



PRIME Live Newsletter

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Welcome to the second issue 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 Use Quick View Reports to Create Maps?

- Select a Target/Column (via Report Specs).
- Click on the tab labeled Quick View Reports.
- Click on the down-arrow next located to the right of the box labeled "Reports."
- Select "Zipcode Map" or "County Map" from the list.
- Select an estimate from the display (Index, Vertical %, or Horizontal %)
- Click on Create Report.

Note: Microsoft Mappoint software must be installed separately from PRIME NEXt.

Trainer's Corner – Avoid Daypart Déjà Vu

Get to your answers faster by creating all the dayparts you need at one time. Then go to the Saved Specs tab and save them. This way you have access to your Standard or Custom dayparts when you need them, instead of having to create them every time you do a data run. Saved dayparts can be accessed via different tabs such as Report Specs, Report Specs Basic and Wizard, and TV Dayparts Advanced.

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!

