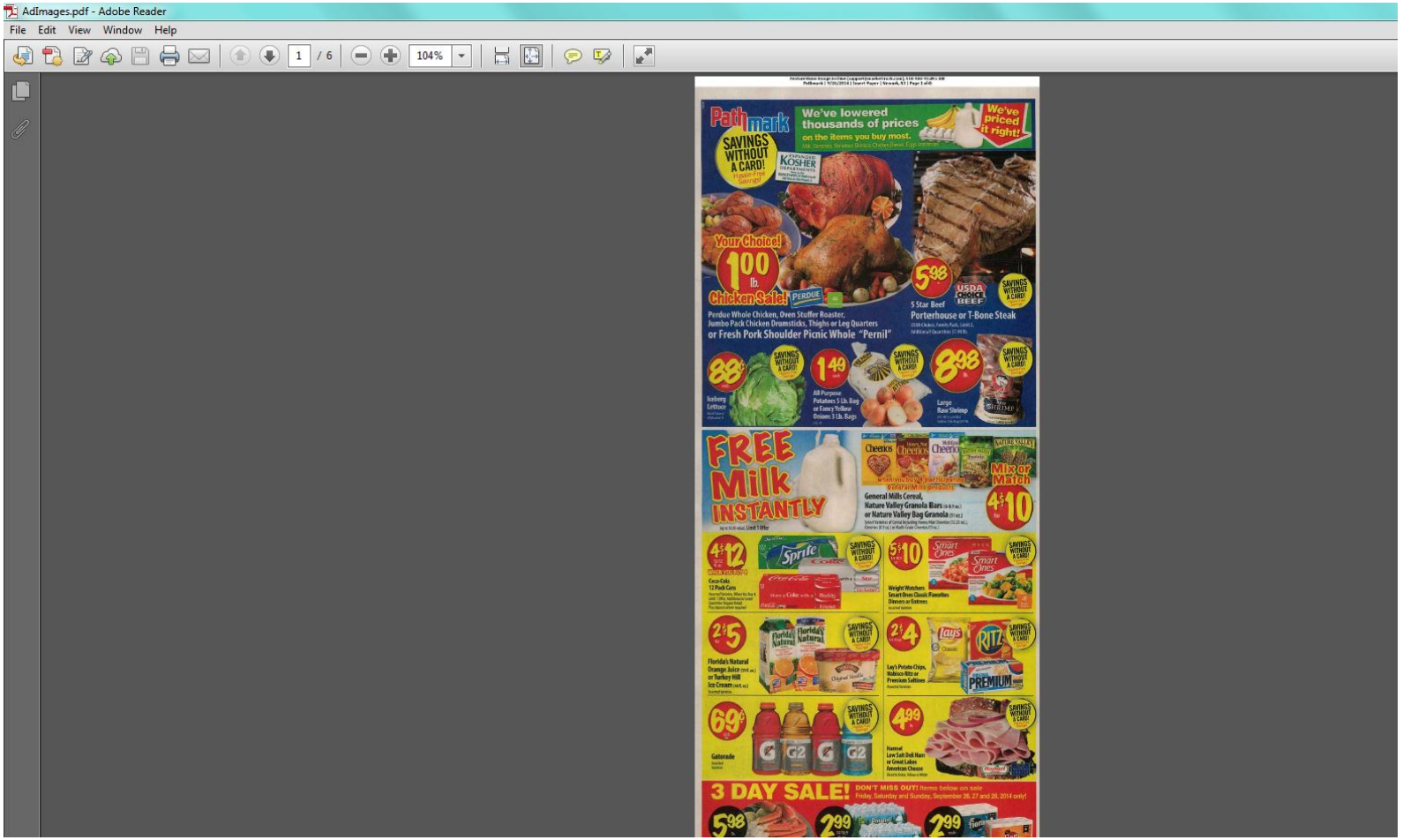
Click on
"Download Full Ad"

Click "Open"



VIEW RESULTS (EXPORT TO POWERPOINT)

PDF Version of ad



MARKET TRACK CONTACT

Kelsey Barrett

312-698-3563

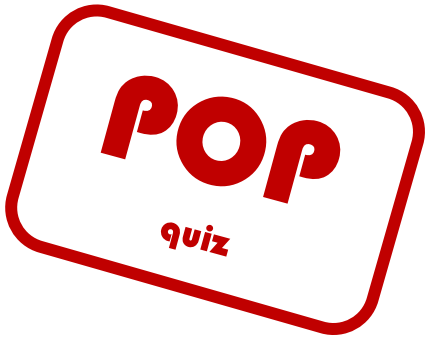
kbarrett@markettrack.com

Let's recap **FEATURE VISION**:

Time to test your knowledge…

Let's recap **FEATURE VISION**:

What is the difference between Market Track and Feature Vision?



Let's recap **FEATURE VISION**:

Market Track is a market research company

Feature Vision is their ad tracking software

Let's recap **FEATURE VISON**:

What are the two main types of reports that can be run through Feature Vision?

Let's recap **FEATURE VISON**:

1) Account Detail Data

2) Digital Ad Archive

Let's recap **FEATURE VISON**:

If you wanted to find a copy of a ShopRite circular from Labor Day, which Feature Vision report would you use?

Let's recap **FEATURE VISON**:

Digital Ad Archive Report

Let's recap **FEATURE VISON**:

If you wanted to track the ad history of certain brand at Stop & Shop, which Feature Vision report would you use?

Let's recap **FEATURE VISON**:

Account Detail Data Report

Moving ahead...**FEATURE VISION** implementation

Create a Feature Vision *Account Detail Data Report* for a brand that you handle. Then download it to Excel.

My Brand

Week of 7/6/14.....$2.49

Week of 8/12/14....$3.99

Week of 9/1/14.....$1.99

By 11/21/14

Create a *Digital Ad Archive Report* through Feature Vision & find a circular ad. Then download it to either PowerPoint or PDF.

By 11/28/14

Share you findings internally at RDD.

By 12/12/14

Moving ahead…**FEATURE VISION** implementation