



Market Track

 **MarketTrack**
The Power of Market Intelligence



RDD Associate Learning Academy

Enterprise-wide Training, Education & Associate-development

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 VISION?**



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 VISION?**



- 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



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LOG ON



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

The screenshot shows the FeatureVision login interface. At the top left is the Market Track logo with the tagline "The Power of Market Intelligence". Below it is a "Home" link and the version number "Ver. 5.123". The main header features the "FeatureVision®" logo and the tagline "Putting the Power in Your Hands" over a background of blue 3D cubes. The login section is titled "Log In" and includes the instruction: "To access FeatureVision® enter your email address and password." The form contains an "Email Address" field with "pmulvaney@rddassociates.com" and a "Password" field with masked characters. There is a "Remember my credentials on this computer." checkbox and a "Login" button with a gear icon. Below the login form is a "Reset Password" button, which is circled in red. To the left of the login form, there is a promotional message about POS Tool enhancements and a stack of screenshots showing various data visualizations. At the bottom, there are links for "View Privacy Policy" and "Request Access", and a note that the application is optimized for 1280 x 1024 resolution.

RDD Associate Learning Academy

Expanding Skills – Leveraging Thought Leadership – Sharing Best Practices – Building Performance

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

The screenshot shows the FeatureVision dashboard interface. The top navigation bar includes "Account Detail Data", "Dashboard", "My Reports", "Query Builder", "Research", "POS", "Help", and "Sign Out". A dropdown menu is open under "Account Detail Data", with "Account Detail Data" highlighted in red. Other options in the menu include "Digital Ad Archive" and a checked option "Disable auto opening".

The main content area displays several reports. The first report is "Fr. Novelties - Brand SOV YTD vs YTD-LY", which is a bar chart comparing sales over time for various brands. The second report is "Serv Deli - Prepared - Brand Support YTD This Year vs Last Year", which is a pie chart showing the distribution of brand support.

Brand	01/01/13 - 09/25/13 (%)	01/01/14 - 09/25/14 (%)
Edy's	6.3%	7.3%
Friendly's	7.8%	9.3%
Good Humor	8.5%	7.9%
Haagen Dazs	10.6%	13.2%
Klondike	12.5%	11.5%
Magnum	9.5%	9%
Nestle Drumstick	7.5%	9%
Popsicle	11.8%	11.1%
Private Label	15.3%	14.8%
Skinny Cow	9.2%	7%

Brand	Percentage (%)
Sally Sherman	2.6%
Private Label	22.2%
Hans Kissele	1.3%
Black Bear	1.3%
Others	6.6%



GO TO QUERY BUILDER TAB (CHOOSE DIMENSIONS)

Welcome Paul Mulvaney
Category Management

Dashboard My Reports **Query Builder** Research POS Help Sign Out

Advanced Query Builder [Settings] [Load] [Save] [Clear All] [Run Query]

Select **Dynamic Date Range** Month Week Starting Ad Date

Type here... [Filter]

- All
- Month - Current Calendar**
- Month - Current Calendar - Prior Year
- Month - Last 1 Calendar

Custom Date Ranges

Select **Accounts & Markets** Specific Accounts/Markets

Account:

- All Account [Filter]
- iviel
- Pathmark
- Redners Warehouse Markets
- Rite-Aid
- Shoprite**
- Stop & Shop
- Super Fresh

Show more Add to Favorites

Market:

- All Market [Filter]
- Harrisburg, PA
- Hartford, CT
- Manchester, NH
- New York, NY
- Newark, NJ**
- Philadelphia, PA
- Providence, RI

Show more Add to Favorites

Click on Query Builder Tab

Select Time, Account and Geog.

GO TO QUERY BUILDER (CHOOSE DIMENSIONS)



Select Category, Manufacturer and Brand

Search Function

Categories, Manufacturers & Brands

Category:
All Category [v] [Y] [Q]
Dinner Sausage - Fresh/Hot []
Dips/Spreads - Chilled []
Eat In/Take Out Food []
Egg Substitutes []
Eggs [x]
Fr. Dessert []
Fr. Fam Size Entrée []
Show more Add to Favorites

Manufacturer:
All Manufacturer [v] [Y] [Q]
C F Sauer Co []
Cabot Creamery Inc []
Cacique Cheese Co Inc []
Cafferata Ravioli Fcty []
Cal-Maine Foods Inc [x]
Calabro Cheese Corp []
Calidad Foods Inc []
Show more Add to Favorites

Brand:
All Brand [v] [Y] [Q]
Egg Beaters []
Egg Harbor []
Egg Innovations []
Egglands Best [x]
Ehrmann []
Eiffel Tower []
El Burrito []
Show more Add to Favorites

More Options

Load Save Clear All Run Query

RUN QUERY (CAN ALSO SAVE)



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

Categories, Manufacturers & Brands

Category:
All Category [v] [Y] [Q]
Dinner Sausage - Fresh/Hot []
Dips/Spreads - Chilled []
Eat In/Take Out Food []
Egg Substitutes []
Eggs [x]
Fr. Dessert []
Fr. Fam Size Entrée []
Show more Add to Favorites

Manufacturer:
All Manufacturer [v] [Y] [Q]
C F Sauer Co []
Cabot Creamery Inc []
Cacique Cheese Co Inc []
Cafferata Ravioli Fcty []
Cal-Maine Foods Inc [x]
Calabro Cheese Corp []
Calidad Foods Inc []
Show more Add to Favorites

Brand:
All Brand [v] [Y] [Q]
Egg Beaters []
Egg Harbor []
Egg Innovations []
Egglands Best [x]
Ehrmann []
Eiffel Tower []
El Burrito []
Show more Add to Favorites

More Options

Load Save Clear All **Run Query** [refresh]

Save Function

VIEW RESULTS (DATA TAB)



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

Filter

Modify Query >>

Product Detail Records: 6 Pages; 5 Ads

Account	Ad Date	Media Type	Market	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

Shoprite

- Image Options
- View Product & Page Images
- View Page Image
- View Front Page

Shoprite

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

Account Ad 1

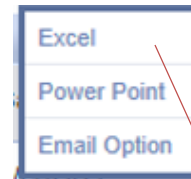
ALL WEEK PRICE BREAK
Eggland's Best Large Eggs
1.88 YOU SAVE 1.15
WOW!

Hovering mouse over icons shows a preview of image

VIEW RESULTS



Top
Right of
Screen



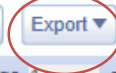
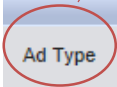
Go to Export and click on "Excel"

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

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

A screenshot of a web application dialog box titled "Options For Creating Your Product Detail Report". It contains several checkboxes for report options: "Save the Product Detail records in this Report on the FeatureVision® site, and include links in the Report that will enable me to view all of these records and/or the associated images on the FeatureVision® site.", "Do not include hyperlinks to the FeatureVision® site.", "Do not display query parameters above the data table.", "Deliver this report as a WinZip file to reduce file size (recommended).", "Create Product Detail Report in PDF format (Report will be created in Excel if this option is not selected).", and "Include Image in (Detail/Group) Report (Report(s) will be created as Zip if this option is selected).". Below these is a radio button group for "Group detail report by:" with options "None" (selected), "Product", "Page", and "Ad". There are two text input fields: "Use this name for my Report:" and "Use this as my Email subject line:". At the bottom, there are three buttons: "Download Report" (circled in red), "Send Email With Attached Report", and "Cancel".

Click on "Download Report"

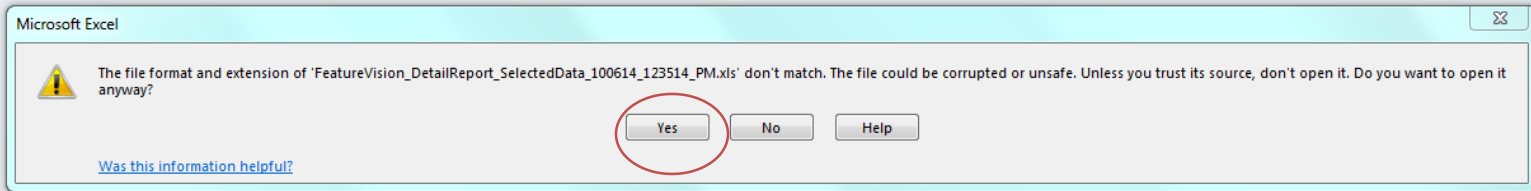
A screenshot of a file download dialog box. The text reads: "Do you want to open or save FeatureVision_DetailReport_SelectedData_093014_035903_PM.xls (29.9 KB) from 50.featurevision.com?". At the bottom, there are three buttons: "Open" (circled in red), "Save" with a dropdown arrow, and "Cancel".

Click on "Open"

VIEW RESULTS: EXPORT TO EXCEL



Click on "Yes"



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
1			<small>The use of FeatureVision™ reports are subject to the terms and conditions of the license agreement between Market Track and your company including limitations on recipients and distribution as specified in such license terms.</small>													
2	FeatureVision Product Detail Report Contact Market Track At: support@markettrack.com , or 518-584-9129 x 100															
3	Report created by : Paul Mulvaney of RDD Associates on 10/06/14 at 02:51 PM in the "Account Detail Data" database.															
4	Report was created using all records in query results:															
5	Account : Shoprite															
6	Market : Newark, NJ															
7	Dynamic Date Range : Month - Last 1 Calendar															
8	Category : Eggs															
9	Brand : Egglands Best															
10	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
11	View	View	Shoprite	9/24/2014	ROP	Newark, NJ	Eggs	Egglands Best					doz, lg		1.88	
12	View	View	Shoprite	9/21/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best					doz, lg		1.88	
13	View	View	Shoprite	9/21/2014	ROP	Newark, NJ	Eggs	Egglands Best					doz, lg		1.88	
14	View	View	Shoprite	9/14/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best					doz		2.99	
15	View	View	Shoprite	9/7/2014	Insert-Paper	Newark, NJ	Eggs	Egglands Best					doz, lg		2.99	
16																
17																
18																

Excel
Version

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

The screenshot shows the FeatureVision software interface. At the top, it says "Welcome Paul Mulvaney" and "Category Management". The navigation bar includes "Account Detail Data", "Dashboard", "My Reports", "Query Builder", "Research", "POS", "Help", and "Sign Out". A dropdown menu is open under "Account Detail Data", showing "Switch Database:" with a close button. The menu items are "Account Detail Data" and "Digital Ad Archive", with "Digital Ad Archive" circled in red. Below the menu is a checkbox for "Disable auto opening." and a list of report questions. On the right, there are two charts: a bar chart for "Fr. Novelties - Brand SOV YTD vs YTD-LY" and a pie chart for "Serv Deli - Prepared - Brand Support YTD This Year vs Last Year".

Fr. Novelties - Brand SOV YTD vs YTD-LY

Brand	01/01/13 - 09/25/13	01/01/14 - 09/25/14
Edy's	6.3%	7.3%
Friendly's	7.8%	9.3%
Good Humor	8.5%	7.9%
Haagen Dazs	10.6%	13.2%
Klondike	12.5%	11.5%
Magnum	9.5%	9%
Nestle Drumstick	7.5%	9%
Popsicle	11.8%	11.1%
Private Label	16.3%	14.8%
Skinny Cow	9.2%	7%

Serv Deli - Prepared - Brand Support YTD This Year vs Last Year

Brand	Percentage
Unspecified	66.0%
Private Label	22.2%
Others	6.6%
Sally Sherman	2.6%
Hans Kissle	1.3%
Black Bear	1.3%

GO TO QUERY BUILDER (CHOOSE DIMENSIONS)



The screenshot shows the FeatureVision Query Builder interface. The 'Query Builder' tab is selected in the top navigation bar. The 'Month' filter is set to 'September - 2014'. Under 'Accounts & Markets', 'Pathmark' is selected in the 'Account' list and 'Newark, NJ' is selected in the 'Market' list. The 'Run Query' button is highlighted in green. Annotations include red circles around the 'Query Builder' tab, 'Month', 'September - 2014', 'Pathmark', 'Newark, NJ', and 'Run Query' button, with red arrows pointing to the corresponding text instructions on the right.

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

Pathmark

- View Full Size Page Image
- View Page & Adjoining Page Image
- View All Pages In Ad

Pathmark

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)

alendar Pivot Table Data Thumbnail View

Pathmark | Newark, NJ | 9/26/2014 | Insert-Paper | 6 Pages



Page 1

Page 2

Page 3



Page 4



Page 5



Page 6

- 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)

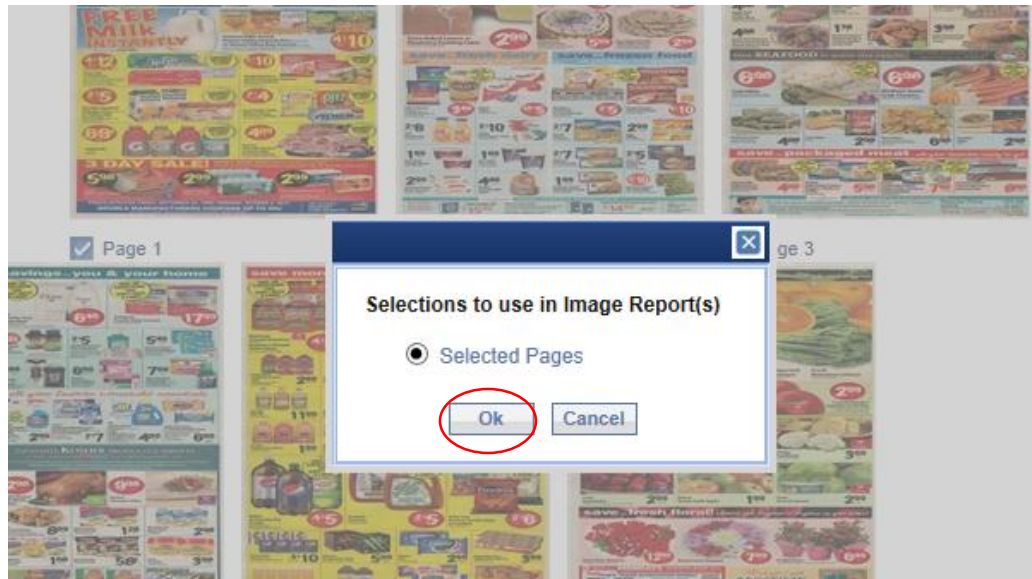


Go to Export and click “PowerPoint”

Top
Right of
Screen



VIEW RESULTS (EXPORT TO POWERPOINT)



Hit ok


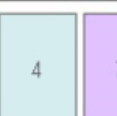

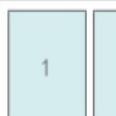



VIEW RESULTS (EXPORT TO POWERPOINT)

Image Report Options For Selected Pages

Use the "Print" links under each option, or check the option(s) that you want to use in an Image Report & click one of the buttons below the options to download or email.
Each color represents a different page or Product Image, the numbers in the boxes represent pages within an ad)

Maximum file size that you can send as an attachment is **5000KB**, send as a link or download - **15000KB**. Please make sure these limits are not exceeded as the result of your template selections.

6 Pages Are Currently Selected. Approximate File Size: Full Size Images = 2400K; Mid Size = 600K; Thumbnails = 150K

1 Per Slide	2 Per Slide	Selected & Adjoining	Selected & First	4 Mid Size Per Slide	10-12 Thumbnails Per Slide	15 Thumbnails Per Slide
						
<input checked="" type="radio"/> Mid Size <input type="radio"/> Full Size <input checked="" type="radio"/> Portrait <input type="radio"/> Landscape <input checked="" type="checkbox"/> Use In Report Print	<input type="radio"/> Mid Size <input type="radio"/> Full Size <input type="radio"/> Portrait <input type="radio"/> Landscape <input type="checkbox"/> Use In Report Print	<input type="radio"/> Mid Size <input type="radio"/> Full Size <input type="checkbox"/> Use In Report Print	<input type="radio"/> Mid Size <input type="radio"/> Full Size <input type="checkbox"/> Use In Report Print	<input checked="" type="radio"/> Portrait <input type="radio"/> Landscape <input type="checkbox"/> Use In Report Print	<input checked="" type="radio"/> 10 <input type="radio"/> 12 Images <input type="checkbox"/> Use In Report Print	<input type="checkbox"/> Use In Report Print

Save my selections to be viewed later on the FeatureVision@site Combine all selected templates into 1 Report Create my image report(s) in zip format to reduce file size

Do not include hyperlinks to the FeatureVision@ site Create Report(s) in PDF format

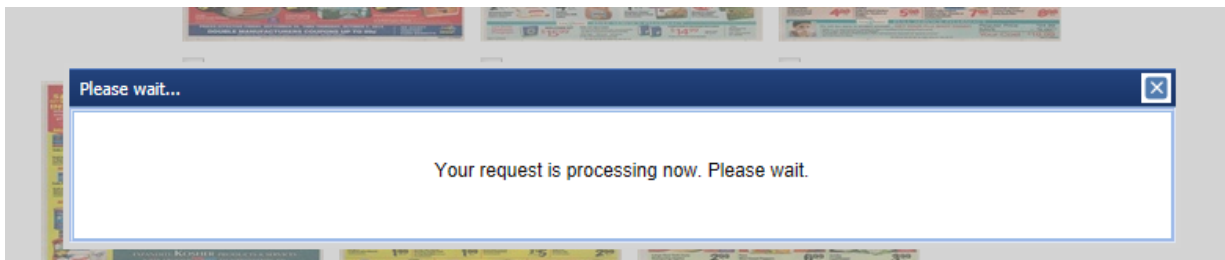
File name:

Email subject line:

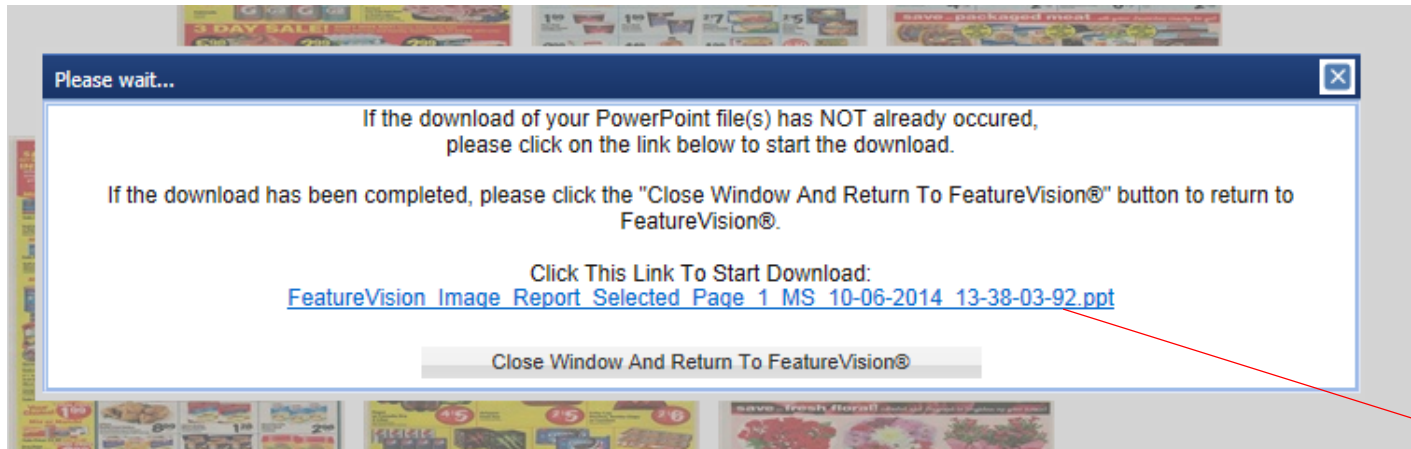
[Download Image Report\(s\)](#) [Email Image Report\(s\)](#) [Email Link To Image Report\(s\)](#) [Cancel](#)

Check
box

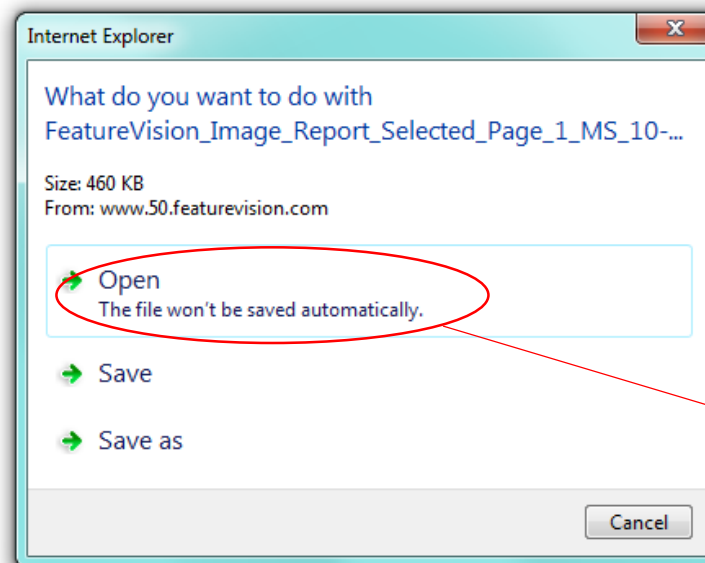
Check the format you want and click "Download Image Reports"



VIEW RESULTS (EXPORT TO POWERPOINT)



Click Here



Select "Open"

VIEW RESULTS (EXPORT TO POWERPOINT)



A screenshot of the Microsoft PowerPoint interface. The title bar reads "Feature/Vision_Image_Report_Selected_Page_1_MS_10-06-2014_15-05-28-28 [Read-Only] [Compatibility Mode] - PowerPoint". The ribbon shows "HOME", "INSERT", "DESIGN", "TRANSITIONS", "ANIMATIONS", "SLIDE SHOW", "REVIEW", "VIEW", and "ADD-INS". The main slide area displays a large grocery store advertisement for Pathmark. The ad features various food items with prices and promotional text like "SAVINGS WITHOUT A CARD!", "FREE MILK INSTANTLY", and "3 DAY SALE!". On the left side of the slide, there are three smaller thumbnail images of the same advertisement, labeled 2, 3, and 4. The advertisement includes items like a 100 lb. Chicken, 5 Star Beef Porterhouse, Florida's Natural Orange Juice, and various cereals and snacks.

PowerPoint
Version

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Expanding Skills – Leveraging Thought Leadership – Sharing Best Practices – Building Performance

VIEW RESULTS (EXPORT TO PDF)



From the Data tab:

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

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

VIEW RESULTS (EXPORT TO POWERPOINT)



Click on
"Download Full Ad"

Download Full Ad



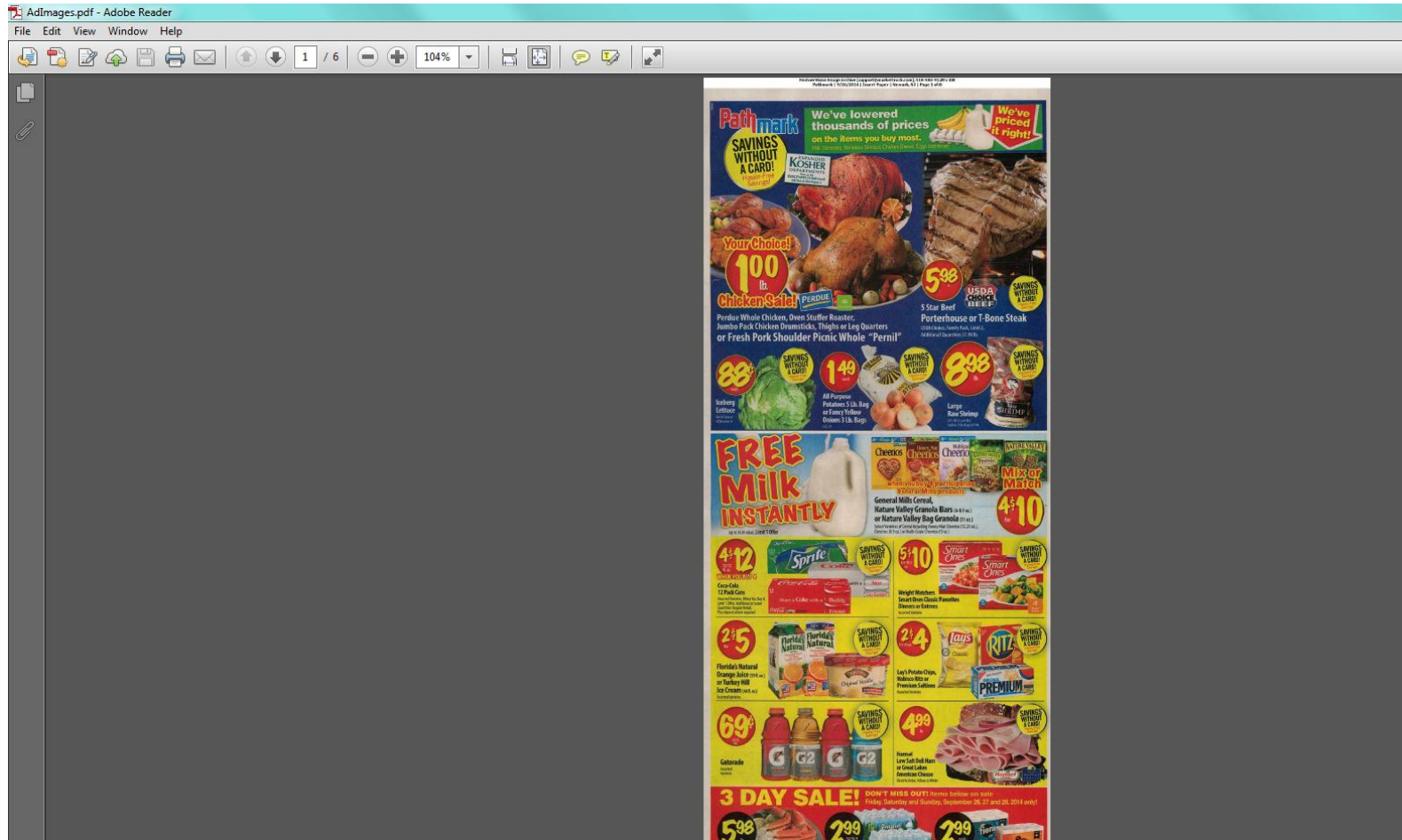
Click "Open"

Open

VIEW RESULTS (EXPORT TO POWERPOINT)



PDF Version of ad



RDD Associate Learning Academy

Expanding Skills – Leveraging Thought Leadership – Sharing Best Practices – Building Performance

MARKET TRACK CONTACT



Kelsey Barrett

312-698-3563

kbarrett@markettrack.com



Let's recap **FEATURE VISION:**



POPquiz

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 VISION:**



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



Let's recap **FEATURE VISION:**



1) Account Detail Data

2) Digital Ad Archive

Let's recap **FEATURE VISION:**



**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 VISION:**



Digital Ad Archive Report

Let's recap **FEATURE VISION:**



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 VISION:**



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



Any Questions, Comments or Ideas?



**Thank you for your
participation!!!**

RDD Associate Learning Academy

Expanding Skills – Leveraging Thought Leadership – Sharing Best Practices – Building Performance