



PRIME Live Newsletter

Volume 1, Issue 1

April 30, 2007

Welcome to the first edition of the PRIME Live newsletter.

PRIME Live is dedicated to give you information that will help you maximize your software investment. Simply put, this is for all users...whether you come here to learn about the newest PRIME features and functions, access tools to help you master the functions or gain insight on how other users may have used the software to help their organization grow. It's all here for you at PRIME Live!

Did you know....

You Can Save Time Creating Reports with Quick Views!

Did you know you have 14 different choices of presentation-ready reports to send to your customer? These reports can be found in a tab labeled "Quick View." Within just a few clicks, you can have Demographic, Household, Media, County and Zip code map reports. Just follow the steps in order below:

- Select a Column/Target via Report Wizard, Report Specs Basic or Enhanced
- Click on Report Specs button from the top bar
- Click on the Quickview tab (color coded with green letters)
- Select a report from the Report list located at the bottom of the screen
- Choose where you want your report to go
 - Click on create report to send it as a spreadsheet
 - Click in the box labeled "Quick PowerPoint Output" to send it to PowerPoint

Trainer's Corner – Quick Comparisons

Quick View Reports are great for comparing your demographics to the demographics of your competition. Choose both as targets, run reports on each, and you may find some surprises!

Other Happenings – Scarborough Success Story

Share your success stories and hear how others use Scarborough to help launch new products, build successful campaigns, and grow. Each issue will feature a new story. Please send us yours at primeinfo@scarborough.com. It's a great way to get some recognition. It's a great place to get new ideas!