



PRIME Live Newsletter

Volume 1, Issue 3

October 2007

PRIME Live is designed to give you information to maximize your investment in PRIME NExT. Each issue will help you learn about the newest PRIME NExT features and functions, access tools to help you master the functions, or gain insight on how others use the software to succeed.

It's all here for you at PRIME Live!

Did you know....

Trade Area Builder has multiple uses? Here are just a few ideas:

- Analyze zipcode areas for direct mail.
 - Analyze zipcodes around roads and routes.
 - Create zipcode "zones" to analyze viewers, listeners, and readers.
 - Analyze zipcodes for research retail/store locations.
 - Determine other zipcodes around a specific zipcode.
-

Trainer's Corner – Daypart Determination

Not sure if a custom TV daypart will work in your schedule? Save time by examining the Cume and Audience estimates located within the TV Dayparts Quick tab. First, create your custom TV daypart then view the lower right-hand corner of the screen to see the estimates. You will know right away if the daypart is meaningful.

Other Happenings – Scarborough Success Story

How have you used Scarborough to launch new products, build successful campaigns, and grow? We're looking for success stories to include in our newsletter. It's a great way to get recognition and a place to gain new ideas! Please send us yours at primeinfo@scarborough.com.