



Quick Start Guide

Ace Metrix LIVE

Welcome to Ace Metrix LIVE

In moments you will be accessing the world's largest syndicated database of advertisements. This quick start guide has been designed to introduce you to the most commonly used screens of the interface. Once you have oriented yourself to the initial screens, you may want to dig deeper into all the nuances and capabilities of the system. A more comprehensive user guide is available at www.acemetrix.com/xxx.

Once You Have Logged In

- Create a Brand List
- Search and Select Ads for Analysis
- Quick Filter of Search Screen by Demographics
- Chart Advertisement Scores
- Access Verbatims
- Contrast Advertisements
- Mine Verbatim Responses
- Create an Ad Profile Report

Logging In For The First Time

1. Open a Web browser and point it to www.acemetrix.com. **Note:** The Firefox and Chrome browsers are preferred.
2. Click the "Client Login" link in the upper right of the Ace Metrix home page.
3. Log in using the email address and password for your Ace Metrix LIVE account. Email support@acemetrix.com to get login credentials if necessary.
4. You will immediately be prompted with a "Welcome" screen to create a brand list as depicted on the next page. It is not possible to proceed until at least one brand list has been created.



Create a Brand List on First Login Session

A brand list can be made up of brands within a single category or mixed across multiple categories. When you log in the first time the **Brand List Creation** screen shown below appears. The **Categories** pane on the left displays every category (or brand) available based on your subscription.

- 1 Click one of the major categories in the **Categories** pane on the left to expand it and display its first level sub-categories. Click on one of the sub-categories to view any second level sub-categories. Click one of the categories, sub-categories, or second level sub-categories to select it.

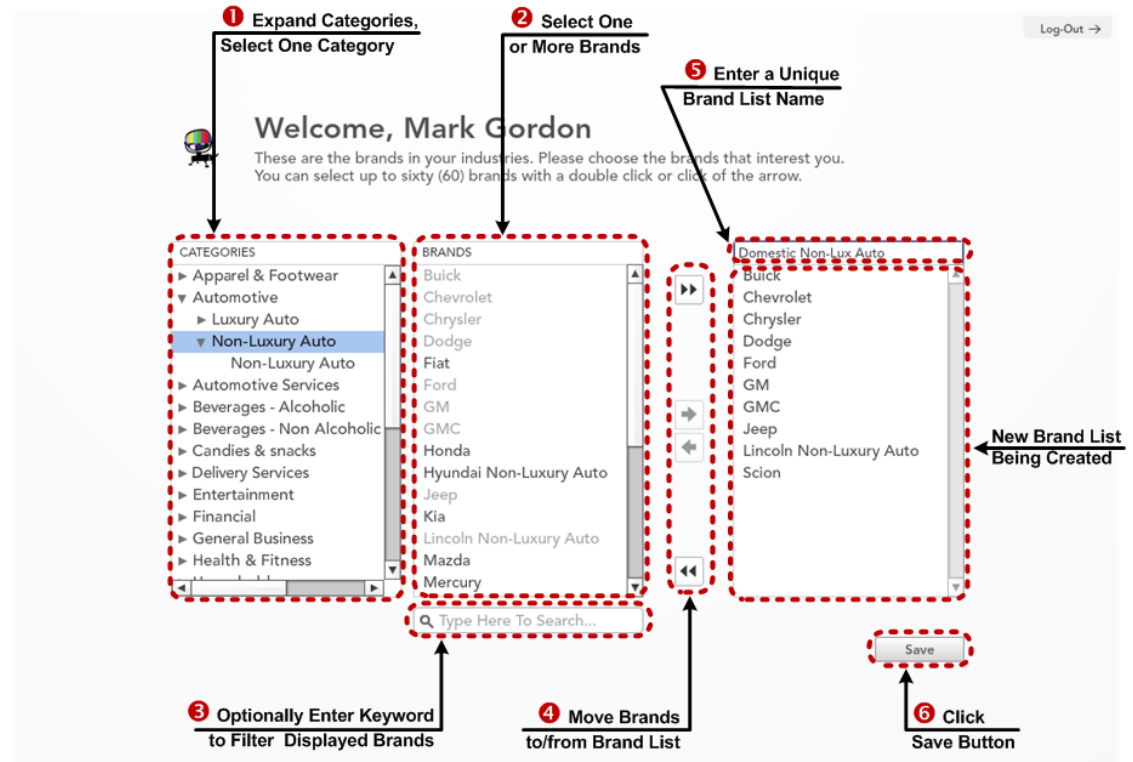
- 2 The **Brands** pane in the center will populate with the values in that category. Click to select a brand. You can also use Control-click to select multiple non-adjacent brands one at a time or Shift-click twice – once on each end of the sequence - to select multiple adjacent brands in the list.

- 3 **Tip:** Unsure what category contains a brand? Enter text in the search box to filter the contents of the **Brands** pane by brand name.

- 4 To place all displaying brands in the **Brands** pane into your brand list, click the  **Copy All** button. To move one or more individual brands to the brand list, select the brand(s) and click the  **Copy Single** button.

- 5 Name your new brand list by typing a unique name in the My Brand List field. New brands lists will default to the name “My Brand List” unless changed. You can also edit brand list names and their contents later.

- 6 Click the **Save** button in the lower right corner. The **Search** screen will reappear displaying your new brand list.



Brand List Creation Screen on First Login

Ace Metrix LIVE Screen Layout

When you first log in to the Ace Metrix LIVE Web interface you will be directed to the **Search** screen illustrated below. The **Search** screen is labeled here with the various screen elements of the Ace Metrix LIVE user interface. Most screens have a similar basic layout containing the following elements: **Menu Bar**, **Left Pane** and **Main Pane**.

- 1 The **Welcome Message** confirms which user is logged in.
- 2 The **Menu Bar** provides access to the various Ace Metrix LIVE screens. Once you have selected an ad or ads to analyze, use the Menu Bar to navigate to the **Chart**, **Read**, **Compare**, or **Mine** screen and study numerical ratings and written feedback from survey respondents.
- 3 **Left Pane** content and usage varies based on the currently displayed screen. Demographic choices and the ads currently selected for analysis are specified on most screens using the **Left Pane**.
- 4 The **Main Pane** contains the ads accessible for your account and supports selection of ads for analysis using **Select** column checkboxes. It also displays ratings in tabular or chart format and responses to custom questions from those surveyed regarding the effectiveness of a commercial.
- 5 The **Download** button is used to capture a screen snapshot or to save ad analysis data onto your local computer.

The screenshot shows the Ace Metrix LIVE Search Screen. A red dashed box highlights the top navigation area containing the Welcome Message, Download Button, and Menu Bar. The left pane shows a list of car brands with checkboxes. The main pane displays a table of ads with columns for car brand, ad title, date, and a rating score. A 'Selected Ads' section at the bottom left shows a list of ads with checkboxes. The bottom right shows a 'Total: 198' count.

1 Welcome Message

2 Menu Bar

3 Left Pane

4 Main Pane

5 Download Button

Domestic Non-Lux Auto	Ace Score Demographic: Overall	Sort: Air Date	Descending	Select
<input checked="" type="checkbox"/> Buick	Ford Non-Luxury Auto	Mike Rowe: Friends Swap Ride Ford Focus : Domestic Passenger Auto : Sales Ev... Length 0:30	4/3/12	599 <input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Chevrolet	Ford Non-Luxury Auto	Carl Edwards: Test Drive Ford Taurus : Domestic Passenger Auto Length 0:30	4/3/12	524 <input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Chrysler	Scion Non-Luxury Auto	Pioneer With Rear Air Bags Scion iQ : Asian Passenger Auto Length 0:30	4/2/12	560 <input type="checkbox"/>
<input checked="" type="checkbox"/> Dodge	Ford Non-Luxury Auto	Get Ready To Get Sideways Ford Taurus : Domestic Passenger Auto Length 0:30	4/2/12	532 <input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> GM	Dodge Non-Luxury Auto	Shawn In The Challenger Dodge Length 0:60	3/30/12	514 <input type="checkbox"/>
<input checked="" type="checkbox"/> GMC	Jeep Non-Luxury Auto	Jenny In Jeep Wrangler Jeep Length 0:60	3/30/12	474 <input type="checkbox"/>
<input checked="" type="checkbox"/> Jeep	Chrysler Non-Luxury Auto	My Son Steven Chrysler Length 0:60	3/30/12	465 <input type="checkbox"/>
<input checked="" type="checkbox"/> Lincoln Non-Luxury Auto	Chevrolet Non-Luxury Auto	Mom Wants To Give Money For Gas Chevrolet Malibu : Domestic Passenger Auto Length 0:30	3/21/12	611 <input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Scion	Chevrolet Non-Luxury Auto	Candles On A Track Chevrolet : General Promotion - Domestic Autos... Length 0:30	3/18/12	535 <input type="checkbox"/>

Selected Ads

- 1 Ford Focus : Domestic P... 4/3/12
- 2 Ford Taurus : Domestic ... 4/3/12
- 3 Ford Taurus : Domestic ... 4/2/12
- 4 Chevrolet Malibu : Dom... 3/21/12

Ace Metrix LIVE Search Screen Elements

Search and Select Ads for Analysis

After creating a brand list the Ace Metrix LIVE user interface displays the **Search** screen depicted here.

- Ad details are visible in the **List** view of the **Main Pane**. Click an advertisement to expand it. Use the radio buttons at the bottom of the expanded display to access additional ad details. Click the ad again to shrink the display box to its normal size.
- Click one or more **Ad Selection Checkboxes** to choose ads for analysis on other Ace Metrix LIVE screens. Note the different background color for selected ads.
- The **Ace Score** for each advertisement is computed using survey results from hundreds of ad viewer respondents.
- Currently selected ads appear in the **Selected Ads** pane. Mouseover an ad entry in this pane to display the **Delete** and **Information** icons. Click the **Delete** icon to remove an ad from only the **Selected Ads** pane not from the **Main Pane**. These icons change color from gray on mouseover.
- Use the radio buttons at the bottom of the **Main Pane** to switch between **List** and **Scatter** plot views of all ads displayed in the **Main Pane**.
- Use **Brand List** pane checkboxes to choose which ads appear in the **Main Pane**. Use the **Brand List** pane drop-down menu to create a new brand list or select for display/edit an existing brand list.
- Sort ads displayed in the **Main Pane** using the **Sort** drop-down menu to choose the sort parameter.
- Filter **Ace Scores** displayed on the **Search** screen using the **Demographic** drop-down menu explained on the next page.

The screenshot shows the Ace Metrix LIVE Search interface. It includes a top navigation bar with tabs for reports, search, chart, read, compare, and mine. A sidebar on the left contains a 'Choose Brands in Brand List Pane' with checkboxes for various car brands. The main area displays a list of advertisements with details such as brand, model, length, and Ace Score. A 'Selected Ads' pane on the left shows a list of selected ads. A 'Sort' drop-down menu is visible, and a 'Demographic' drop-down menu is used to filter displayed scores. The interface also features a 'List' and 'Scatter' view toggle at the bottom.

Numbered callouts highlight the following components:

- 1. Expanded Advertisement
- 2. Ad Selection Checkboxes
- 3. Ace Score
- 4. Selected Ads Pane
- 5. Select Display View
- 6. Choose Brands in Brand List Pane
- 7. Sort Ads with Drop-Down Menu
- 8. Filter Displayed Scores with Demographic Drop-Down

Search Screen Components Used for Ad Analysis

Filter Ace Scores on the Search Screen by Demographics

Ace Metrix advertisement effectiveness ratings are built from component scores computed from rankings assigned by numerous survey respondents. With Ace Metrix LIVE you can filter scores based on the demographic categories of survey participants who rated each ad.

- 1 Click one advertisement presented in **List** view on the **Search** screen of the **Main Pane** to expand it. The expanded view of an ad is presented at right.
- 2 Click the third radio button at the bottom of the expanded ad display to access component scores for that ad.
- 3 Expand the **Demographic** drop-down menu using the downward-pointing arrow at the top of the **Search** screen to the right of the "Ace Score Demographic" label.
- 4 Click a checkbox on the **Demographic** drop-down menu to select one category for which ad survey participant scores are of interest.
- 5 Note that composite Ace Score values and component Ace Score values change with each different demographic selection made on the **Demographic** drop-down menu.

Expanded Ad On Search Screen, Page Three

Demographic Drop-Down Menu

Component Scores for Current Demographic Category

Composite Ace Score for Current Demographic Category

Click on Ad to Expand It

Select Screen with Radio Button

Expand Demographic Drop-Down Menu

Click One Checkbox to Choose Demographic Category from Drop-Down Menu

Search Screen Elements Used for Demographic Filtering

Chart Advertisement Scores

The **Chart** screen displays survey respondent scores in **Bar Chart** view or **Table** view. A representative view of the **Chart** screen is shown below.

- 1 Click the Chart button on the Menu Bar to navigate to the Chart screen.
- 2 Use the **Showing Score Type** drop-down menu at the top right of the **Main Pane** to select the score type whose values will be presented in bar chart or tabular form.
- 3 Choose the demographic segment whose ad rating values will be charted using the drop-down menu. Use the checkboxes to further filter your view by individual demographic units.
- 4 The **Average Score Pane** displays the rolling 90-day category norm for the ads you have selected. Use the drop-down menu to select a different norm such as the industry norm, sub category norm, or brand norm.
- 5 Use the radio buttons at the bottom left of the **Main Pane** to toggle between **Bar Chart** view and **Table** view.

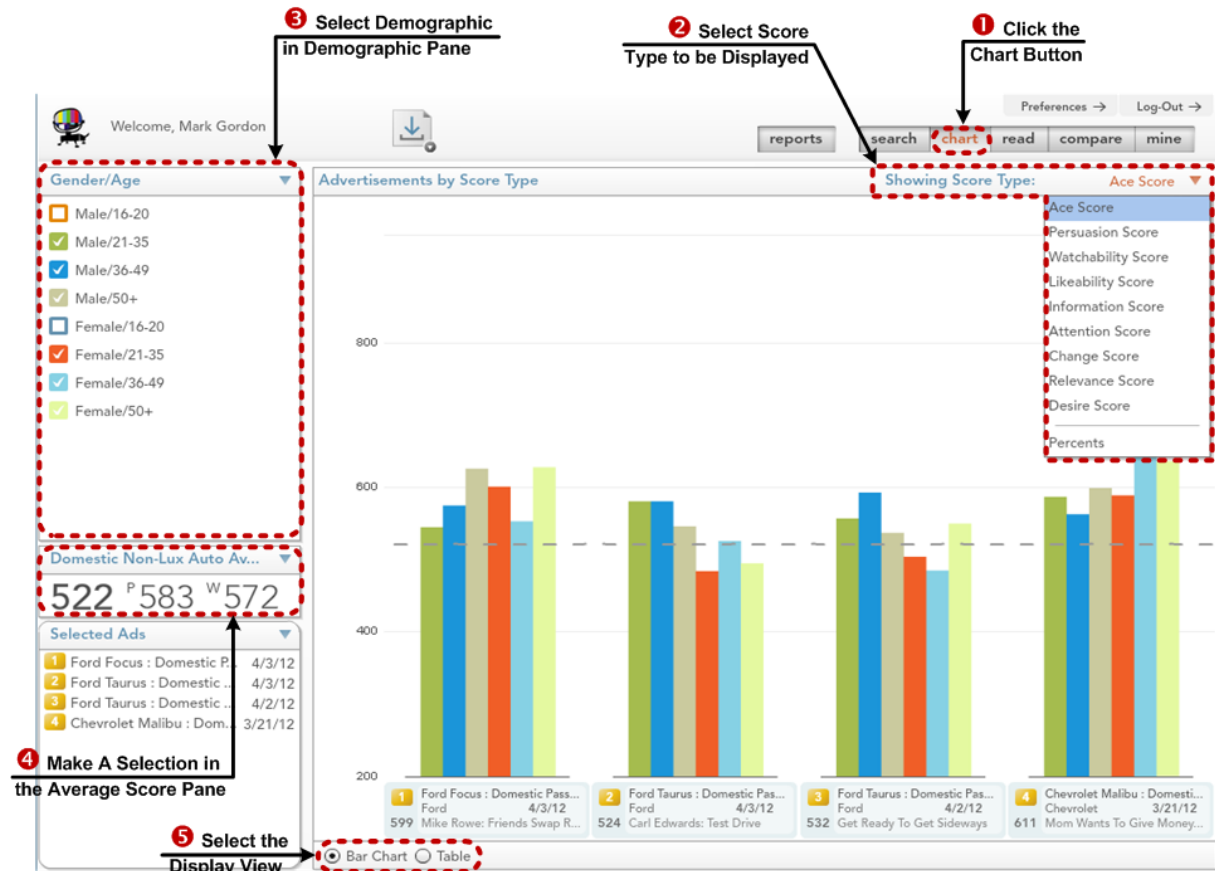


Chart Screen Elements Used to Display Ad Rating Results

Access Verbatims

Verbatim responses are collected for each and every ad surveyed. The **Read** screen displays verbatim responses to an ad survey open-ended question as either a list or a visual word cloud.

- Click the **Read** button on the **Main Menu** at top right to display the Read screen.
- Choose the sort parameter - Ace Score, advertisement (if more than one ad is selected), or response length for open-ended responses - with the **Sort** drop-down menu.
- Use the **Descending/Ascending** drop-down menu to select sort order.
- Filter verbatim responses in the **Main Pane** by demographic category using the drop-down menu and the checkboxes.
- Type a keyword in the **Filter** field to limit responses displayed in the **Main Pane** to only those containing the keyword.
- Click on an advertisement with extra lines in its response to expand it and see the full text for that ad survey respondent.
- Use the radio buttons to switch between **List** and **Word Cloud** views.

The screenshot displays the 'Read' screen interface. On the left, a 'Gender/Age' filter dropdown is open, showing checkboxes for various demographic groups. Below it, a 'Domestic Non-Lux Auto Av...' dropdown shows a score of 522. A 'Selected Ads' list includes Ford Focus, Ford Taurus, and Chevrolet Malibu. The main area shows a list of verbatim responses with columns for gender, age, response text, and a score. A red dashed box highlights the 'Sort' dropdown menu, which is set to 'Response Length' and 'Descending'. Another red dashed box highlights the 'Filter' field at the bottom, which contains the text 'Type Here To Search...'. A red dashed box also highlights the 'Display View' radio buttons, which are set to 'List'.

Read Screen Elements Used to Analyze Verbatim Responses

Contrast Advertisements

The **Compare** screen supports side-by-side comparison of responses to a standard open-ended question in an advertisement survey. Four selected ads are displayed in this example, however more commercials can be selected for comparison, and all selected advertisements appear in the **Selected Ads Pane** at the lower left.

- 1 Click the **Compare** button on the **Main Menu** to navigate to the **Compare** screen.
- 2 Click an ad in the **Main Pane** to select it and display its high and low scoring verbatim responses. Note the color highlight for a selected advertisement.
- 3 Filter scores tabulated in the **Main Pane** by demographic category using the drop-down menu and the checkboxes.
- 4 Compare selected ad verbatim responses, one with a high score, one with a low score.
- 5 Contrast Ace Scores for the selected ads presented as a bar chart.

The screenshot shows the 'Compare' screen in the Ace Metrix LIVE interface. It features a top navigation bar with buttons for 'reports', 'search', 'chart', 'read', 'compare' (highlighted with a red box and arrow 1), and 'mine'. Below the navigation bar, there's a 'Welcome, Mark Gordon' message and a 'Filter by Demographic Category with Drop-Down Menu' (arrow 3) showing 'Gender/Age' with checkboxes for various demographic groups. The main area is titled 'Comparing Advertisements by Gender/Age' and contains a 'Score Comparison By Demographic' table. The table has columns for 'Ad Title', 'Ace', 'Persu', 'Wet', and demographic groups: 'M/21-35', 'M/36-49', 'M/50+', 'F/21-35', 'F/36-49', and 'F/50+'. The table lists five ads: 'Mike Rowe: Friends Swap Ride', 'Carl Edwards: Test Drive', 'Get Ready To Get Sideways', 'Mom Wants To Give Money For Gas', and 'Chevrolet Malibu: Dom...'. The 'Mike Rowe' ad is highlighted in yellow (arrow 2). Below the table, there's a 'Selected Ads' list on the left (arrow 3) and a 'Score Comparison Chart' on the right (arrow 5) showing Ace scores for the selected ads. The chart has four bars labeled 1, 2, 3, and 4. At the bottom, there are 'High Scoring Verbatims' and 'Low Scoring Verbatims' sections (arrow 4) showing user feedback. At the very bottom, there are 'Previous' and 'Next' links (arrow 6) to scroll through responses.

Ad Title	Ace	Persu	Wet	M/21-35	M/36-49	M/50+	F/21-35	F/36-49	F/50+
Mike Rowe: Friends Swap Ride	599	653	605	545	575	626	601	553	628
Carl Edwards: Test Drive	524	584	565	581	581	546	484	526	495
Get Ready To Get Sideways	532	588	580	557	593	537	504	485	550
Mom Wants To Give Money For Gas	611	668	616	587	563	599	589	644	636

Compare Screen Elements Used to Analyze Verbatim Responses

- 6 Use the **Previous** and **Next** links to scroll through verbatim responses for the currently selected advertisement.

Mine Verbatim Responses

Read responses to one or more custom open-ended questions on the **Mine** screen. Open ended questions are optional and not included for many ads. If no custom open-ended questions were used in the effectiveness survey conducted for the commercials in the **Selected Ads** pane then the **Right Pane** of the **Mine** screen will display no content.

- 1 Click the **Mine** button to display the **Mine** screen.
- 2 Select the current Custom Question using the drop-down menu. There may be only one Custom Question visible in the drop-down menu.
- 3 Use **Follow On Terms** checkboxes to limit the displayed survey responses to those containing selected keywords or variants thereof.
- 4 Click on an individual response to display an expanded view with all response text.
- 5 Limit the verbatim responses displayed in the **Main Pane** to particular demographic categories using the drop-down menu and checkboxes.
- 6 Filter responses by typing a keyword into the **Filter Box**. Only those containing the keyword will be displayed.
- 7 Use the radio buttons to switch between the **List** and **Word Cloud** views.
- 8 Use the **Sort** and **Ascending/Descending** drop-down menus to arrange **Main Pane** responses according to the chosen sort parameter and sort order.

The screenshot shows the 'Mine' screen interface with the following elements and callouts:

- 1 Click the Mine Button:** Points to the 'mine' button in the top right navigation bar.
- 2 Select Custom Question:** Points to the 'Select Custom Question' dropdown menu.
- 3 Filter Responses Using Follow On Terms:** Points to the 'Follow On Terms' section with checkboxes for 'No Follow On (359)', 'Powerful (0)', 'Exciting (13)', 'Small (6)', 'Durable (0)', 'Spooky (3)', 'Bold (3)', 'Unique (5)', 'Innovative (85)', 'Stylish (3)', and 'New (37)'.
- 4 Click Response to Display Full Text:** Points to a response in the 'Follow On Responses by Gender/Age' list.
- 5 Choose Demographic with Drop-Down Menu:** Points to the 'Gender/Age' dropdown menu.
- 6 Enter Keyword to Filter Responses:** Points to the 'Filter' box at the bottom right.
- 7 Select the Display View:** Points to the 'List' and 'Word Cloud' radio buttons at the bottom.
- 8 Select Sort Parameter & Sort Order:** Points to the 'Sort: Response Length' and 'Descending' dropdown menus.

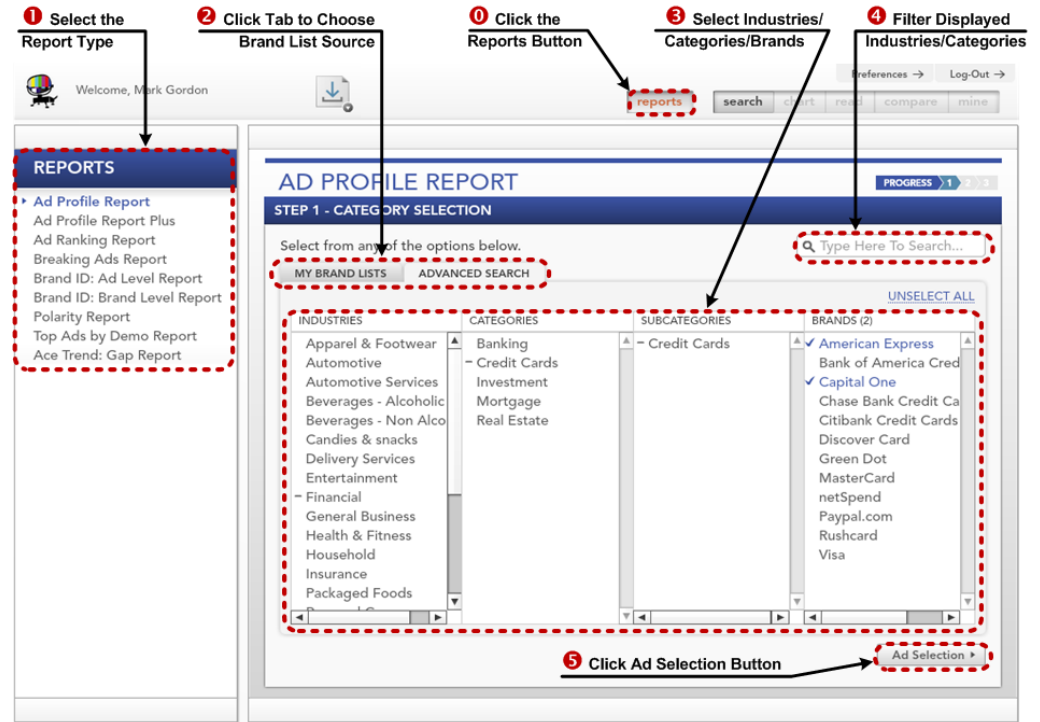
The interface also shows a 'Welcome, Mark Gordon' message, a 'Selected Ads' list with 'Nissan Leaf' and 'Nissan Juke', and a 'Follow On Responses by Gender/Age' table with columns for response number, text, and demographic data.

Mine Screen Elements Used to Analyze Verbatim Responses

Create an Ad Profile Report

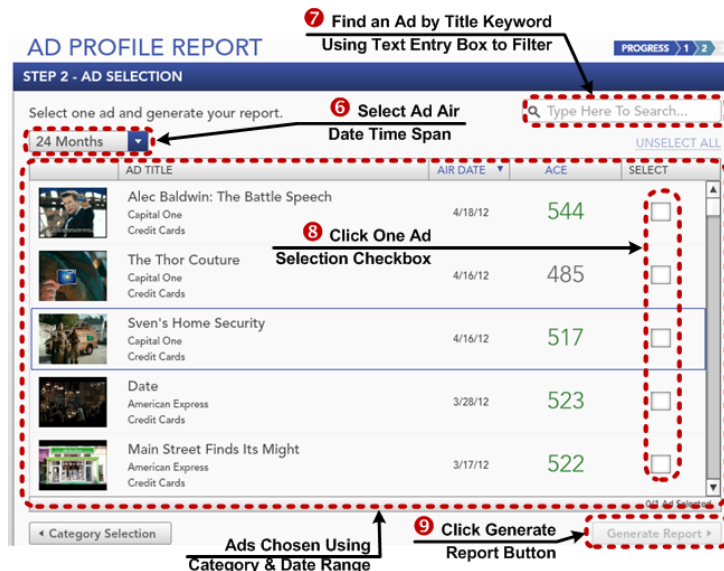
A step-by-step wizard is used to create reports so generation of only the Ad Profile Report will be summarized here. Other reports are created in a similar fashion.

- ① Click the **Reports** button to navigate to the **Reports** screen.
- ① Select the report type by clicking a link in the left pane. For this example click the "Ad Profile Report" link.
- ② Click the **My Brand Lists** tab or the **Advanced Search** tab to specify the source of brands.
- ③ Select industries, categories and brands from which the profiled ad will be chosen **OR**
- ④ Use the **Search** text entry box to quickly find the brand you are looking for.
- ⑤ Click the **Ad Selection** button. Report Wizard screen 2 will appear.

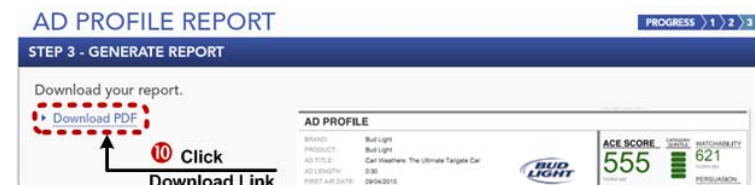


Ad Profile Report Wizard Screen 1

- ⑥ Adjust the air date time span to locate desired ads using the drop-down menu.
- ⑦ Use the Search field to quickly find an ad by typing a keyword from the ad title.
- ⑧ Click one **Ad Selection** checkbox to choose the ad for this report.
- ⑨ Click the **Generate Report** button. Report Wizard screen 3 will appear.
- ⑩ Click **Download PDF** to save and display the report on your local computer.



Ad Profile Report Wizard- Partial Screen 2



Ad Profile Report Wizard- Partial Screen 3