

# gemiusExplorer 5.6

User's guide


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# 1 Introduction

## 1.1 Basic information

This user's guide describes the possibilities and methods of using the gemiusExplorer 5.6  application.

gemiusExplorer is special analytical software that enables the analysis of a website audience research results.

## 1.2 Installation and updates


gemiusExplorer can be installed on computers working under Windows operating system. It is also adapted to work under other operating systems using Windows emulator like Wine (platforms: FreeBSD, Linux, Solaris) or CrossOver (platforms: Mac OS 10, selected Linux distributions) . During opening application checks whether it is launched on Windows or Wine/CrossOver and adapts the user interface.

Double click on the application installation file to install gemiusExplorer.

In the application automatic update is enabled by default. To disable this option go to the **Tools** menu, **gemiusExplorer options...** and uncheck the **Check for updates at start up** checkbox in the **Miscellaneous** tab. In order to download the application update manually, one should choose **Check for updates...** in the **Help** menu.

## 2 First steps

### 2.1 Opening the dataset

In order to analyse a website audience, one has to use the option **Open...** in the **File** menu. The dataset can also be opened with the icon , or the shortcut Ctrl+O.

While opening the site with audience files the authorization process is being conducted – one has to enter login and password and then press the button **Send**. Data is sent to the authorization server where it is verified. If the user is approved to get access to a particular dataset, the file is loaded.

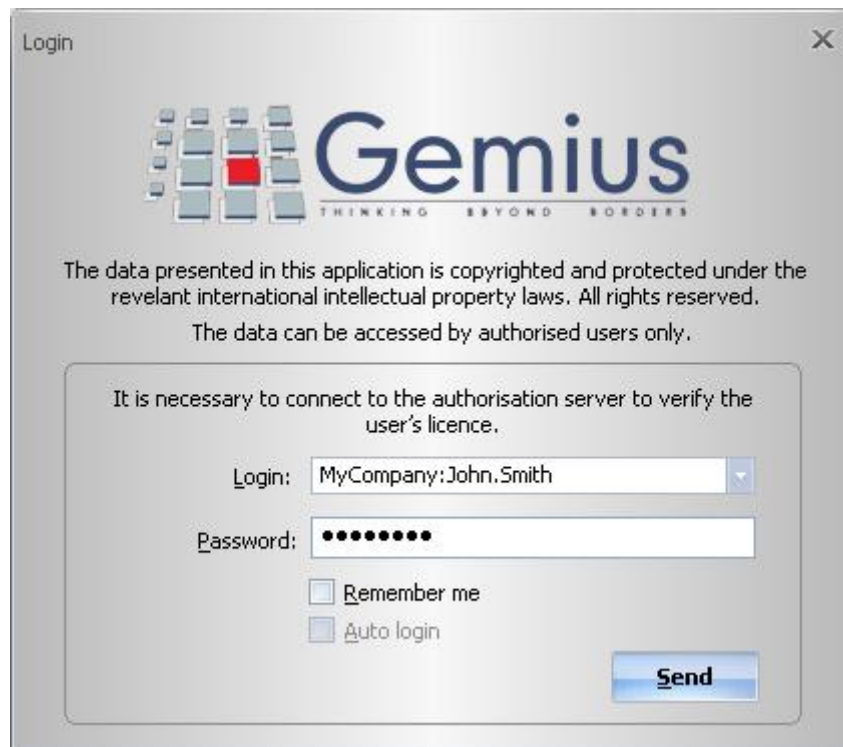


Figure 1 Login window

**NOTE:** during authorisation of the licence, a user's computer has to be able to connect to the internet. If you connect to the internet through a proxy server, you should configure the settings in the **File** menu, the **Proxy settings...** option.

In the application, a few files can be opened within one analysis. This option enables analysis of trends in an easy way. In order to open more than one file within one analysis, choose the **Open in one analysis...** option in the **File** menu, or choose the icon as shown below, or type Ctrl+Shift+O.

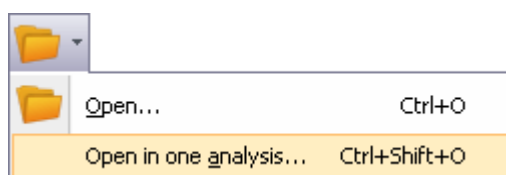



Figure 2 Opening a few files in one analysis

By choosing the **Add files to the analysis...** option in the **File** menu, or clicking the icon , the additional files can be added to the analysis.

As the media tree within a few files can differ, one can switch between tree views. By default, the tree from the latest period of time is shown. To change the view of the tree, choose the proper tab.

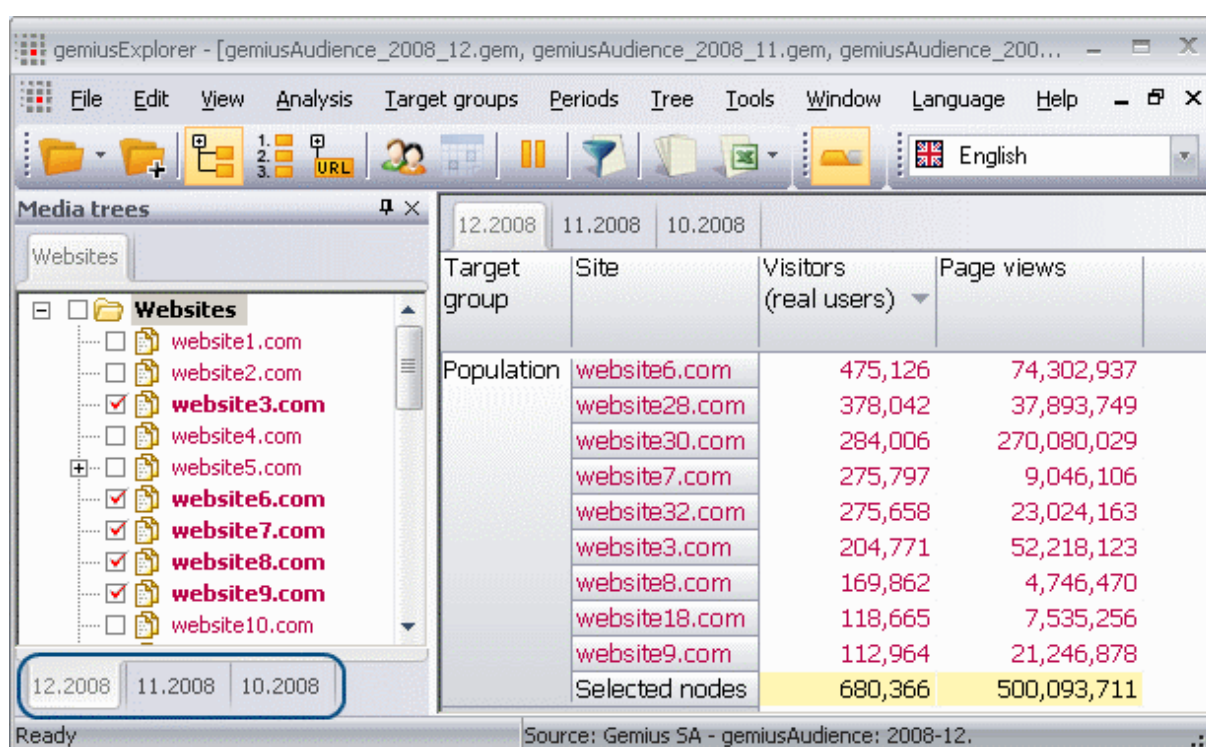


Figure 3 Tabs with different media trees

In the picture above the view of Media tree from the file marked as “12.2008” has been chosen.

Using the option **Remove files from the analysis...** in the **File** menu opens the dialogue window where files to be closed and excluded from the analysis can be chosen.

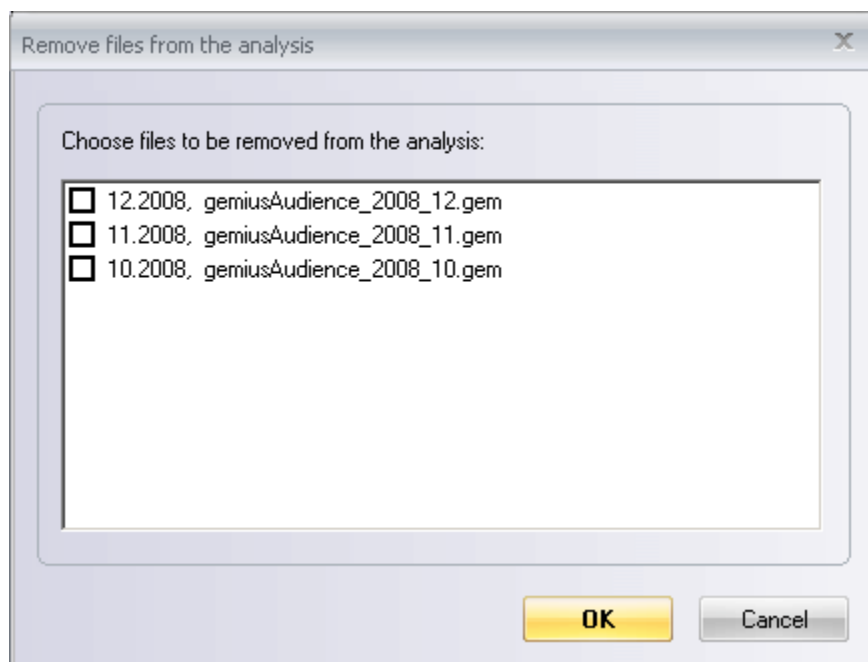


Figure 4 Removing files from analysis

It is also possible to open more than one file at the same time, but in separate analysis. To do that, one should press and hold the Ctrl key when choosing the files.

Moreover, the application can automatically load the recently opened file at the start of the application. In order to do so, one should choose the appropriate option from the **Tools** menu, sub-menu **gemiusExplorer options...** , **Miscellaneous** tab.

#### Changing a password

To change the password to your login, go to the **Tools** menu, **gemiusExplorer options...** and choose the **gA password** tab.

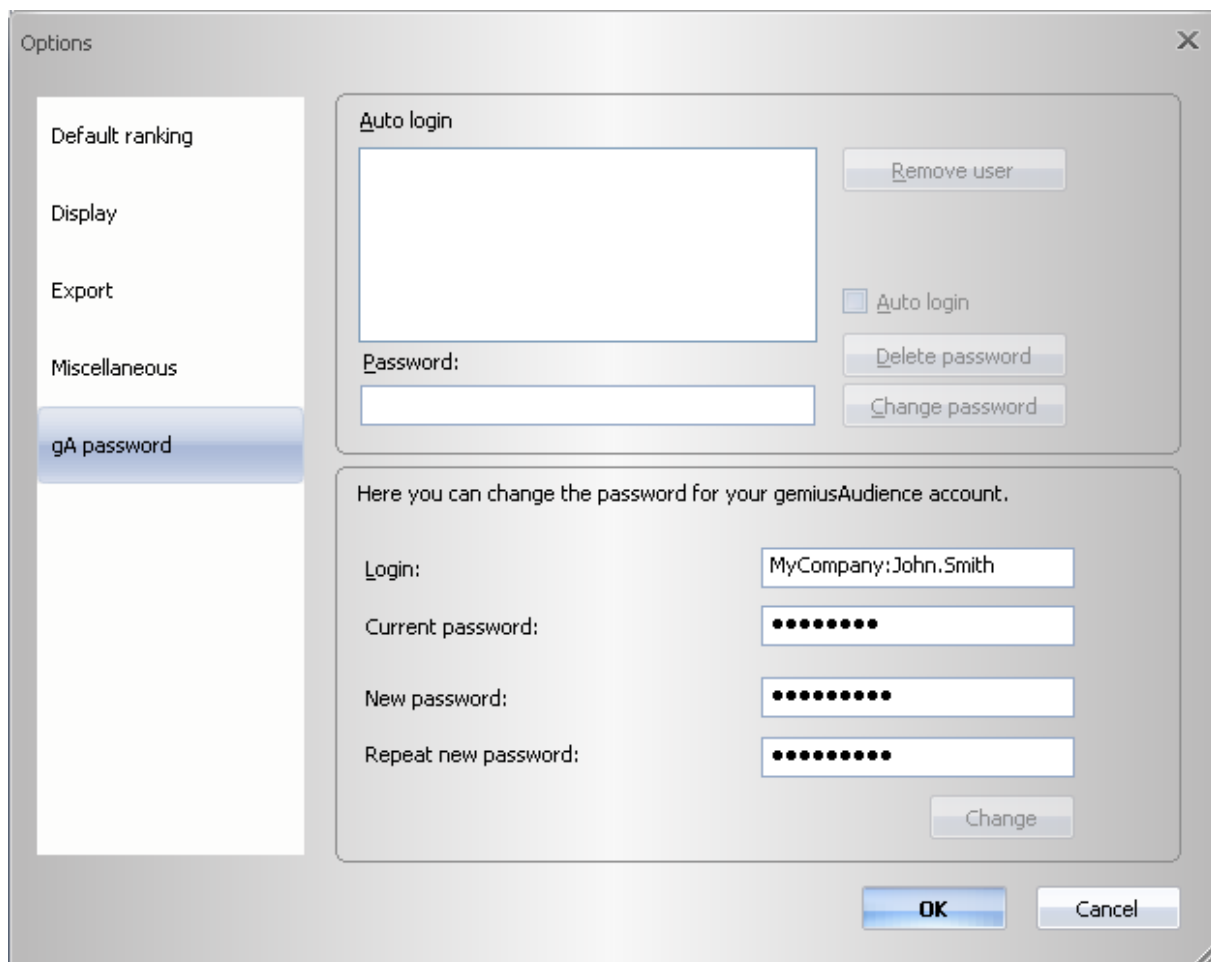


Figure 5 Changing password window

## 2.2 GEM Library

Gem library displays the list of the files that user is granted licenses to, allows to download the new files from the Internet and to search for the files by different filters within the library. The basic advantage of this feature is the transparent structure of the file list and the simple possibility of selecting the files for analysis.

In order to display .gem library window choose My .GEM library from **File** menu and log in using your standard login and password to gemiusExplorer. Files available for the user are going to be displayed.



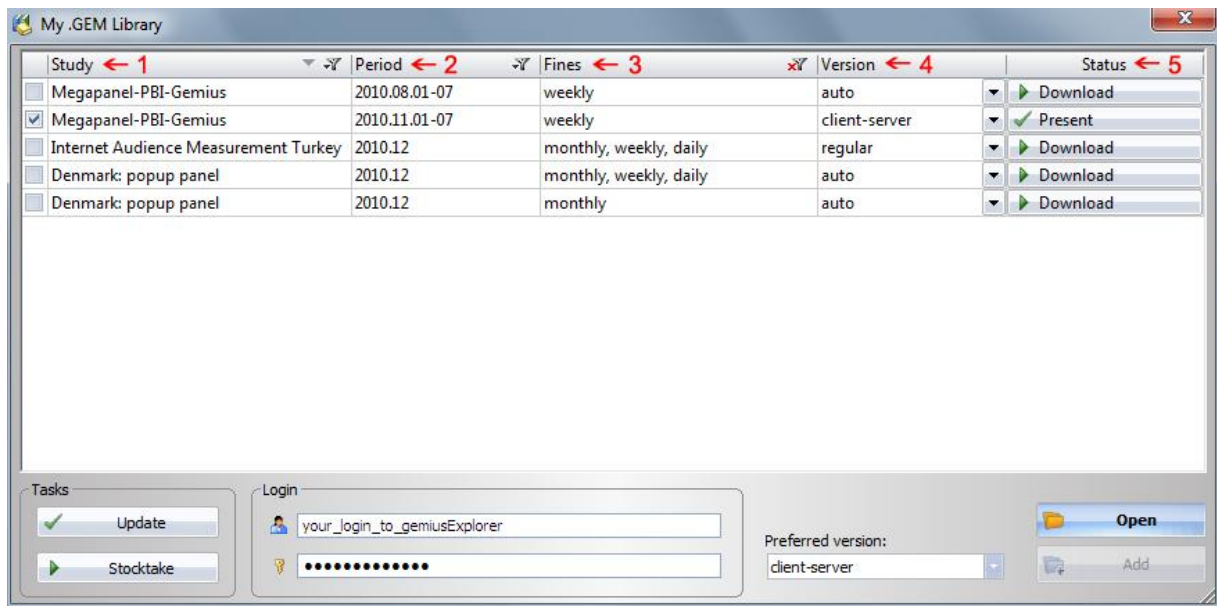




Figure 6 My .GEM Library window




There are a few columns available in My .GEM Library window (see Figure 6):

- 1 – **Study** informs about study names which .gem files refer to.
- 2 – **Period** presents date periods available in .gem files.
- 3 – **Fines** shows the range of data periods available in .gem files.
- 4 – **Version** serves to choose the way of downloading new .gem files from the Internet (**client-server** or **regular** - if possible for the file). Choosing **auto** option means that in the first step program will choose the version which is already available on the local disc. In the second step, if both or none of the versions are available on the local disc, the program will choose the **preferred version**, which can be set by the user in My .GEM Library window.
- 5 – **Status** column informs whether the .gem files are already present in the local directory set as Default database files location (the location of the directory can be easily changed in **Tools** menu, **gemiusExplorer options...** sub-menu, **Miscellaneous** tab) or are ready to be downloaded from the Internet.

In My .GEM Library window the **Update** button serves to update the list of the files available for gemiusExplorer user. The list is automatically updated during the launch of the program, but one can manually update the list also when the program is running. On the other hand, the **Stocktake** button serves to update the information (Present/Download in Status column) about the files stored in the Default database files location. E.g. if one removes some of the files from the Default database, the column status will be updated after pressing the Stocktake button – the status of removed files will change from Present to Download.

Gem library allows also to filter the files shown on the list by studies, periods and fines. In order to set the filter one should click on the  icon near the appropriate column in My .GEM Library window and define the desired filter. Additionally, by clicking on the headline of each column one can sort the files ascending or descending.

To select a few files to open tick  on the left side of the window. It is possible to tick only the files which are already downloaded (status Present).

In order to open selected files press the Open button  in the right bottom. All selected files will be opened in one analysis. When opening My .GEM Library the next time (during the same gemiusExplorer session) it will be possible to either open the next selected files in other analysis (Open button ) or add these files to the analysis already opened (Add button )

## 2.3 Application view

### Basic information

Data can be presented in three navigation panels. On the left side, there is a panel with the media tree (on the top of the figure shown below) and a panel with the aggregates tree (on the bottom), whereas on the right side, there is a panel with the table presenting the research results.

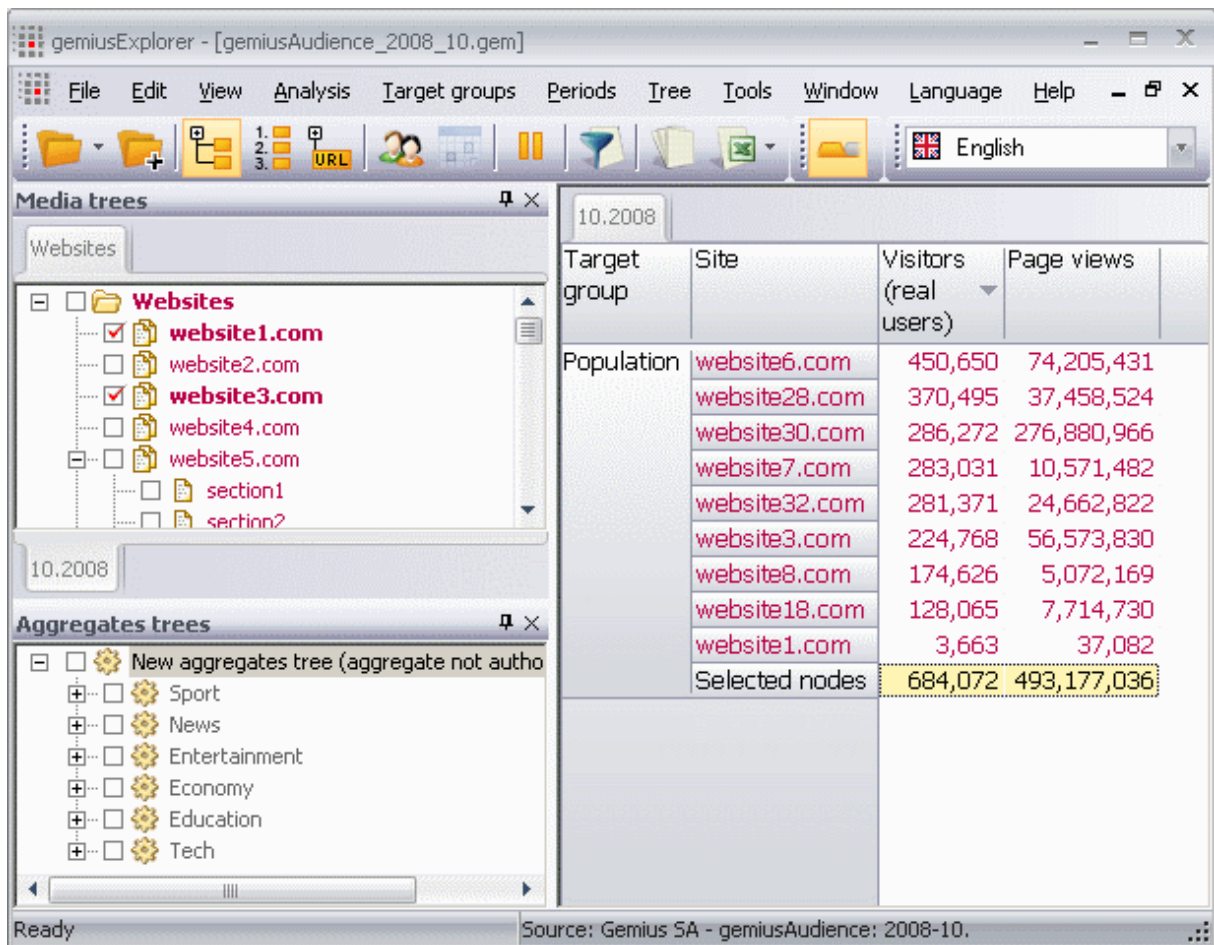






Figure 7 Application view



## Types of nodes

The media tree panel presents nodes of websites (icon ) . A website can be presented as a whole or can be divided into different sections (icon ) . Websites can be also grouped into some categories (icon ) .

The aggregates tree panel enables one to load or define any alternative trees. The aggregates nodes are marked with the icon  . Detailed information about defining the aggregates trees is provided in chapter 7 “Aggregates tree” on page 47.

## Changing panel size and position

The panels can be moved and their position or size can be changed. It is also possible to close the media tree or aggregates tree panel – one only has to click the closing button “x”. In order to switch on any of these two panels, one has to use the options **Media tree** or **Aggregates tree** in the **View** menu.

Media tree and aggregates tree panels can be hidden as well. In order to do that, the icon  should be clicked. To unhide a panel, a proper tab (Media trees or Aggregates trees) on the left should be chosen and icon  clicked.

### Application language version

One can choose one of the following application language versions: Polish, English, Czech, Russian, Hungarian, Slovak, Danish or Bulgarian.

It is possible to change the language of the application by clicking the appropriate position from the **Languages bar** pull-down menu, or choose it from the **Application language** sub-menu in the **Language** menu. By default, the **Languages bar** is turned off (one can change it by selecting the **Languages bar** option in the **View** menu).

### Data language version

It is possible to choose the language version of the target groups parameters and values:

- **Default** – the local language of the country that the research was conducted for;
- **English**.

### Application theme

Changing the application theme is possible by choosing a proper theme from the **Windows theme** sub-menu, in the **View** menu.

## 2.4 Research results analysis

In order to check what the audience of a website we are interested in is, one should select that site in the left panel (Media trees or Aggregates trees). After that, in the right panel the table with basic statistics is presented: number of visitors (real users), number of page views, average time spent on the site per visitor (real user), reach and audience composition in the given target group.

The nodes from the media tree and aggregates tree can be analysed at the same time – one just has to select particular nodes from each tree.

By default, the right panel presents top 20 of the websites. To display only the websites one needs to choose the **Deselect all nodes** option and then select the ones of interest.

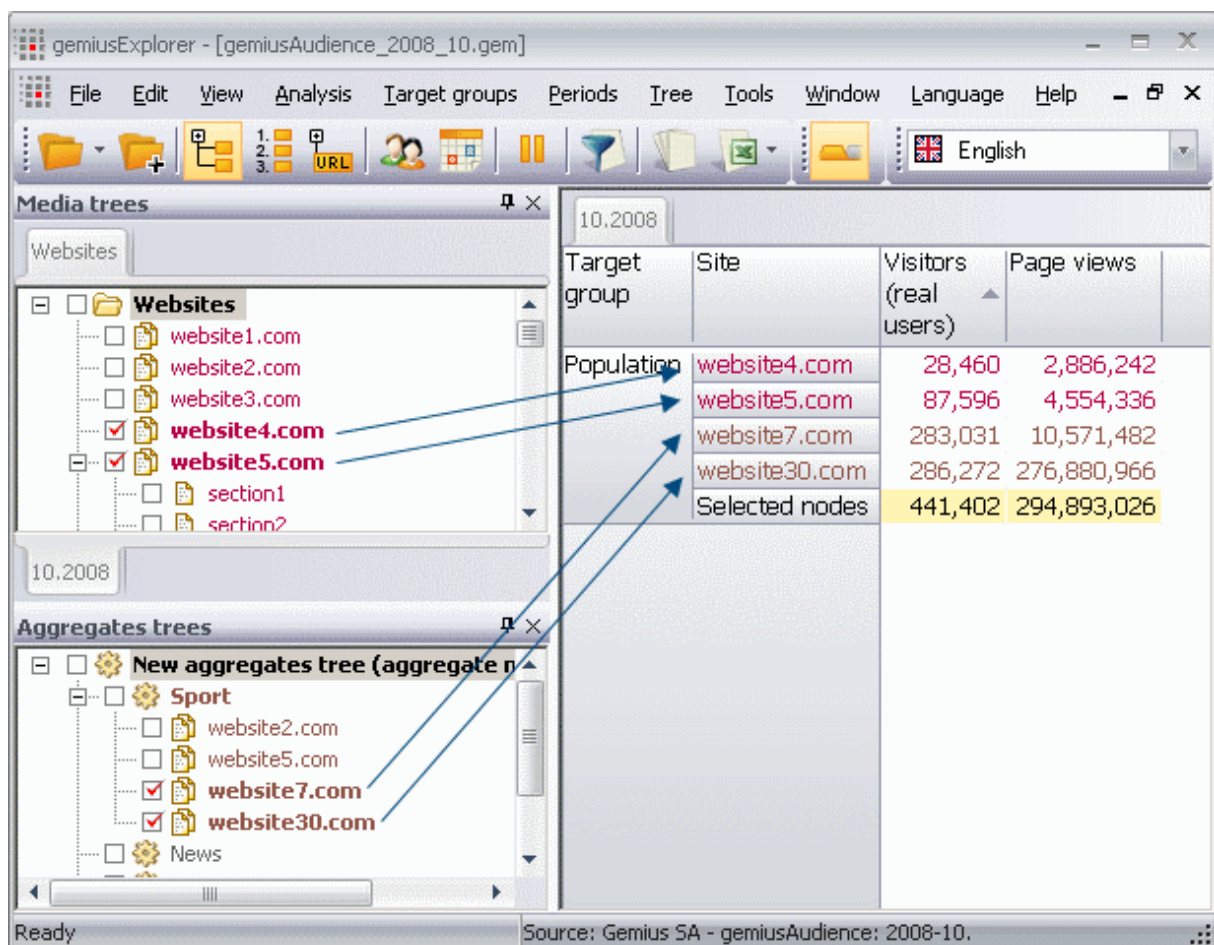


Figure 8 Presentation of data for nodes from the media tree and aggregates tree

The operations carried out most frequently are as follows:

- selection of presented metrics (e.g. the display of data for the “average page view duration” metric) – see chapter 4.1: “Metrics selection” on page 23;
- data sorting (e.g. decreasingly by the number of page views) – see chapter 4.3 “Data sorting” on page 26;
- quick selection of nodes (e.g. selection of all websites from the collecting node) – see chapter 4.5 “Selection and deselection of groups of nodes” on page 27;
- target group definition (e.g. data analysis for the target group defined as “men” or for the group defined as “women with higher education”) – see chapter 5 “Target group definition” on page 34;
- definition of age intervals in target group (e.g. definition of target group “persons aged 20-30”) – see chapter “Defining age intervals” on page 36;
- definition of periods (e.g. analysis of data only for week days or for one selected day) – see chapter 6 “Periods definition” on page 45;
- definition of aggregates tree – see chapter 7.1 “Defining a new aggregates tree” on page 47;
- exporting data to an Excel or CSV file – see chapter 8.1 “Data export” on page 51;

- saving an analysis (e.g. in order to be able to analyse the results next day and have the right websites selected in the application already, required metrics displayed, target groups defined, etc.) – see chapter 8.2 “Saving an analysis” on page 52.

## 3 Modes of analysis




The data is available in the following modes of analysis:

- audience analysis – this enables one to conduct any analysis according to the criteria defined by the analyst; data for nodes that an analyst selects in the media tree or aggregates tree are presented. For detailed information see chapter 3.1;
- ranking by selected metric – data for nodes according to defined metrics (for example: number of visitors (real users), page views, time). For detailed information see chapter 3.2.

**NOTE:** the default mode of analysis can be defined in the option **gemiusExplorer options...** in the **Tools** menu – see chapter 3.4 "Defining default mode and ranking parameters" below.

### 3.1 Audience analysis

In order to conduct one's own audience analysis (e.g. a comparison of results for several websites) the proper nodes should be selected in a tree.

The table panel with research results presents information about nodes selected in media tree or aggregates tree – marked as . The easiest way of selecting one node is by clicking on the checkbox  on the left side of a node name. In that case, next to the node name icon  appears. The chosen node can be deselected by clicking on the above-mentioned checkbox, or by hitting "Delete" button on the selected row in the table. It is possible to speed-up marking nodes by holding the Ctrl key when making the choice. Statistics will be calculated after releasing the Ctrl key.

It is also possible to carry out many analyses on one file at the same time. In order to do this, one has to choose the **Insert new analysis** option from the **Analysis** menu. A new window with data will appear (the windows are numbered). In order to close an analysis, one has to choose the **Close analysis** option from the same menu or use the closing icon in the top right hand corner of the window.


**NOTE:** closing the last analysis will cause the total closing of the file.

In order to remove all the parameters of an analysis (selected nodes in a tree, periods, target groups), one has to either choose the **Reset analysis** option from the **Analysis** menu, or click the icon



, or use shortcut Ctrl+R.

### 3.2 Ranking by selected metric

In order to analyse data for selected nodes, one has to click the icon  (or choose the option **Ranking...** from the **Analysis** menu, or type Alt+2) which opens the window where one can choose parameters for the analysis. It is possible to choose:

- metric;
- target group;

- period;
- number of nodes to show;
- type of a node;
- attribute of a node.

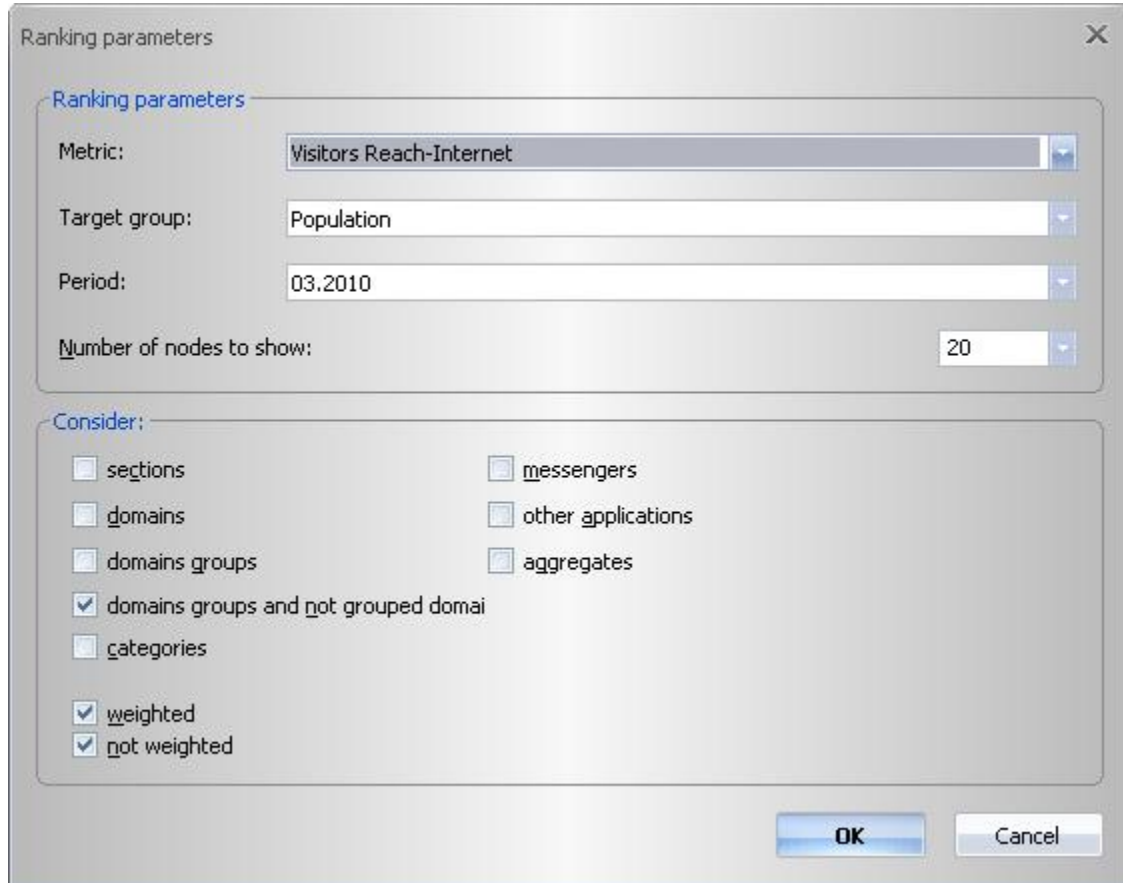



Figure 9 Ranking parameters

In order to switch from ranking mode, one has to select (or deselect) any site in the tree, or click the

icon  (or choose the option **Audience analysis** in the **Analysis** menu, or type Alt+1).

**EXAMPLE:** to look for 10 websites with the highest number of visitors in the target group “women”:

- first of all we define the target group “women” (see chapter 5.1 “Defining a target group” on page 34);
- we click the icon , or choose the option **Ranking...** in the **Analysis** menu;
- in the dialogue window we choose reach as a metric and set the correct number of nodes that are going to be presented (in this case: 10) and the type of nodes that should be considered (in this case the option “sections” should be selected).



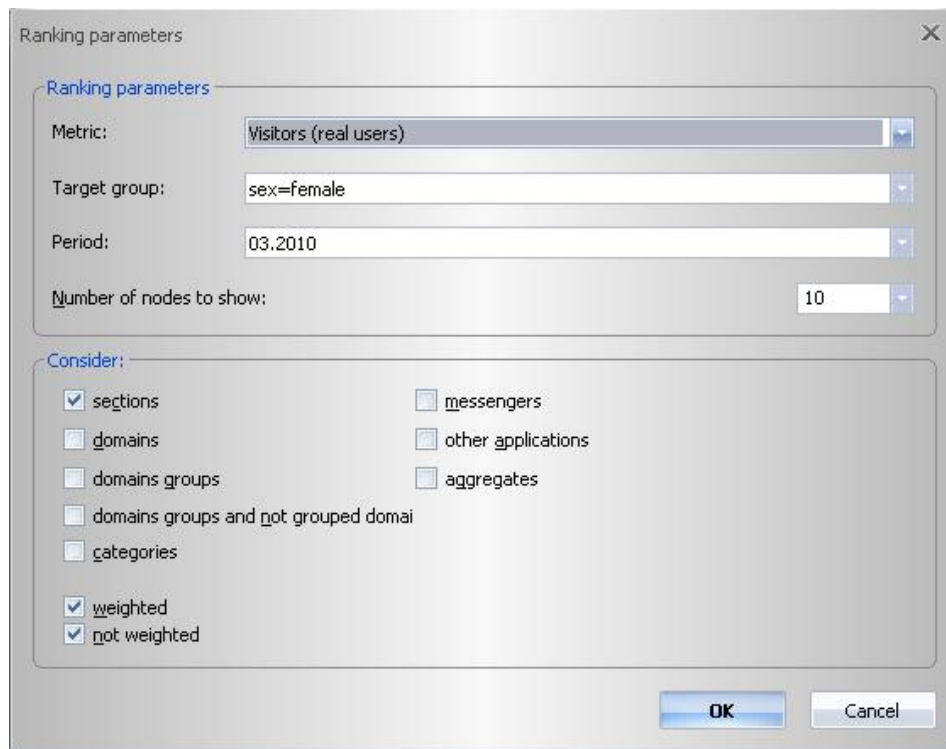


Figure 10 Ranking parameters definition

As a result we receive the 10 websites visited by the highest number of women.

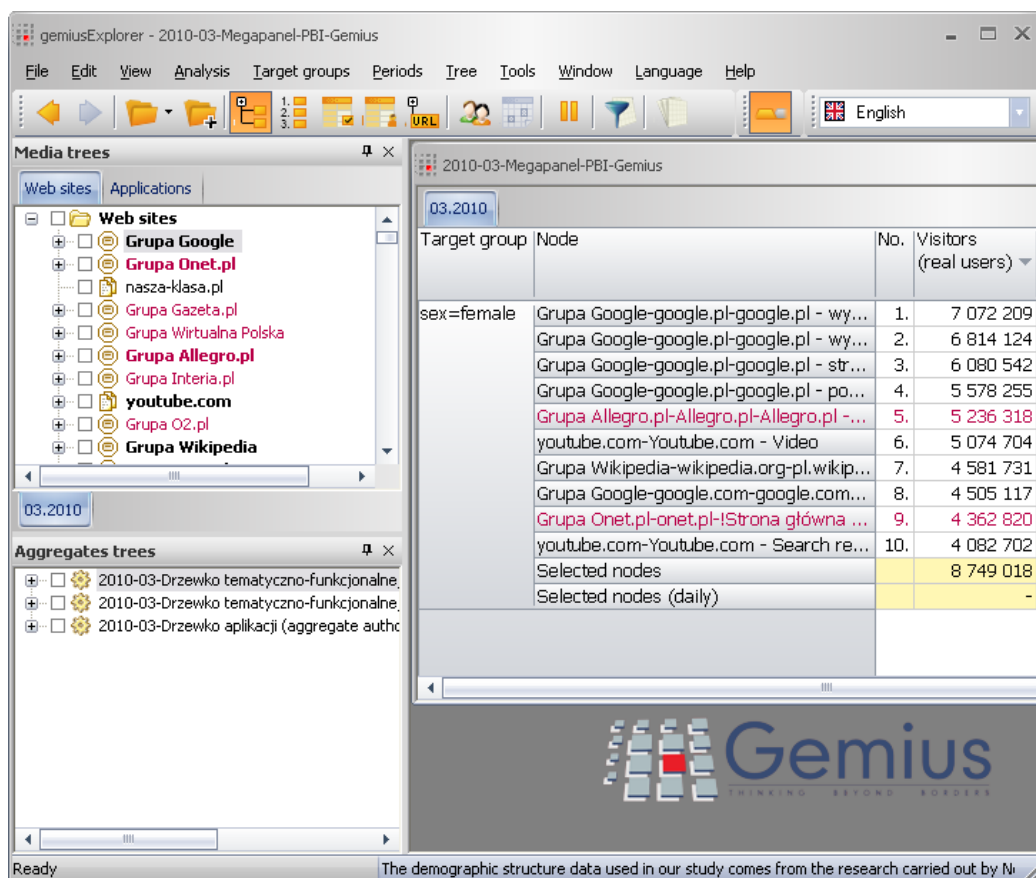



Figure 11 Ranking result

### 3.3 Duplication analysis

Duplication analysis allows to generate in a simple way a report about the audience duplication of the websites in a given period of time. The results of analysis are generated in a form of cross table where in rows and columns the names of chosen nodes are presented and in cells - the value of audience duplication of each pair created upon the intersection of the nodes.

Definitions of indicators in duplication analysis are available in chapter 9 page 54.

In order to conduct the duplication analysis in gemiusExplorer choose the **Duplication Analysis** in **Analysis** menu, click on the icon  available in the toolbar or press Alt+3.

The window for defining the duplication analysis will be displayed:

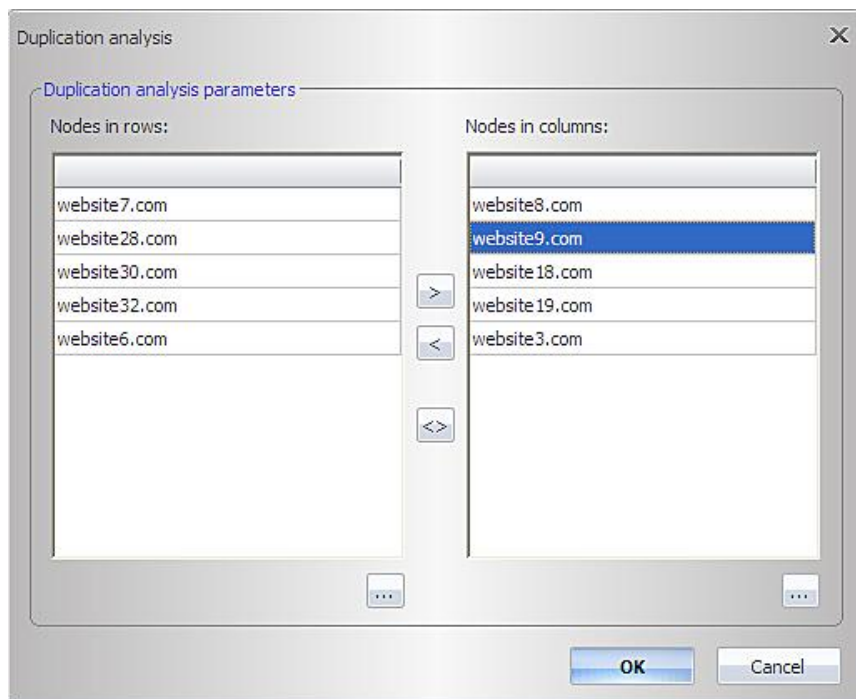




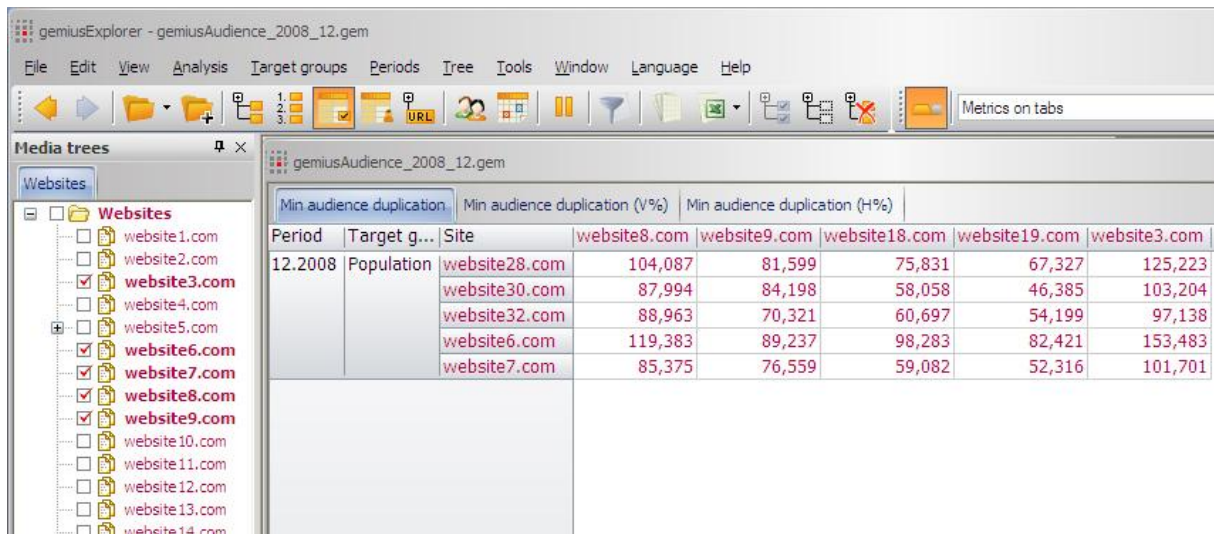


Figure 12 Duplication analysis window

To define nodes in rows and in columns press  button, then choose the desired nodes by selecting or deselecting them in the media tree displayed on the left side in gemiusExplorer and next

press **OK**. Swap button  allows to exchange all nodes that were on the left list (rows) with all nodes that were on the right list (columns). It means that nodes that were previously in rows will be now in columns and vice versa. To displace nodes from one list (rows or columns) to the second one, drag to select desired nodes and then press one of the buttons  or . In order to remove a few or all nodes from rows or columns list, drag to select nodes and then press Delete on your keyboard. To finish press **OK**.

The cross table with selected nodes will be displayed in gemiusExplorer:

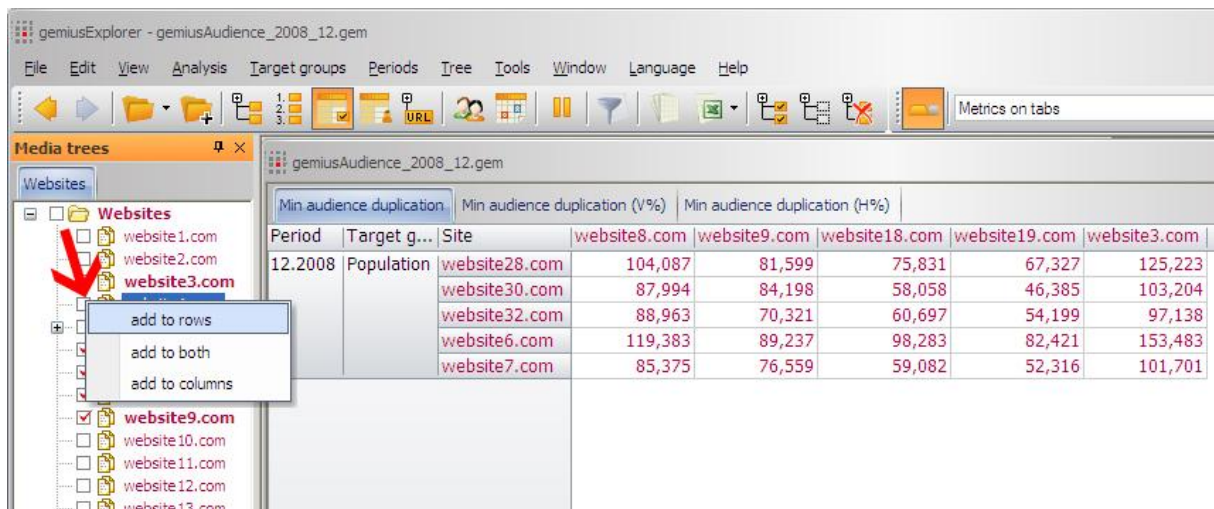


		Min audience duplication	Min audience duplication (V%)	Min audience duplication (H%)			
Period	Target g...	Site	website8.com	website9.com	website18.com	website19.com	website3.com
12.2008	Population	website28.com	104,087	81,599	75,831	67,327	125,223
		website30.com	87,994	84,198	58,058	46,385	103,204
		website32.com	88,963	70,321	60,697	54,199	97,138
		website6.com	119,383	89,237	98,283	82,421	153,483
		website7.com	85,375	76,559	59,082	52,316	101,701

Figure 13 Cross table with Duplication analysis

In order to see cross tables for different metrics of Duplication Analysis one should change between the tabs above the displayed table.

After conducting Duplication Analysis one can still remove nodes from the analysis by deselecting them from the Media tree on the left side. One can also add new nodes to the analysis by selecting them from the Media tree on the left side:



		Min audience duplication	Min audience duplication (V%)	Min audience duplication (H%)			
Period	Target g...	Site	website8.com	website9.com	website18.com	website19.com	website3.com
12.2008	Population	website28.com	104,087	81,599	75,831	67,327	125,223
		website30.com	87,994	84,198	58,058	46,385	103,204
		website32.com	88,963	70,321	60,697	54,199	97,138
		website6.com	119,383	89,237	98,283	82,421	153,483
		website7.com	85,375	76,559	59,082	52,316	101,701

Figure 14 Adding / removing nodes to Duplication Analysis

### 3.4 Defining default mode and ranking parameters

In order to define the default mode of analysis or ranking parameters, one has to choose the option **gemiusExplorer options...** in the **Tools** menu and then go to the **Default ranking** tab.

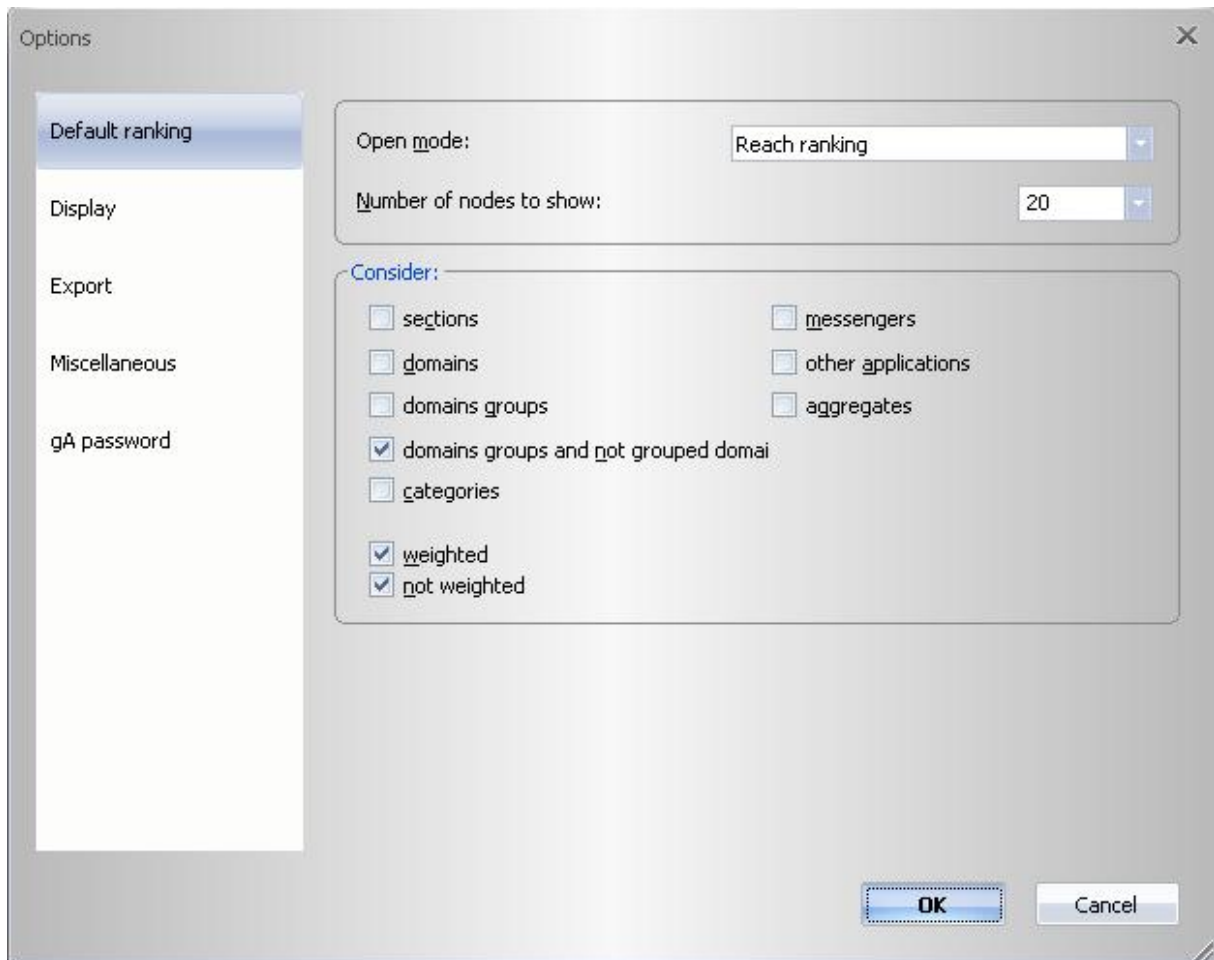


Figure 15 Ranking settings

It is possible to open the files in three modes:

- reach ranking;
- page view ranking;
- no ranking.

The proper mode can be set with the use of the option **Open mode**.

The ranking presents the number of nodes that was defined in the option **Number of nodes to show**. In order to change the default number, one has to choose it from the list, or simply type it in.

It is also possible to define the type of nodes that are to be taken into account in the ranking (the option **Consider**):

- sections – the nodes that are a part of a website;
- domains – websites
- domains groups – group nodes of domains
- categories – collecting nodes with websites grouped into categories;
- messengers – internet messengers;
- other applications;
- aggregates – collecting nodes that group many nodes, presented in aggregates tree.

Apart from types of nodes, it is also possible to determine their attributes:


- weighted/not weighted;
- reported consent for advertisement emission/other (option);
- chats/other than chats (option).

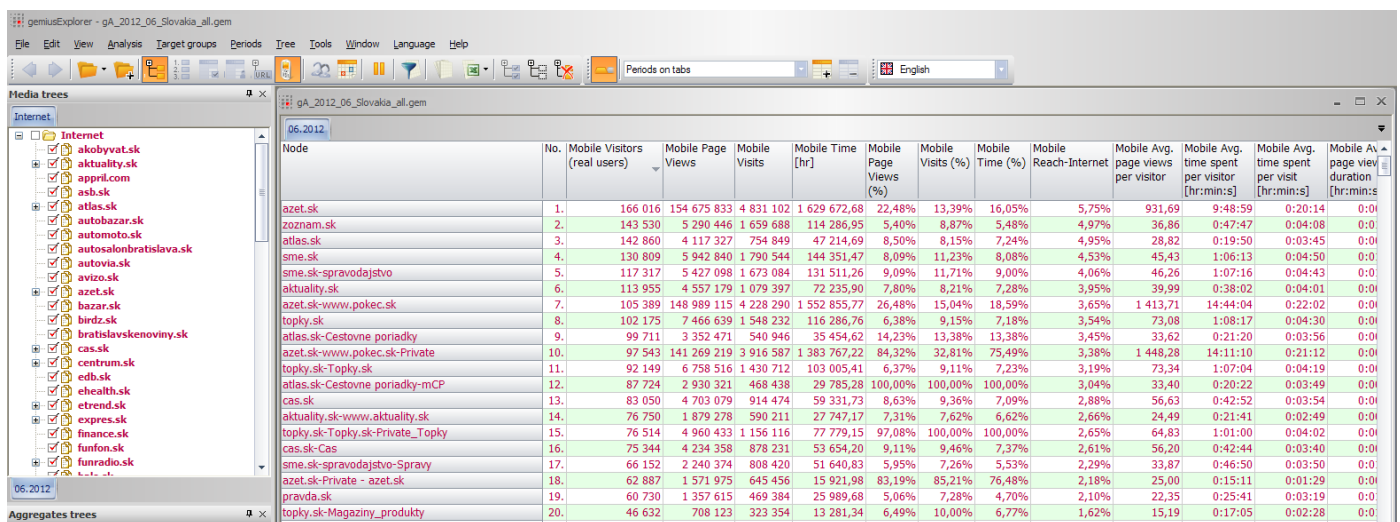
### 3.5 Mobile analysis

Mobile analysis allows to generate a report presenting the views of the websites performed on mobile devices in a given period of time. The table panel with analysis results presents information about nodes selected in media tree or aggregates tree but only these for which mobile data are available.

The indicators in presented in mobile analysis are the special mobile indicator available only for this analysis.

In order to conduct the mobile analysis in gemiusExplorer choose the **Mobile View** in **Analysis** menu,

click on the icon  available in the toolbar. The window for with the mobile analysis will be displayed:



Node	No.	Mobile Visitors (real users)	Mobile Page Views	Mobile Visits	Mobile Time [hr]	Mobile Page Views (%)	Mobile Visits (%)	Mobile Time (%)	Mobile Reach-Internet	Mobile Avg. page views per visitor	Mobile Avg. time spent per visitor [hr:min:s]	Mobile Avg. time spent per visit [hr:min:s]	Mobile Avg. page view duration [hr:min:s]
azet.sk	1.	166 016	154 675 833	4 831 102	1 629 672,68	22,48%	13,39%	16,05%	5,75%	931,69	9:48:59	0:20:14	0:00
zoznam.sk	2.	143 530	5 290 446	1 659 688	114 286,95	5,40%	8,87%	5,48%	4,97%	36,86	0:47:47	0:04:08	0:00
atlas.sk	3.	142 860	4 117 327	754 849	47 214,69	8,50%	8,15%	7,24%	4,95%	28,82	0:19:50	0:03:45	0:00
sme.sk	4.	130 809	5 942 840	1 790 544	144 351,47	8,09%	11,23%	8,08%	4,53%	45,43	1:06:13	0:04:50	0:00
sme.sk-spravodajstvo	5.	117 317	5 427 098	1 673 084	131 511,26	9,09%	11,71%	9,00%	4,06%	46,26	1:07:16	0:04:43	0:00
aktuality.sk	6.	113 955	4 557 179	1 079 397	72 235,90	7,80%	8,21%	7,28%	3,95%	39,99	0:38:02	0:04:01	0:00
azet.sk-www.pokec.sk	7.	105 389	148 989 115	4 228 290	1 552 855,77	26,48%	15,04%	18,59%	3,65%	1 413,71	14:44:04	0:22:02	0:00
topky.sk	8.	102 175	7 466 639	1 548 232	116 286,76	6,38%	9,15%	7,18%	3,54%	73,08	1:08:17	0:04:30	0:00
atlas.sk-Cestovne poriadky	9.	99 711	3 352 471	540 946	35 454,62	14,23%	13,38%	13,38%	3,45%	33,62	0:21:20	0:03:56	0:00
azet.sk-www.pokec.sk-Private	10.	97 543	141 269 219	3 916 587	1 383 767,22	84,32%	32,81%	75,49%	3,38%	1 448,28	14:11:10	0:21:12	0:00
topky.sk-Topky.sk	11.	92 149	6 758 516	1 430 712	103 005,41	6,37%	9,11%	7,23%	3,19%	73,34	1:07:04	0:04:19	0:00
atlas.sk-Cestovne poriadky-MCP	12.	87 724	2 930 321	468 438	29 785,28	100,00%	100,00%	100,00%	3,04%	33,40	0:20:22	0:03:49	0:00
cas.sk	13.	83 050	4 703 079	914 474	59 331,73	8,63%	9,36%	7,09%	2,88%	56,63	0:42:52	0:03:54	0:00
aktuality.sk-www.aktuality.sk	14.	76 750	1 879 278	590 211	27 747,17	7,31%	7,62%	6,62%	2,66%	24,49	0:21:41	0:02:49	0:00
topky.sk-Topky.sk-Private_Topky	15.	76 514	4 960 433	1 156 116	77 779,15	97,08%	100,00%	100,00%	2,65%	64,83	1:01:00	0:04:02	0:00
cas.sk-Cas	16.	75 344	4 234 358	878 231	53 654,20	9,11%	9,46%	7,37%	2,61%	56,20	0:42:44	0:03:40	0:00
sme.sk-spravodajstvo-Spravy	17.	66 152	2 240 374	808 420	51 640,83	5,95%	7,26%	5,53%	2,29%	33,87	0:46:50	0:03:50	0:00
azet.sk-Private - azet.sk	18.	62 887	1 571 975	645 456	15 921,98	83,19%	85,21%	76,48%	2,18%	25,00	0:15:11	0:01:29	0:00
pravda.sk	19.	60 730	1 357 615	469 384	25 989,68	5,06%	7,28%	4,70%	2,10%	22,35	0:25:41	0:03:19	0:00
topky.sk-Magaziny_produkty	20.	46 632	708 123	323 354	13 281,34	6,49%	10,00%	6,77%	1,62%	15,19	0:17:05	0:02:28	0:00

Figure 16 Mobile analysis

### 3.6 Pausing data recalculation

By default, data is recalculated while making any change – selecting/deselecting a node, adding/removing a target group. To pause data recalculation, use the icon **Do not recalculate data**



. After selecting all necessary nodes, define target groups and indicators, and press the icon



again.


This option is useful when making an analysis based on many nodes, target groups, indicators as it can speed up the data calculation (data is calculated only once).

### 3.7 Undo/Redo option

The Undo/Redo option is a tool which allows to cancel the unwanted actions or repeat the operations which were previously cancelled. It can be applied for all actions which are performed on the data, e.g. selecting nodes from Media tree, defining periods or target groups, conducting the Duplication Analysis, etc.

The Undo/Redo option cannot be applied for actions concerning the layout of gemiusExplorer, like adding or removing metrics from the table, changing the appearance of the tables, adding or removing the toolbars, etc.

In order to cancel or repeat action one should either choose the Undo/Redo in Edit menu, click on

the icon  in the toolbar or use the combinations Ctrl+Z / Ctrl+Y.


It is possible to cancel or re-perform up to 10 operations with the Undo/Redo tool.

## 4 Metrics selection and data presentation

### 4.1 Metrics selection

It is possible to present in the table information about many different metrics (e.g. number of page views, reach, time share etc.) describing the audience of a particular node.

The fastest way of selecting the metrics which data will be presented for, is to right click on the head of the table. The list of all available metrics will appear.

The metric of interest can be chosen by clicking on its name. The metrics which data is presented for are marked with . The column with the metric can be hidden by clicking on it using the middle mouse button. Metrics can also be selected in the menu **Analysis**, the option **Choose metrics to show....**

The analysis of the following metrics can be conducted:

#### Basic

- No.;
- Visitors (real users);
- Page views;
- Time;
- Sessions;
- Visitors Reach-Internet;

#### Basic – other averages

- Avg. page view duration;
- Avg. page views per visitor;
- Avg. time spent per visitor;
- Avg. working time per application
- Avg. sessions per visitor;

#### Other

- Type – information on what type (site, service, chat, messenger, category, aggregate) a given node is.
- Node id (optional)

#### Composition

- Audience composition;
- Audience composition (relative);
- Page views composition;

- Page view composition (relative);
- Time composition;
- Time composition (relative);

#### Affinity index

- Affinity index-Internet;
- Affinity index-Internet (relative);

#### Duplication

- Min audience duplication;
- Min audience duplication (%);

#### Population

- Population-Internet;

#### Share

- Audience share;
- Page views share;
- Time share;
- Page views share in Internet;
- Time share in Internet;

#### Cookies

- Domestic cookies
- Foreign cookies
- All cookies

#### Application

- Started application;
- Visitors and started applications;
- Started applications Reach-Internet;
- Reach-Internet;
- Working time;

In **Analysis** menu it is also possible to choose the option **Enable extended average metrics** which adds to the above metrics list four additional metrics:

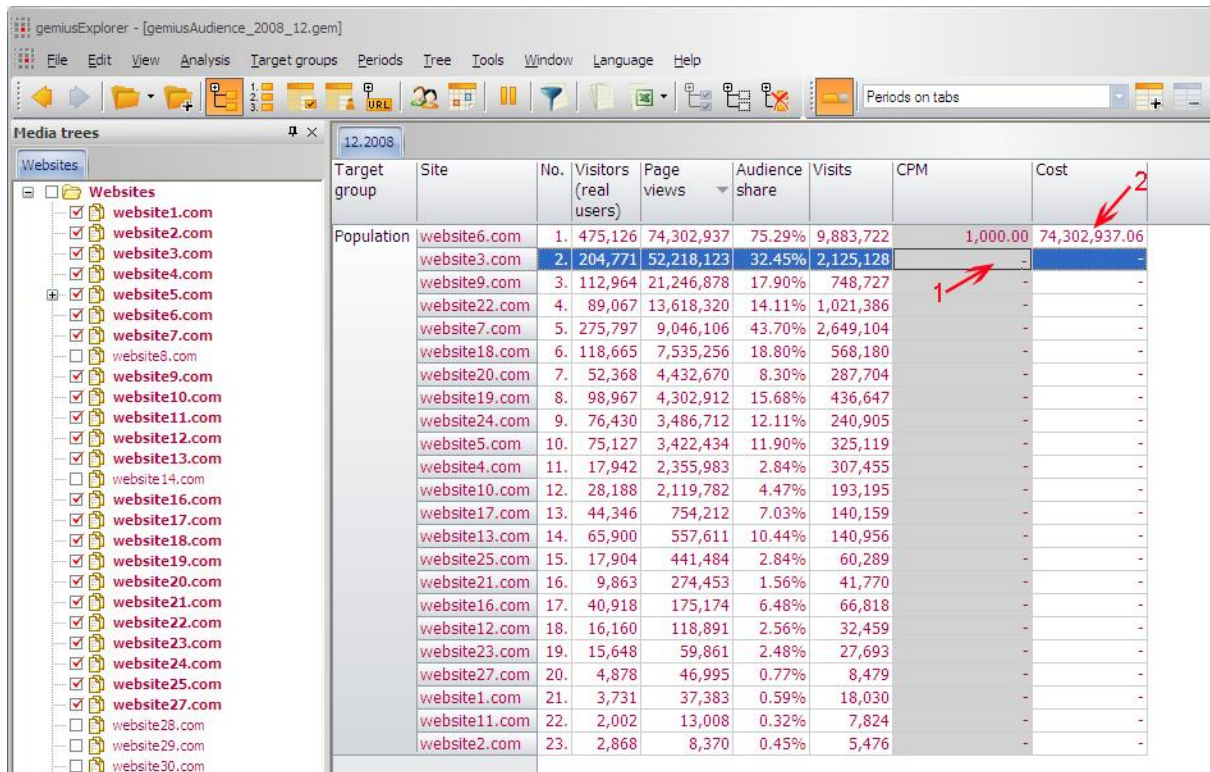
- average daily visitors;
- average daily page views;
- average daily time;
- average daily visits;

Definitions of metrics are provided in chapter 9 “Definition of terms” on page 54. The definition will also appear on the screen in gemiusExplorer after pointing the metric name by cursor on the head of the table.



## 4.2 Cost Per Mille

CPM option allows to calculate the cost of page views on selected websites in a given period. In order to see the CPM metrics in gemiusExplorer choose Cost from the list of available metrics in Audience analysis. Two additional columns – CPM and Cost - will be displayed (the definitions of metrics are available in chapter 9 on page 54).



Target group	Site	No.	Visitors (real users)	Page views	Audience share	Visits	CPM	Cost
Population	website6.com	1.	475,126	74,302,937	75.29%	9,883,722	1,000.00	74,302,937.06
	website3.com	2.	204,771	52,218,123	32.45%	2,125,128	-	-
	website9.com	3.	112,964	21,246,878	17.90%	748,727	-	-
	website22.com	4.	89,067	13,618,320	14.11%	1,021,386	-	-
	website7.com	5.	275,797	9,046,106	43.70%	2,649,104	-	-
	website18.com	6.	118,665	7,535,256	18.80%	568,180	-	-
	website20.com	7.	52,368	4,432,670	8.30%	287,704	-	-
	website19.com	8.	98,967	4,302,912	15.68%	436,647	-	-
	website24.com	9.	76,430	3,486,712	12.11%	240,905	-	-
	website5.com	10.	75,127	3,422,434	11.90%	325,119	-	-
	website4.com	11.	17,942	2,355,983	2.84%	307,455	-	-
	website10.com	12.	28,188	2,119,782	4.47%	193,195	-	-
	website17.com	13.	44,346	754,212	7.03%	140,159	-	-
	website13.com	14.	65,900	557,611	10.44%	140,956	-	-
	website25.com	15.	17,904	441,484	2.84%	60,289	-	-
	website21.com	16.	9,863	274,453	1.56%	41,770	-	-
	website16.com	17.	40,918	175,174	6.48%	66,818	-	-
	website12.com	18.	16,160	118,891	2.56%	32,459	-	-
	website23.com	19.	15,648	59,861	2.48%	27,693	-	-
	website27.com	20.	4,878	46,995	0.77%	8,479	-	-
	website1.com	21.	3,731	37,383	0.59%	18,030	-	-
	website11.com	22.	2,002	13,008	0.32%	7,824	-	-
	website2.com	23.	2,868	8,370	0.45%	5,476	-	-

Figure 17 Filling the CPM values

In the CPM fields (1) one can manually introduce values for each of the chosen nodes by clicking in desired row. Next, write down the CPM value and confirm by pressing ENTER on your keyboard.

It is also possible to set the same CPM value for more than one node at the time. There are a few ways of doing this:

- To select a few subsequent nodes click on one of the rows, then press Shift button on your keyboard and use Up or Down arrows to select the desired nodes. Next, write down the CPM value for selected nodes and press Enter. The CPM values will appear in all selected rows.
- To select all nodes from one row up to the end of the list, press Shift+End. To select all nodes from one row up to the top of the list, press SHIFT+HOME. Next, write down the CPM value and press Enter.
- To select a few nodes that do not appear one after another on the list, press Ctrl and choose nodes by clicking on the rows. Next, write down the CPM value and press Enter.

After adding the CPM value, the Cost (2) will be automatically displayed.

### 4.3 Data sorting

Data presented in the table can be sorted by selected metric, or node name (“Site”) in ascending or descending order after clicking on the head of the column of this metric. Clicking on a column’s head again causes a change of sorting order.

Target group	Site	Visitors (real users)	Page views	Time [hr]
Population	website30.com	274,431	251,866,397	2,172,434.70
	website6.com	464,151	75,019,941	1,674,627.15
	website3.com	210,428	53,270,366	443,813.75
	website28.com	370,146	36,347,118	1,101,165.17
	website32.com	278,002	25,664,020	427,631.87
	Selected nodes	643,130	442,167,842	5,819,672.65

Figure 18 Data sorting by selected metric

For example, data presented above was sorted in descending order according to the number of page views.

In order to sort websites alphabetically, one has to click on the column “Site”.

### 4.4 Metrics summary

In the right panel, apart from the list of nodes and the values of metrics for those nodes, a summary is also presented – value of metrics for selected group of websites.

Target group	Site	No.	Visitors (real users)	Page views
Population	website3.com	1.	204,771	52,218,123
	website5.com	2.	75,127	3,422,434
	website4.com	3.	17,942	2,355,983
	website1.com	4.	3,731	37,383
	website2.com	5.	2,868	8,370
	Selected nodes		263,267	58,042,293
	Selected nodes (daily)		-	1,872,332

Figure 19 Summary of metrics for selected websites

For example, the summary presented above (the “Selected nodes” row) can be interpreted as follows:

- visitors (real users) – total number of visitors (real users) for the five selected websites amounts to 263 267. It is worth remembering that a visitor (real user) to a particular site can also visit other sites (so called: audience duplication) – thus the number of visitors (real users) for several websites is smaller than (or equal to) the sum of visitors (real users) to a particular websites;
- page views – number of page views generated on all five sites in the list.

The presentation of the summary can be disabled by unchecking the **Show nodes summary** option from the list with metrics (which is available after right click on the head of the table with research results) or from the **View** menu.

It is also possible to display the daily arithmetic averages in a summary. It can be done by selecting the **Show daily average in summary** option from the metrics list (this option is visible after selecting **Show nodes summary**). Such data is available only for several metrics:

- page views;
- time;
- avg. page view duration;
- page view composition;
- page view share;
- time share.

In example above, the average daily number of page views for the five selected websites (the “Selected nodes (daily)” row) is 1 872 332.

## 4.5 Selection and deselection of groups of nodes

In order to analyse the audience of any node we are interested in, we have to click the checkbox ☐ on the left side of a node name (in a media or aggregates tree). The icon ☒ appears next to the name of the selected node.

Thanks to the option of group selection, it is also possible to select easily whole groups of websites.



	Select nodes <u>b</u> elow	Ctrl+B
	Select nodes on the same <u>l</u> evel	Ctrl+L
	Select <u>a</u> ll nodes	Ctrl+A
	Select nodes...	Ctrl+D
	Select leaves below	Ctrl+K
	Deselect nodes <u>b</u> elow	Ctrl+Shift+B
	Deselect nodes on the same <u>l</u> evel	Ctrl+Shift+L
	Deselect all <u>n</u> odes	Ctrl+Shift+A
	Deselect nodes...	Ctrl+Shift+D
	Deselect leaves below	Ctrl+Shift+K
Inverse nodes selection...		
Copy node to new aggregates tree		
Copy selected nodes to new aggregates tree		

Figure 20 Group selection options

When highlighting a node in a media or aggregates tree with a left-click and then performing a right-click (or choosing the option **Select/deselect nodes** from the menu **Tree**), one gets access to the following commands:

- **Select nodes below** (Ctrl+B shortcut) – selects nodes situated at the lower level ("descendant" nodes);
- **Select nodes on the same level** (Ctrl+L shortcut) – selects nodes situated at the same level;
- **Select all nodes** (Ctrl+A shortcut) – selects all nodes available in media or aggregates tree (the weighted ones are displayed in red);
- **Select nodes...** (Ctrl+D shortcut) – opens the window of advanced nodes selection (one can also click on the icon  from the **Toolbar**). This window makes it possible to choose nodes at any level of the tree (from the chosen node) and at the same time selected types of nodes.
- **Select leaves below** (Ctrl+K shortcut) – selects leaves (final nodes with no subordinate nodes) one level below;

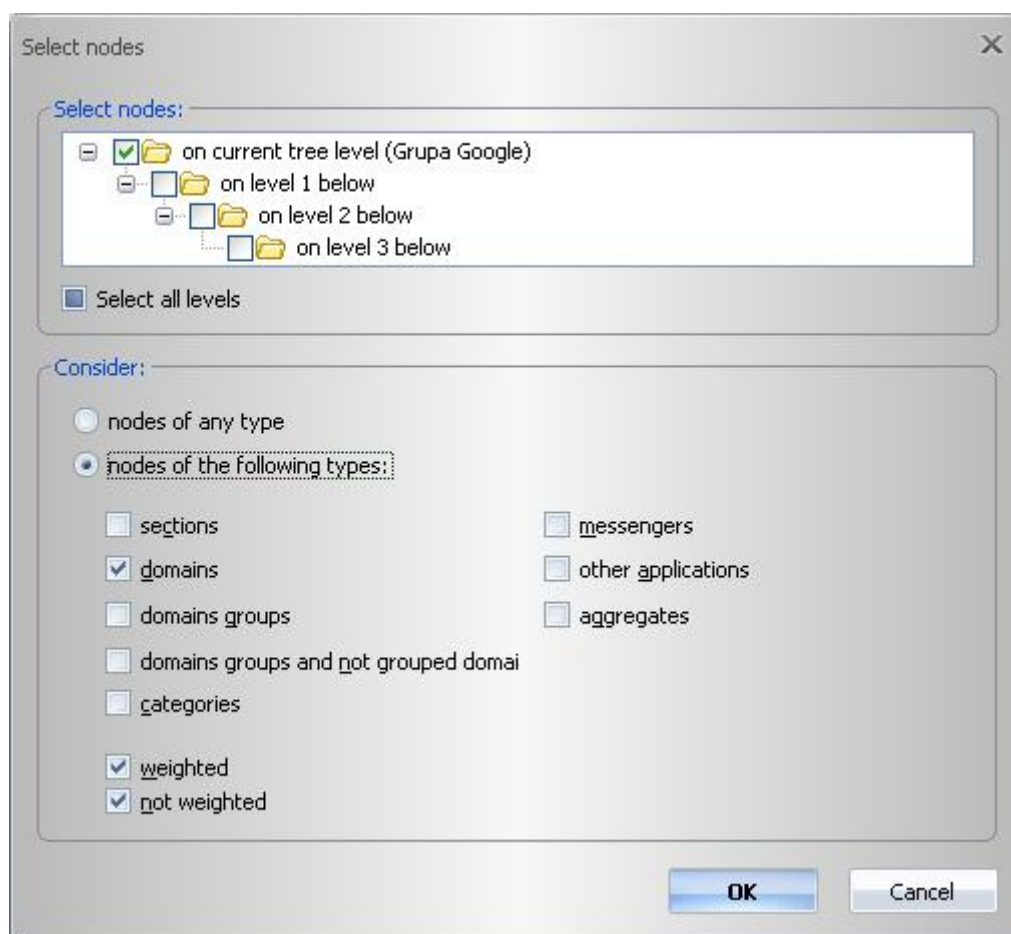



Figure 21 Advanced nodes selection

- **Deselect nodes below** (Ctrl+Shift+B shortcut) – deselects nodes situated at the lower level ("descendant" nodes);
- **Deselect nodes on the same level** (Ctrl+Shift+L shortcut) – deselects nodes situated at the same level;

- **Deselect all nodes** (Ctrl+Shift+A shortcut) – deselects all nodes media or aggregates tree.

This option can be also activated by the icon  ;

- **Deselect nodes...** (Ctrl+Shift+D shortcut) – opens the window of advanced nodes deselection. This window makes it possible to limit the choice of nodes at any level of the tree (from the chosen node) and at the same time selected types of nodes;
- **Deselect leaves below** (Ctrl+Shift+K shortcut) – deselects leaves (final nodes with no subordinate nodes) one level below;
- **Inverse nodes selection...** – opens the window of advanced inverse nodes selection;
- **Copy node to new aggregates tree** – copies the selected node (and its whole sub-tree) from the media tree to a new aggregates tree;
- **Copy selected nodes to new aggregates tree** – copies all selected nodes (and their sub-trees) from the media tree to a new aggregates tree.

## 4.6 Site searching

In order to search for a node in a tree, based on part of its name, one has only to press Ctrl+F, or choose **Find node...** from the **Edit** menu. Then the window, presented below, appears.



Figure 22 Searching for websites based on names

Part of the node name can be entered in the **Search for** text box. Choosing the **Find next node** option in the **Edit** menu, or pressing F3 key will cause finding the next result of searching. One can also switch between search results using the **Next** and **Previous** buttons.

If one selects the option **Match case**, then the case size in the name of website will be taken into account. Selecting **Match whole word** causes searching for an exact name of a website.

The option **Search in URL masks** should be selected to search through URL masks of nodes. The option **Search in all opened documents** allows searching through all opened datasets.

You can search within trees panels (**trees** option) or results panel (**results** option).

## 4.7 Table view

### Pivot tables

A table structure can be set up and changed by dragging and dropping fields in one of the three positions:

- on tabs;
- in columns;
- in rows.

Fields in which positions can be changed are the following:

- metrics;
- time periods;
- target groups;
- selected nodes.

Moreover, their order in the rows or columns of a table can be swapped.

For example, having 3 files opened and presentation style defined as it is shown below, one can analyse visitors (real users) and page views trend easily.

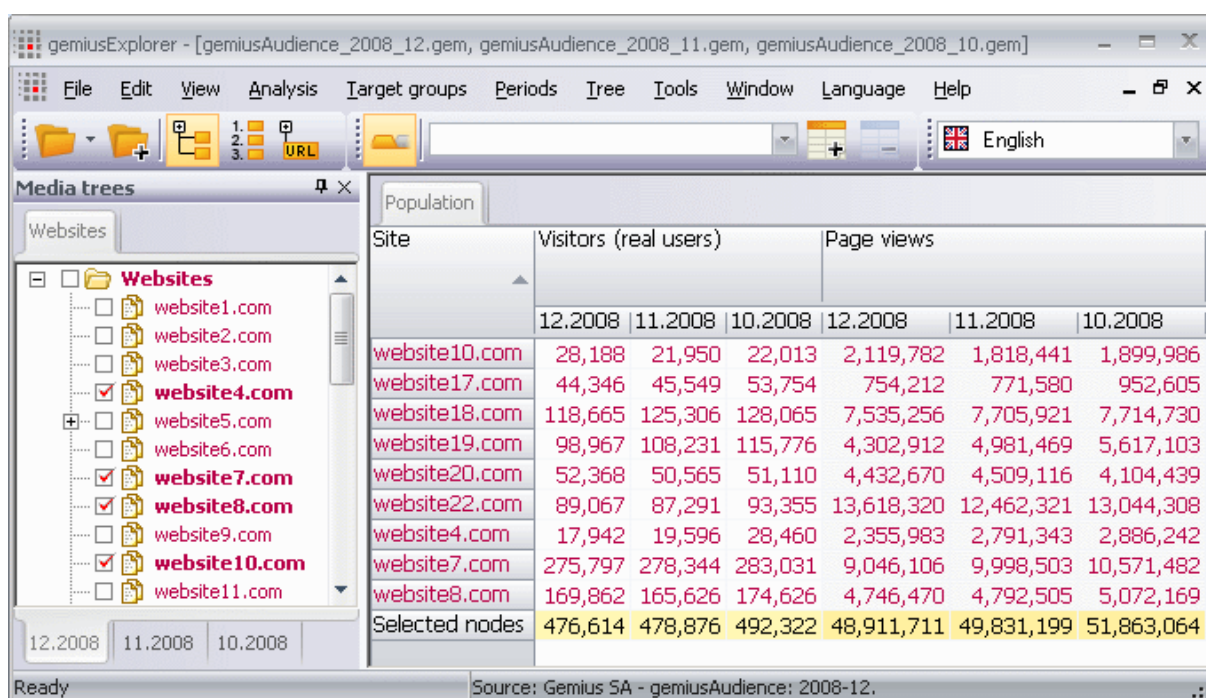





Figure 23 View of trend analysis

The presentation style of a table can be saved by choosing the icon , or removed by choosing the icon . All saved presentation styles are available in the **Presentation styles bar** pull-down menu in the **Toolbar**. The **Presentation styles bar** is available when a proper option in the **View** menu is selected.

There are two pre-defined styles available:


- **Periods on tabs** – moves time periods to the tabs;
- **Target groups on tabs** – moves target groups to the tabs.


Using the icon , one can place the first column from the table in the tabs.

Moreover, a column width can be changed by moving its right border line. A width can be also adjusted to the column's content by selecting the **Refresh/Adjust column width** option in the **View** menu, or by using F5 key, or by double click on the right border line of a column.



## Nodes URL masks

It is also possible to show URL masks of nodes. In order to do so, one has to click the icon  , or choose the option **Nodes URL masks** in the **Analysis** menu, or type Alt+5.

In order to disable the URL masks view, one has to choose the adequate option in the **Analysis** menu, or click the icon  .

## 4.8 Website names presentation

In the **Tools** menu there is the **gemiusExplorer options...** sub-menu available, that enables one to define the mode of nodes' names presentation. It is possible not only to present a name of a given node, but also a name of a "parent" node. This can be defined in the **Display** tab.

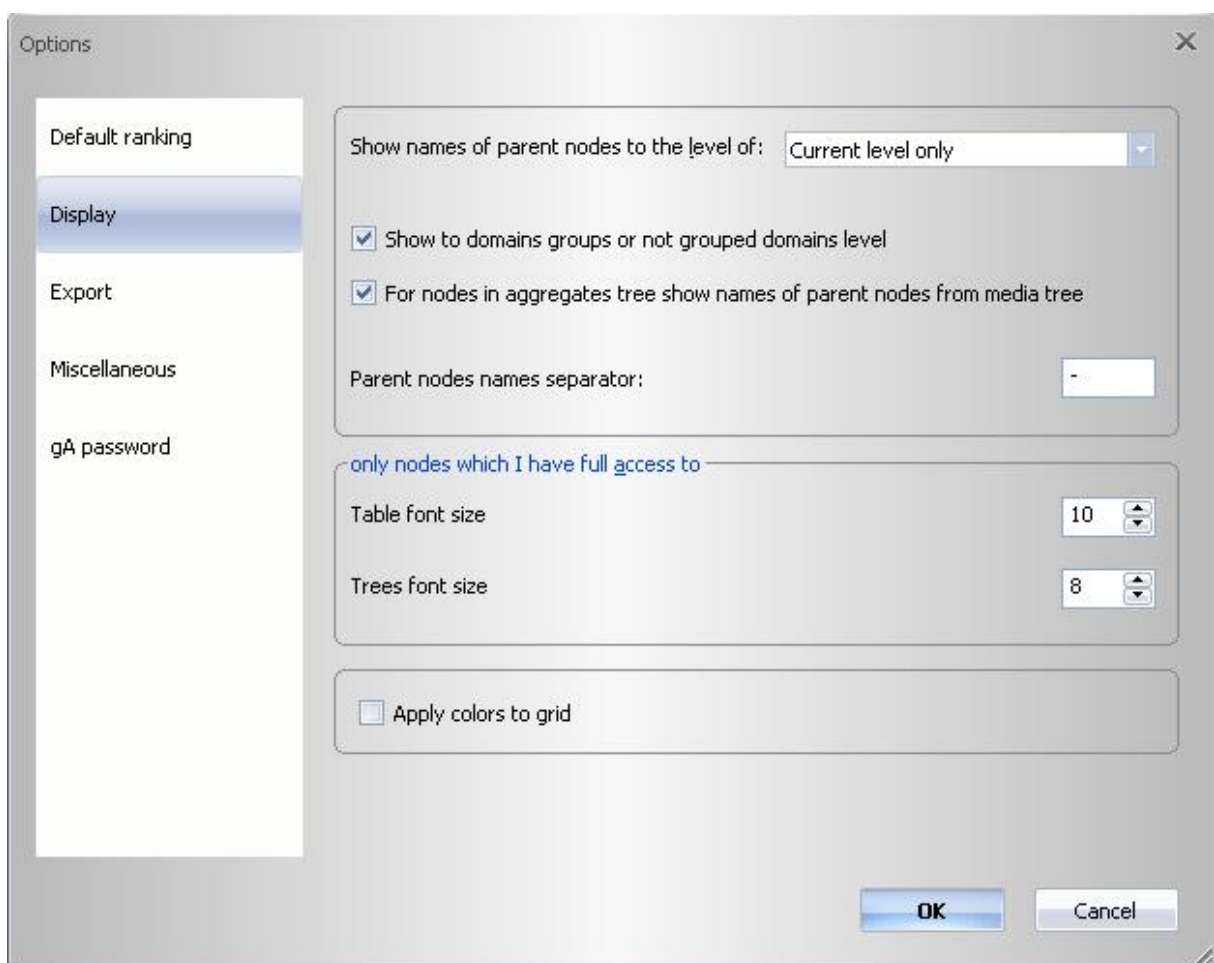


Figure 24 Parameters of nodes names display

After selection of an adequate level it is possible to present the complete "path" of a node.



Figure 25 Presentation of parent nodes names

The figure above shows that the website *bank.com* is situated in the tree within the category *Business and Finances -> Banking*, whereas *city.com* within *News -> Regional* and *team.com* within *Sport -> Football*.

It is also possible to define an individual parent nodes name separator (by default it is '-').

The font size for both media or aggregates tree panels and results one can be changed independently. Choosing Ctrl and + enlarges the font size in active panel. Using Ctrl and – makes the font smaller.

One can also define the font size by choosing the **Display** tab in the **gemiusExplorer options...** sub-menu, in the **Tools** menu. The **Table font size** parameter defines the size of font used in panels with results of an analysis, **Trees font size** – the size of fonts used in panels with media or aggregates trees structures.

#### 4.9 Presentation of nodes below minimum rating

If the audience size of the node is small and collecting a sufficient sample for a given target group was not possible – then the sign “-” (no data available) appears in the statistics for this node.

Target group	Site	Visitors (real users)	Page views	Time [hr]
Population	website4.com	19,596	2,791,343	105,417.81
	website1.com	3,467	33,108	304.07
	website2.com	3,232	9,350	187.35
	website3.com	-	-	-
	Selected nodes	26,146	2,833,874	105,910.93

Figure 26 Nodes below minimum rating

In order not to present results for such websites, one has to deselect the option **Show nodes below minimum rating** in the **View** menu, or in the list with metrics (which is available after right click on the head of the table with research results).

#### 4.10 Presentation of nodes with different colours

In the case of an analysis for population, the nodes are presented in red and black colours. In red are marked those nodes that were included in the behavioural weighting (“weighted” nodes), while in black are those that were not weighted behaviourally.

When conducting an analysis for target groups, some of the nodes are presented in a blue colour (after exporting data to the Excel or CSV file they are in a separate column). This means that within



this target group for this particular node the panel size was not big enough. Statistics presented in blue should be treated just as an approximation.

Target group	Site	Visitors (real users) ▼	Page views	Time [hr]
Gender=Male	website3.com	131,890	36,242,815	306,351.51
	website1.com	1,096	13,312	150.39
	website2.com	1,067	2,513	31.25
	Selected nodes	132,824	36,258,640	306,533.15
Population	website3.com	224,768	56,573,830	467,607.89
	website1.com	3,663	37,082	330.15
	website2.com	3,279	9,158	186.68
	Selected nodes	229,152	56,620,070	468,124.73


Figure 27 Weighted/not weighted nodes

On the basis of the figure above, one can notice that the behavioural weighting was conducted for nodes: website1.com and website3.com (in the population analysis these nodes are marked in red) – this means that there is a site-centric audit on these websites. Whereas the site website2.com is shown with the population in black, so it was not weighted behaviourally. When analysing the target group “Male”, we can also see that for website1.com and website2.com the number of panelists in this target group was too small (so the nodes were marked in blue).

## 5 Target group definition

### 5.1 Defining a target group

#### Basic information about target groups

The gemiusExplorer application enables to define target groups for which we want to analyse selected metrics, e.g. target groups “women with higher education”, “persons not older than 19”. Defining target groups can be done by choosing the option **Target group definition...** from the **Target groups** menu, or by clicking the icon , or by pressing Ctrl+Shift+G.

#### Defining new target groups

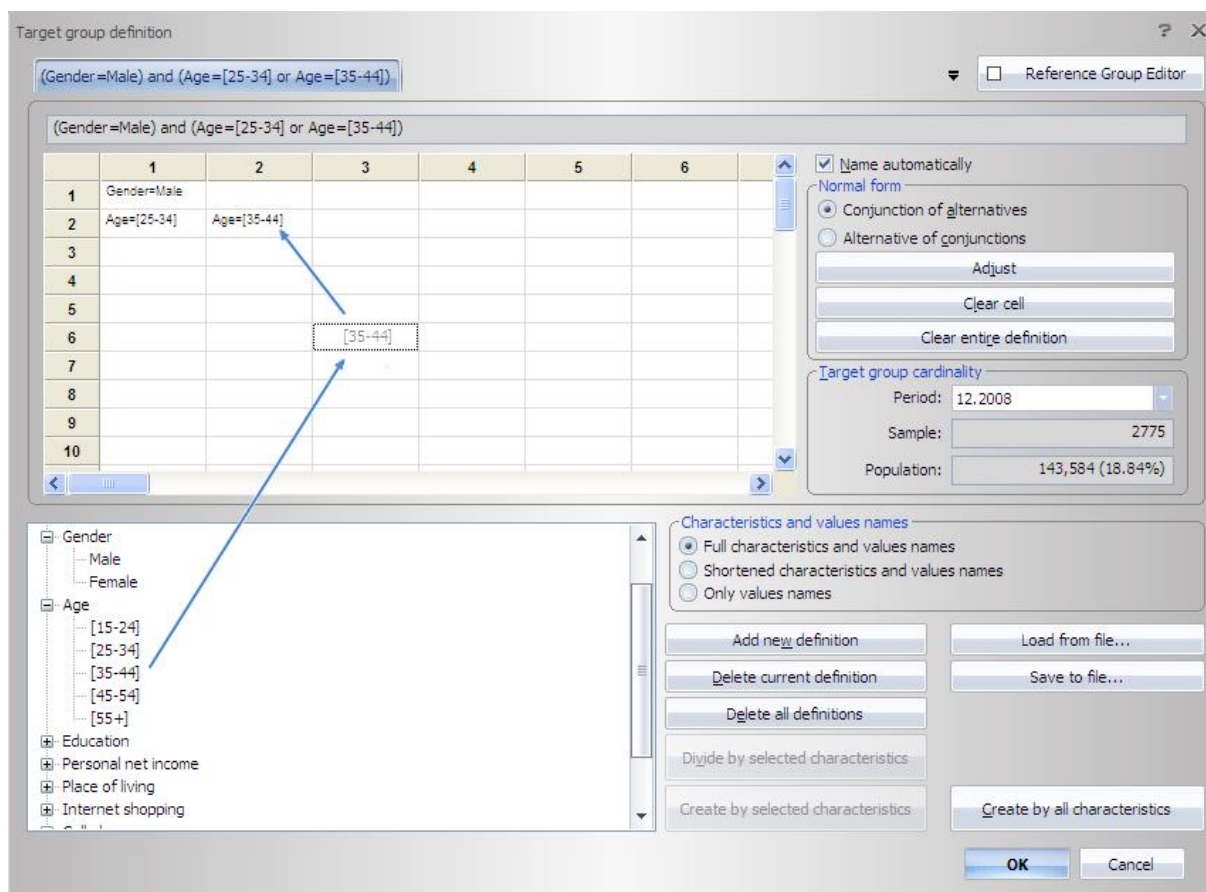


Figure 28 Defining a target group

The target group can be defined by **dragging and dropping** selected characteristics available in the lower panel to the matrix. The figure above shows the target group “men aged 25-44” defined – therefore the parameter *Male* (from the *Gender* group) was dragged to the matrix and then, in the

next line, the parameter describing the age interval was placed: [25-34] and [35-44]. The name of such a target group, assigned automatically, is: *(Gender=Male) and (Age=[25-34] or Age=[35-44])*.

It is possible to define a target group with the use of negation. For example – in order to define the target group “men, aged other than 20-30”, one can simply drag and drop to the matrix characteristics *Gender=Male* and *Age=[20-30]* and then double-click on the cell containing the age characteristic (this causes a change in the condition for *Age* to *Age<>[20-30]*, what means exactly “Age different than interval [20-30]”).

	1	2	3
1	Gender=Male	Age<>[20-30]	
2			

Figure 29 Negation of a condition in target group definition

### Options available when defining target groups

When defining target groups, the following options are available:

- **Name automatically** – target groups are named automatically; this parameter can be deselected if one wants to name the target group oneself;
- **Normal form** – enables one to choose the logical character of the target group definition;

(Gender=Male or Age=[15-24]) and (Education=University or Personal net income=3001 - 4000)					
	1	2	3	4	5
1	Gender=Male	Age=[15-24]			
2	Education=University	Personal net income=3001 - 4000			
3					

Figure 30 Matrix for creating target group definitions

**Alternative of conjunction** – in each of the lines at least one of the conditions has to be fulfilled (for whichever cell of the line);

For example, in the figure above, the definition means exactly: *(Gender=Male or Age=[15-24]) and (Education=University or Personal net income=3001-4000)*.

**Conjunction of alternatives** – in whichever line where the conditions are entered, all of the conditions have to be fulfilled. For the above mentioned example, the definition means exactly: *(Gender=Male and Age=[15-24]) or (Education=University and Personal net income=3001-4000)*.

Available buttons:

**Adjust** – sorts the matrix, moving the selected cells to the left top corner of the matrix;

**Clear cell** – deletes the content of the currently selected cell of the matrix;

**Clear entire definition** – deletes the target group definition (clears the content of all cells of the matrix).

- **Target group cardinality:**

**Period** – the period of time that the research was conducted for;

**Sample** – sample size for the given target group for the time period selected in the **Period** drop-down menu;

**Population** – the internet users' population size in the target group for the time period selected in the **Period** drop-down menu (concerns whole internet). The value in brackets shows the percentage of the selected target group in the whole population.

- **Parameter and variable names** – enables the choice of presentation of parameter and variables names in the matrix.

### Buttons for adding and deleting target groups

In order to define a new target group, one has to click the **Add new definition** button – this opens a new tab. With the use of the **Delete current definition** button, a currently selected target group definition can be deleted. The button **Delete all definitions** is used to delete all previously entered definitions, and only one target group remains: *Population*.

The button **Divide by selected characteristics** enables one to quickly define some types of target groups. For example – in order to define target groups of women with different levels of education, one has to drag and drop the characteristic *Gender=Female* to the matrix field, then click on the characteristic *Education*, and click the **Divide by selected characteristic** button. All required target groups are defined automatically.

The button **Create by selected characteristics** enables one to define target groups based on the values of selected metrics (e.g. target groups by all age intervals and gender). The selection of desired characteristics can be made by pressing CTRL on the keyboard and by clicking on the names of characteristics. It can also be done by pressing SHIFT and using arrows UP or DOWN on the keyboard. After selecting desired target groups one should click the **Create by selected characteristics** button.

In order to define target groups based on the values of all characteristics (i.e. target groups by all age intervals, education levels, gender, etc.), one has to press the button **Create by all characteristics**.

Changes in target group definitions are confirmed by clicking the **OK** button; if we do not want to confirm the changes in the target group definitions then we have to click the **Cancel** button.

### Saving and loading target group definitions


In the target group definition window, the following options are available:

- **Load from file...** – in order to load a target group definition from a file, one just has to click the button. The same operation can be done by choosing the option **Load target groups...** from the **Target groups** menu. It is possible to load more than one target group definition at the same time. Recently opened definitions of target groups are also accessible (position **Recent files**);
- **Save to file...** – enables one to save target group definition to a file. The same operation can be done by choosing option the **Save target groups as...** from the **Target groups** menu.

### Defining age intervals

The application makes it possible to define any age interval for target groups.

For example – in order to define the target group “persons aged 20-30”, one has to:

- open the target group definition window  ;
- right-click on the characteristic *Age*, and choose **Define intervals...**;

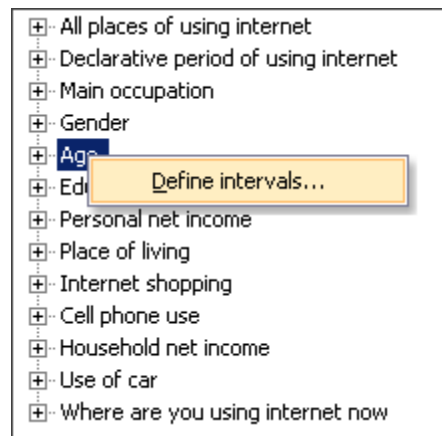


Figure 31 Defining age interval - step 1

- the window with default age intervals opens. In order to add a new age interval, one has to click **Insert**. Enter number 20 in the first field and number 30 in the other. Confirm changes by clicking **OK**. The button **Delete** removes the highlighted line, while the button **Default** enables one to enter the default definitions of age intervals;

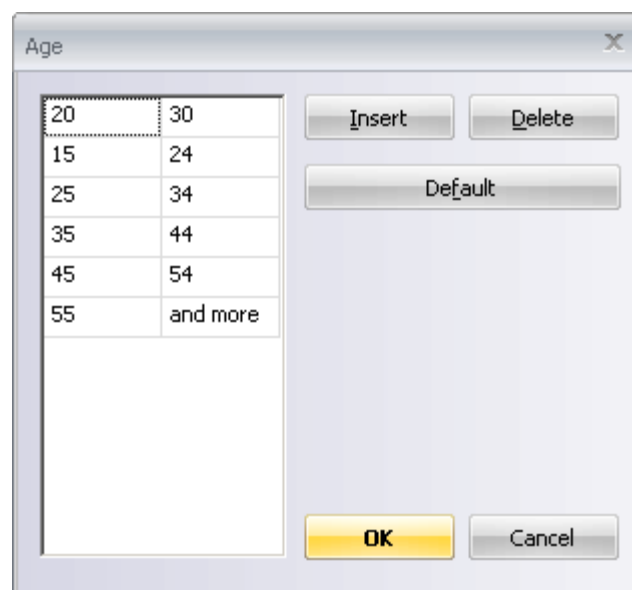


Figure 32 Defining age interval – step 2

- among the defined age intervals the new interval [20-30] has appeared. Now this interval can be dragged and dropped, like other ones.

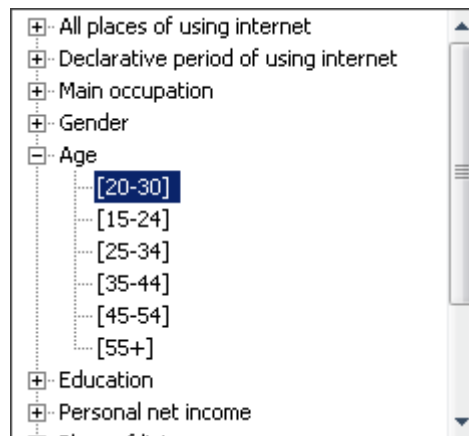


Figure 33 Defining age interval - step 3

## 5.2 Reference group editor

### Basic information about the Reference group editor

Reference Group Editor allows gemiusExplorer user to present the composition statistics (Audience, Page views and Time composition) and Affinity Index-Internet statistic in relation to the selected reference group and to compare them with the standard composition indicators and Affinity Index-Internet metric.

The idea of the Reference Group Editor is to simplify the analysis where user wants to exclude some less valuable, from his point of view, target groups (i.e. responses “I don’t know” or “Respondent was not asked”) from the reference group.

### Defining the reference group

In order to define the reference group in gemiusExplorer open the standard Target group definition

window (  icon or **Target group definition** in **Target groups** menu) and then press the **Reference Group Editor** button in the top right corner.

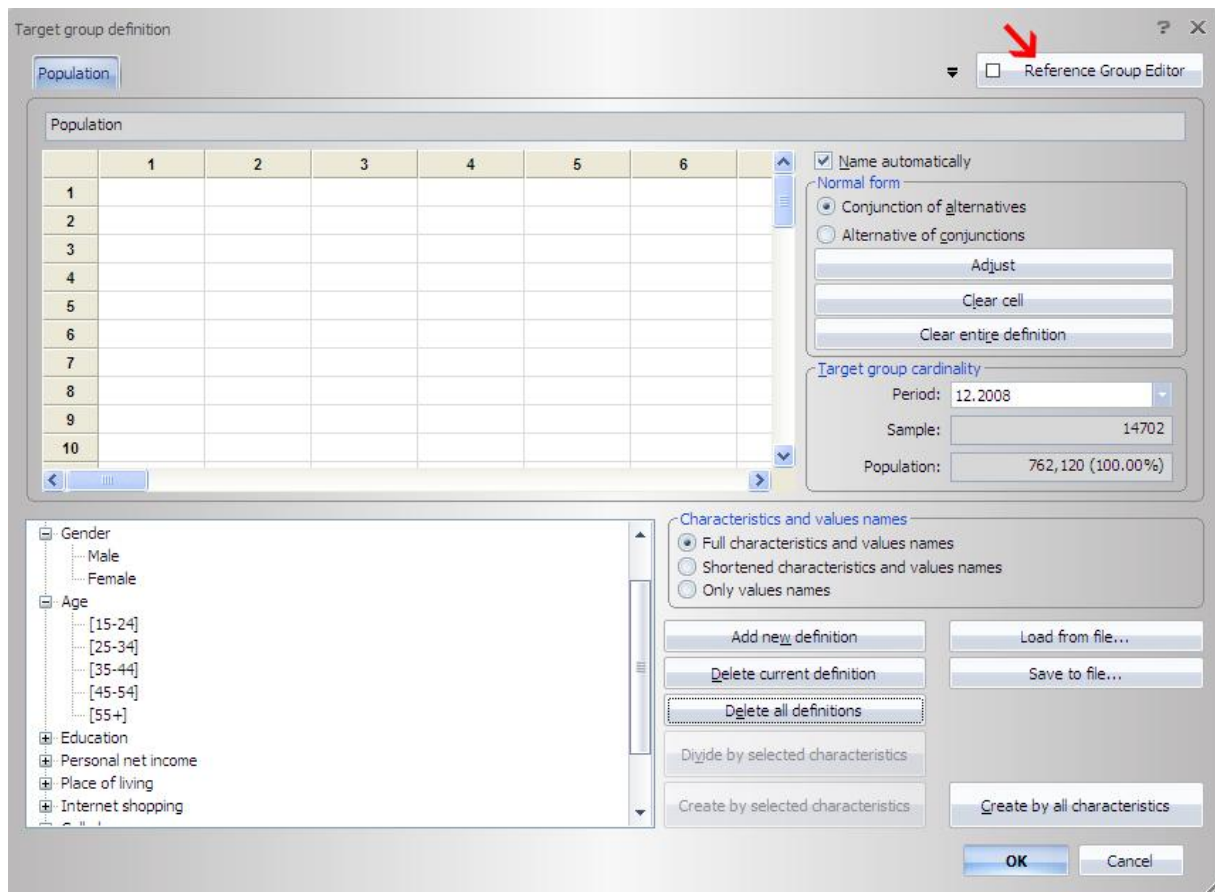


Figure 34 Selecting the Reference Group Editor

After pressing the button you will be directed to the Reference Group Editor where you will be able to define your desired reference group in relation to which the relative statistics (Audience composition, Page Views composition, Time composition and Affinity Index-Internet) will be shown. The rules of selecting the reference group are the same as in the standard target groups definitions.

In order to go back to the target group definition window press once again the **Reference Group Editor** button.

The defined reference group will be displayed in the first cell of the target group definition and it will be combined by conjunction with all target groups defined by the user (see the image below). It means that selecting e.g. Female for the reference group will cause that all defined target groups will include this definition.



Target group definition

Age=[15-24] Age=[25-34] Age=[35-44] Age=[45-54] Age=[55+]

Age=[15-24]

	1	2	3	4	5
1	[Reference group] = (Gender=Female)				
2	Age=[15-24]				
3					
4					
5					
6					
7					
8					
9					
10					

☒ Name automatically

Normal form

☒ Conjunction of alternatives

☐ Alternative of conjunctions

Adjust

Clear cell

Clear entire definition

Target group cardinality

Period: 12.2008

Sample: 2948

Population: 114,005 (14.96%)

All places of using internet

Declarative period of using internet

Main occupation

Gender

Age

Education

Personal net income

Place of living

Internet shopping

Cell phone use

Household net income

Use of car

Where are you using internet now

Characteristics and values names

☒ Full characteristics and values names

☐ Shortened characteristics and values names

☐ Only values names

Add new definition

Delete current definition

Delete all definitions

Divide by selected characteristics

Create by selected characteristics

Load from file...

Save to file...

Create by all characteristics

OK

Cancel

Figure 35 Defining the target groups after selecting the reference group

After selecting the reference group and the target groups click OK in order to display the results.

To display the relative statistics select them from the standard metrics list (see chapter 4.1 on page 23).

Site	Target group	No.	Visitors (real users)	Audience composition	Page view composition	Time composition	Affinity Index-Internet	Audience composition (relative)	Page view composition (relative)	Time composition (relative)	Affinity Index-Internet (relative)
website5.com	(Age=[15-24]) and (Reference group)	1.	12,036	16.02%	16.03%	14.54%	107.10	27.55%	28.45%	27.05%	100.16
	(Age=[25-34]) and (Reference group)	2.	12,290	16.36%	16.49%	15.09%	137.05	28.14%	29.26%	28.06%	128.16
	(Age=[35-44]) and (Reference group)	3.	8,106	10.79%	9.74%	9.77%	100.54	18.56%	17.28%	18.17%	94.02
	(Age=[45-54]) and (Reference group)	4.	7,657	10.19%	10.42%	9.38%	102.51	17.53%	18.48%	17.45%	95.86
	(Age=[55+]) and (Reference group)	5.	3,593	4.78%	3.68%	4.98%	70.28	8.23%	6.53%	9.26%	65.72
	Reference group: Gender=Female		43,681	58.14%	56.36%	53.75%	106.93	100.00%	100.00%	100.00%	100.00
website8.com	(Age=[15-24]) and (Reference group)	1.	25,561	15.05%	14.19%	13.17%	100.60	25.63%	21.88%	18.77%	93.15
	(Age=[25-34]) and (Reference group)	2.	21,430	12.62%	15.32%	15.14%	105.70	21.48%	23.62%	21.57%	97.87
	(Age=[35-44]) and (Reference group)	3.	19,869	11.70%	13.93%	16.16%	109.00	19.92%	21.48%	23.03%	100.93
	(Age=[45-54]) and (Reference group)	4.	21,206	12.48%	14.08%	16.67%	125.57	21.26%	21.71%	23.75%	116.27
	(Age=[55+]) and (Reference group)	5.	11,681	6.88%	7.33%	9.03%	101.06	11.71%	11.31%	12.87%	93.57
	Reference group: Gender=Female		99,748	58.72%	64.85%	70.18%	108.00	100.00%	100.00%	100.00%	100.00

Figure 36 Table with relative composition metrics


The definitions of relative metrics are available in chapter 9 on page 54.



### 5.3 First nodes selection

The application enables one to search the sites of which the audience is composed mostly from the target group according to the selected metric (e.g. number of page views).

In order to find sites with the highest values of the selected indicator in the given target group, the following steps have to be taken:

- in the media tree and/or aggregates tree select the group of nodes among which the nodes with optimum values will be chosen;
- select the metric according to which optimization will be conducted – display the metric in the right panel and sort data by that metric (click on the head of its column);
- choose the option **Filter selected nodes according to given criteria...** from the **Tools** menu, or click the icon  in **Toolbar**, or press Ctrl+Shift+F and define:
  - number of websites that we want to choose;
  - research period;
  - target group which the optimization is conducted for.

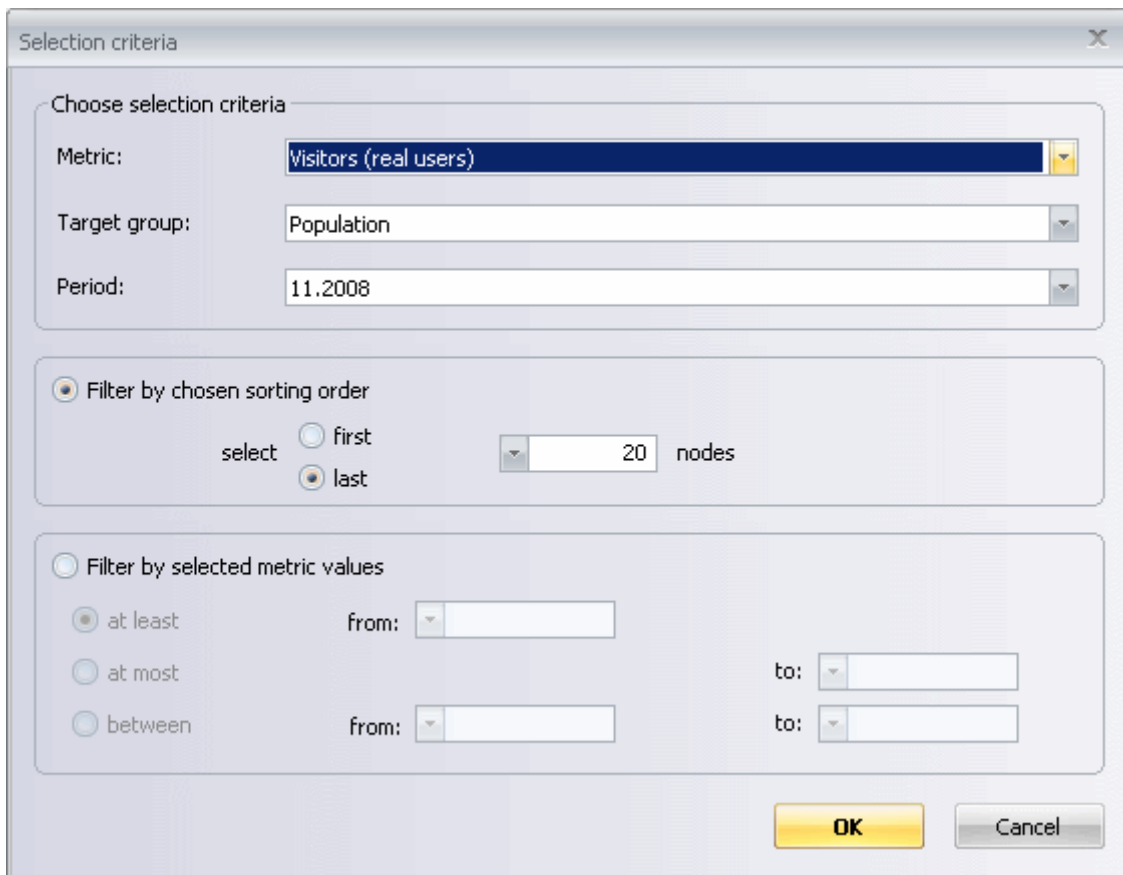



Figure 37 Selection of optimization parameters

**OPTIMIZATION EXAMPLE:** assume that we want to provide certain information to the largest possible group of particular internet users. Our target group is: women aged 35 and younger. We need to find those sites that are visited by users that fulfil our criteria the best – i.e. websites that are

visited mostly by women aged 35 and younger, and their audience in general is big enough. While conducting the analysis we can take the following steps:

- first of all, we define the target group of our interest (see chapter 5.1 “Defining a target group” on page 34);
- then, in media tree we select all sites (after clicking on the collecting node we choose option **Select nodes...** and select **sites** checkbox);
- we choose the metrics that we want to analyse, e.g. number of visitors (real users), number of page views, audience composition etc.;
- we choose the metric which the optimization is being conducted for – we click on the head of the selected metric, e.g. audience composition;
- then, we choose the option **Filter selected nodes according to given criteria...** in the **Tools** menu (or click  icon, or press Ctrl+Shift+F). In the window that appears, we enter number 15 as the number of presented websites, and choose the preferred research period and selected target group. We confirm the choice with the **OK** button.

In this manner we have received the list of 15 websites whose users match the selected target group (e.g. women aged 35 or younger) the best. Assume that we want to choose only the 5 websites that generate the highest number of visits. In such a case we need to conduct another optimization based on the previous results. Therefore we take the following steps:

- choose the metric according to which the next optimization is being conducted – we click on the head of the “Visits” column;
- choose the option **Filter selected nodes according to given criteria...** from the **Tools** menu. Limit the selection to 5 websites only, choose the correct research period, and click **OK**.

Thanks to the second optimization, we have received the list of the five websites with audience composition matching our target group to the highest possible degree.


The application enables one to conduct many optimizations, one after another, the next optimization being based on the results of the previous one. In order to conduct the optimization from the beginning (without taking the previous results into account) all that has to be done is deselection of all websites before conducting next optimization.

## 5.4 Target groups cross tables

### Application of target groups cross tables

This function allows to cross target groups and to present the distribution of different metrics by target groups and their combinations. It permits to define target groups both in rows as well as in columns and to present the reports in a cross table form. The layout of the table, like in audience analysis, can be easily changed.

## Creating target groups cross tables

In order to create target groups cross tables in gemiusExplorer choose the **Target groups cross tables** in **Analysis** menu, click on the icon  available in the toolbar or choose the combination Alt+4. The window for defining target groups cross tables will be displayed:

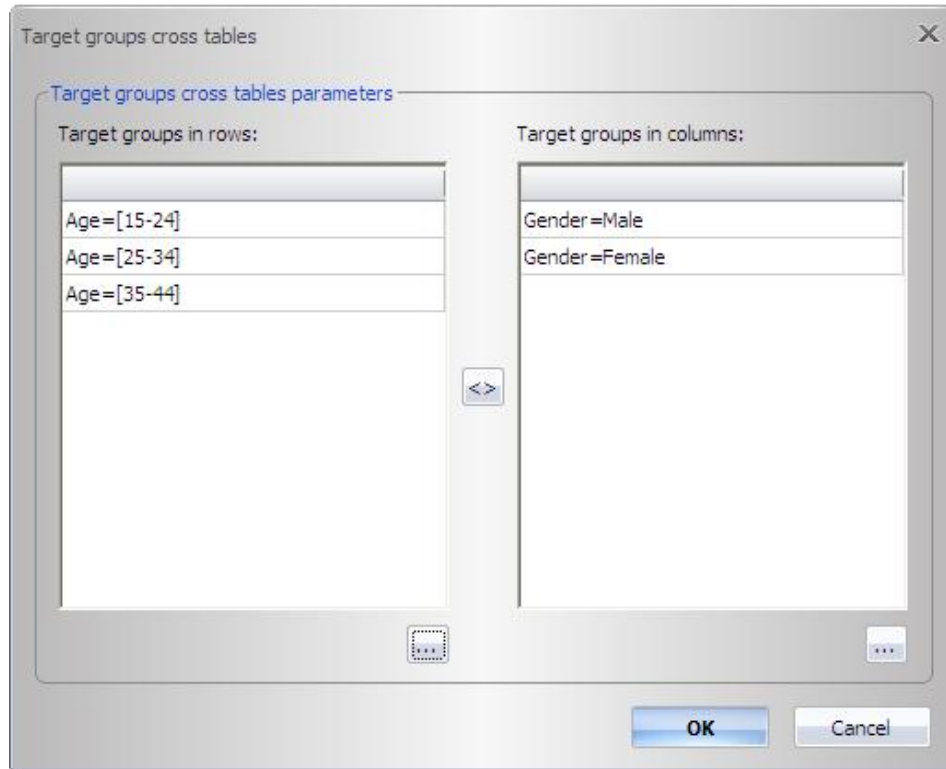




Figure 38 Target groups cross table window

To define target groups click  button under either rows or columns list. The window for standard Target group definition will be displayed. Define target groups and then press **OK**.

To exchange all target groups definitions between two lists press the swap button . In order to remove a few or all definitions from rows or columns list, drag to select target groups and then press Delete on your keyboard. To finish press **OK**.

The cross table with selected target groups for different metrics will be displayed for all nodes that were previously chosen.

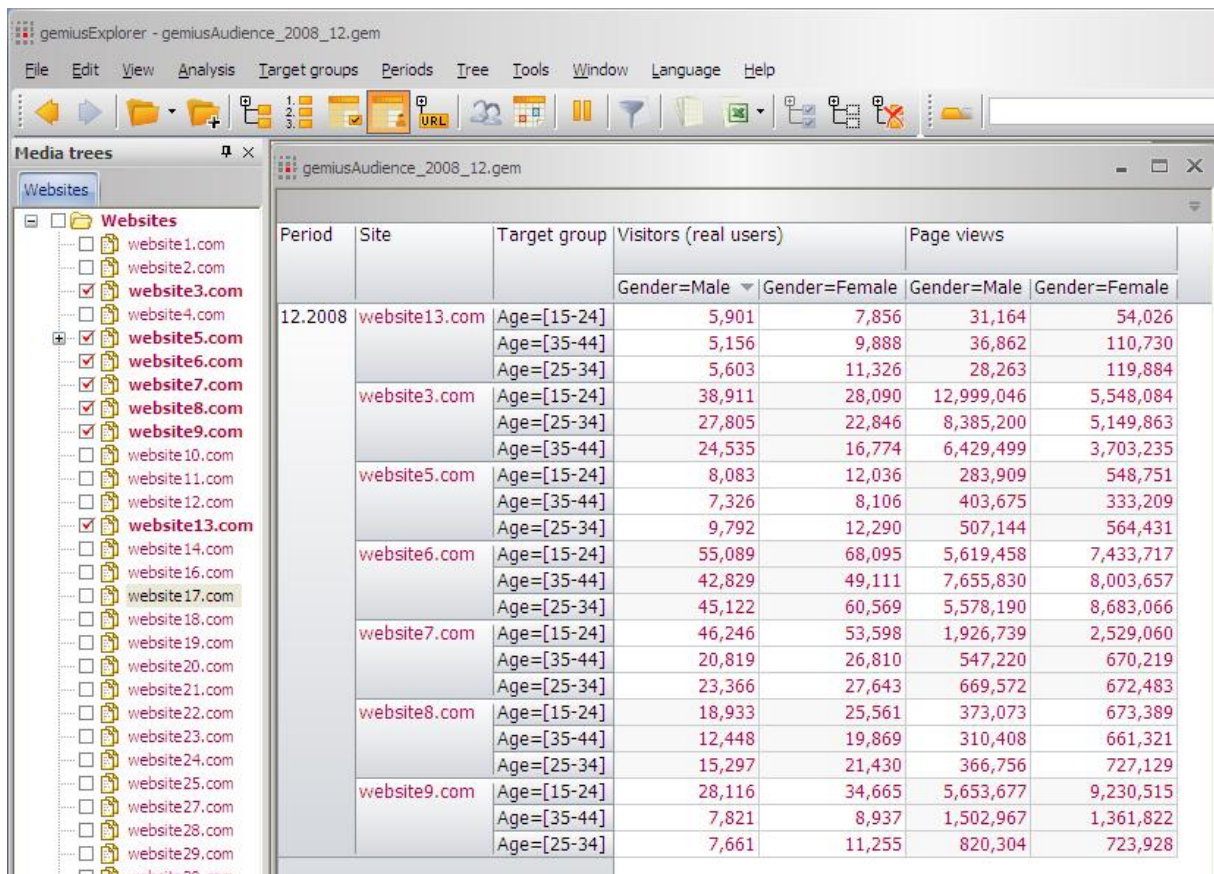



Figure 39 Target groups cross table


In target groups cross tables, exactly like in standard Audience analysis, you can add or remove nodes by selecting or deselecting them from the Media tree and also display different metrics by right clicking on the metrics bar.

To change target groups in the cross table click on the  icon in the toolbar, choose **Target groups cross tables** in **Analysis** menu or press Alt+4.

## 6 Periods definition

### 6.1 Defining periods

The application allows to define periods for which we want to count selected metrics. By the term “period”, one should understand any number of days in a given month, e.g. all working days in the second week of a month, the first day of a month, etc. Periods can be defined by selecting the

**Periods definition...** option in the **Periods** menu, by clicking on the icon  or by choosing Ctrl+Shift+T shortcut.

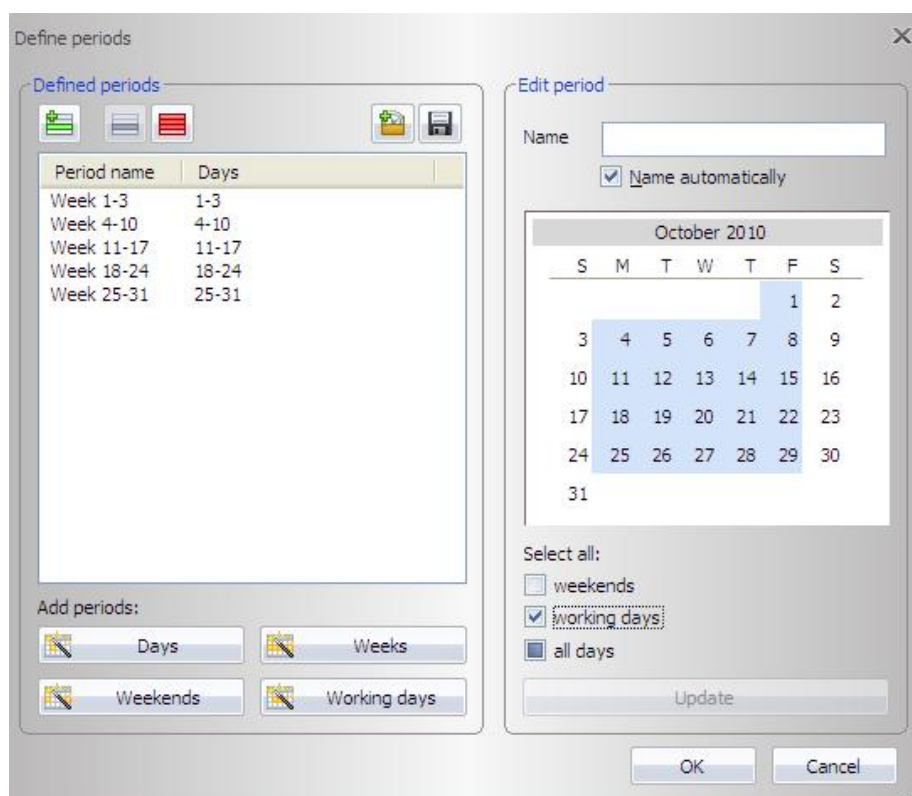







Figure 40 Defining periods

In the Define periods window one can select several pre-defined periods, such as: weekends (total number or separately), work days (total number or separately), one-day periods, and weekly periods. It is also possible to define the period that is interesting for you alone. This can be done by marking it in the calendar visible on the right side. When selecting a period longer than one day the keys Shift or Ctrl need to be used. After clicking on the icon , a period name should be entered (if the option **Name automatically** is not checked). That name will be visible on the list of defined periods.

The list of defined periods is shown in the **Defined periods** frame. After selecting any of them, days that it contains are highlighted in the calendar box. It is also possible to edit an already defined period. In order to do this, one should select it from the list of defined periods, change the period in the calendar and the click on the **Update** button.

In order to remove a chosen period one should click on the icon . To remove all defined periods one should click on the icon .

To save definitions of periods one should click on the icon . To load the definitions already saved one should click on the icon . The defined periods are confirmed by clicking on the **OK** button. If for some reason you want to quit without saving changes in the period definition window, then you should click **Cancel**.

## 6.2 Saving and loading the periods definitions

In the period definition window the following options are available:

- **Save to file...** – enables one to save periods definitions in a file. The same operation may be executed through selecting the option **Save periods as...** from the **Periods** menu;
- **Load from file...** – enables one to load previously defined periods from a file. The same operation may be executed by selecting the option **Load periods...** from **Periods** menu. It is possible to load more than one file with periods definition at the same time. Also, recently opened definitions of periods are accessible (option **Recent files...**).

## 7 Aggregates tree

The aggregates tree is an additional tree which any nodes from the media tree can be grouped in. It is possible to use both trees at the same time when analysing the research results – media tree and aggregates tree.

For example, in the aggregates tree we can place all websites and services concerning a certain topic – in this case it will not be necessary to search for those sites in the media tree. The other example of an aggregates tree is a tree presenting websites by their owner or advertising network.

It is possible to define one's own aggregates tree, or load trees created before. In order to load an aggregates tree, one has to choose the option **Load aggregates tree...** from the **Tree** menu, or make a right click in the aggregates tree panel and choose the **Load aggregates tree...** option.

### 7.1 Defining a new aggregates tree

Assume that we want to define an aggregates tree grouping all websites concerning sport. We have to:

- make a right click in the aggregates tree panel and choose the option **Create new aggregates tree**. (If the aggregates tree panel cannot be seen, it has to be opened – in order to do that, the option **Aggregates tree** from the **View** menu has to be chosen);
- enter the name of the tree, for example: sports services;
- find the websites of our interest in the media tree. Click on a node name that we want to add to the tree, and drag and drop it to the aggregates tree.

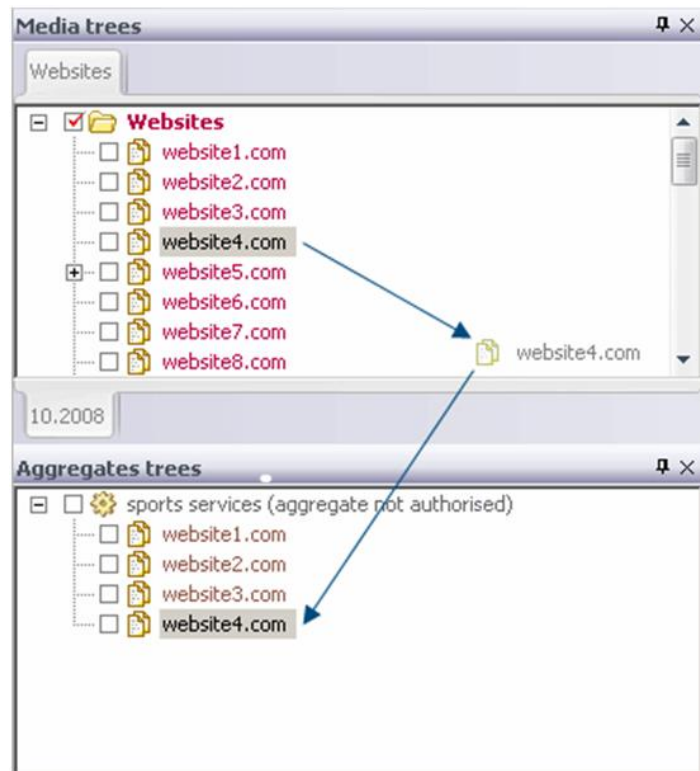


Figure 41 Defining an aggregates tree

## 7.2 Operations on aggregates trees

Different operations can be conducted on an aggregates tree after right clicking in the aggregates tree panel, or choosing the proper option in the **Tree** menu:

- group nodes selection – option **Select/deselect nodes**. This function is analogous to the another one in media tree – for a detailed description see chapter 4.5 “Selection and deselection of groups of nodes” on page 27;
- sorting the nodes – option **Sort nodes** (find more information in chapter 7.3 “Sorting nodes of an aggregates tree” on page 49);
- creating an aggregates tree – option **Create new aggregates tree**;
- opening an already existing aggregates tree – option **Load aggregates tree...**;
- saving an aggregates tree to a file – option **Save aggregates tree**, **Save aggregates tree as...**, **Save all aggregates trees in one file...**, **Save tree node as an aggregates tree...**. See more information about saving aggregates tree below in chapter 7.4 “Saving an aggregates tree”;
- adding a new node (catalogue) in a tree – option **Add node**, **Add aggregates tree as a node...**;
- deleting a node – option **Delete node**;
- change a name of an aggregates tree node – option **Change node name**;
- authorisation of an aggregates tree – option **Authorise aggregates tree...**;



- creating an aggregates tree consisting of those nodes from the media tree, which were not added to any other currently opened aggregates tree – option **Complement all aggregates trees...**;
- closing currently opened aggregates trees – option **Close aggregates tree, Close all aggregates trees**.

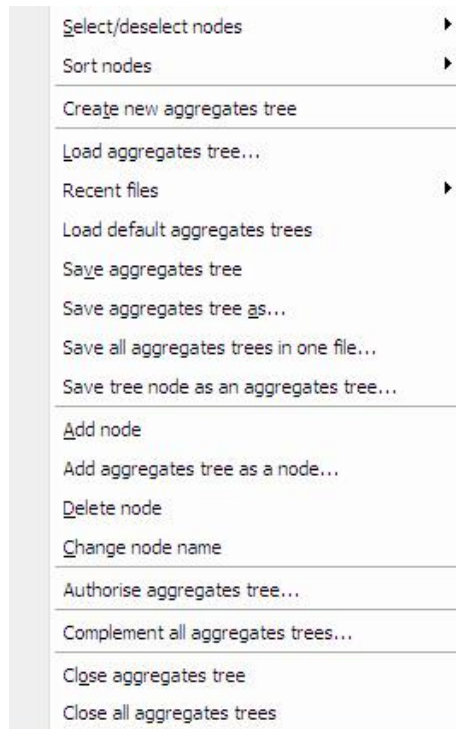


Figure 42 Operations on aggregates tree

It is possible to move few nodes at the time from one aggregate tree to another. To do so one should select nodes by choosing Shift+ Up/Down arrows or Ctrl+ left click and drop them in the desired aggregate tree. The same operation can be done to add new nodes from Media tree to desired aggregate tree.

### 7.3 Sorting nodes of an aggregates tree

By choosing a proper option in the **Sort nodes** sub-menu in the **Tree** menu, all nodes of an aggregates tree can be sorted alphabetically in the following ways:

- ascending order (**Ascending** option);
- descending order (**Descending** option);
- ascending, but nodes which are aggregates trees are sorted independently and placed at the beginning of the main aggregates tree structure (**Ascending, aggregates as first** option);
- ascending, but nodes which are aggregates trees are sorted independently and placed at the end of the main aggregates tree structure (**Ascending, aggregates as last** option).

## 7.4 Saving an aggregates tree

Saving an aggregates tree can be done by using the following options:

- **Save aggregates tree** – saving the aggregates tree;
- **Save aggregates tree as...** - saving the aggregates tree as a new file;
- **Save all aggregates trees in one file...** - saving all currently opened aggregates trees in one file;
- **Save tree node as an aggregates tree...** – saving the current node as an aggregates tree.

Aggregates tree can be saved as an authorised tree or unauthorised one.



Figure 43 Examples of authorised and unauthorised aggregates trees

In order to save the tree as an authorised tree one needs to select the option **Authorise aggregates tree...**

While authorisation of an aggregates tree, the following window is displayed:



Figure 44 Authorisation form while saving aggregates tree

If you want to authorise an aggregates tree, insert your login and password (the same as used while opening the dataset in the application). After pressing the **Authorise** button, data is sent to the authorisation server, where it is verified.





Creating authorised aggregates trees is recommended to be able to see who the author of a given aggregates tree is.


After modifying the authorised aggregates tree, one should authorise those changes.

## 8 Data saving and exporting

### 8.1 Data export

Data presented in the results panel can be exported to an Excel or CSV file by choosing the option **Export analysis results to file...** in the **Analysis** menu. It can be also opened:

- as an Excel file – option **Open analysis results as XLS** in the **Analysis** menu, or the icon  in  pull-down menu in the **Toolbar**, or Ctrl+E shortcut;
- as a CSV file – option **Open analysis results as CSV** in the **Analysis** menu, or the icon  in  pull-down menu the **Toolbar**.

Such data can be easily analysed with the use of other tools. Moreover, it is possible to copy the current analysis and paste it into the clipboard. In order to do that, one has to choose the **Copy analysis to clipboard** option from the **Edit** menu, or click the icon  in the **Toolbar**, or press Ctrl+C keys.

Data is exported in the form of values separated with commas. In order to change the field separator into another character, one has to go to the **Tools** menu, **gemiusExplorer options...** sub-menu, **Export** tab. It is also possible to change the decimal tab (used in a number to separate the whole part from the fraction one).

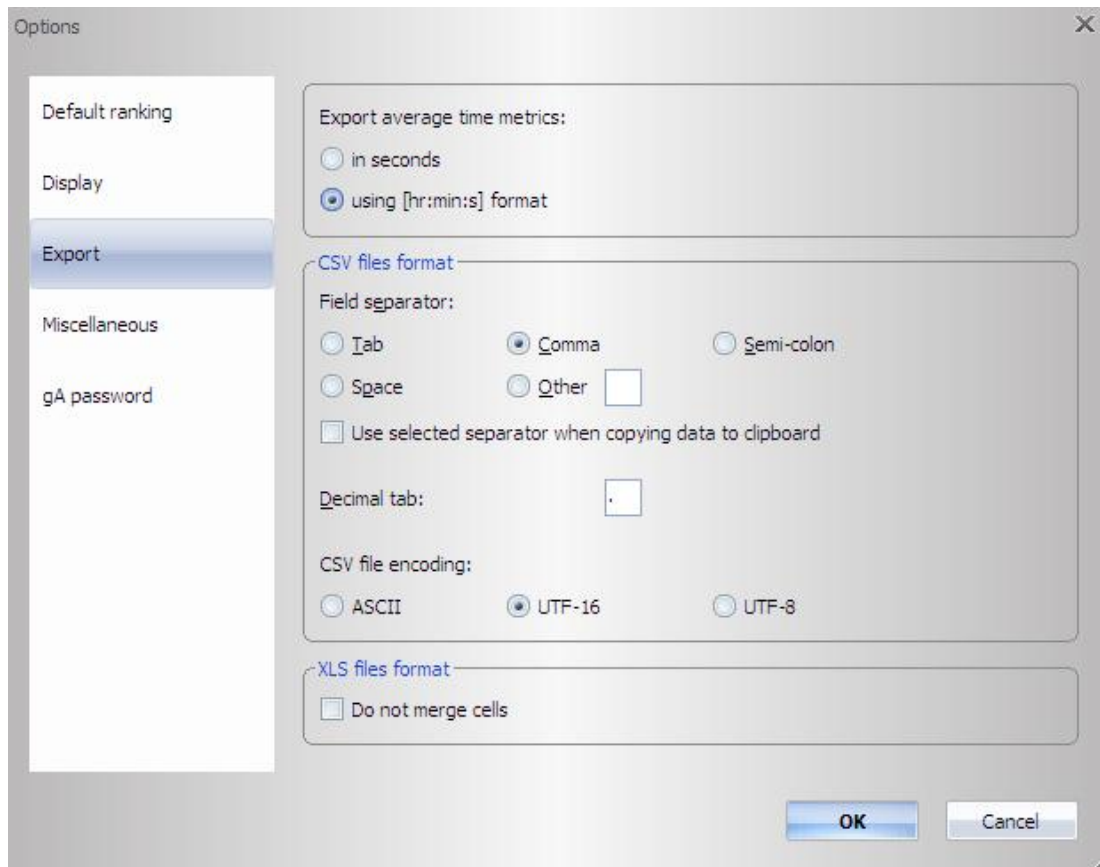


Figure 45 Export settings

The **Export average time metrics** option enables one to choose the expected format in which the time will be saved: seconds or [hr:min:s].

Temporary files created while exporting data are stored in the folder defined in the **Store temporary files in** text box. By default, data is exported in UNICODE format. To change the export format to ASCII, one should uncheck the **Use Unicode format to export data** checkbox.

Please note that the data export to **XLS** file is related to certain restrictions. There is a limit in the number of rows and columns in the exported file; the maximum number of rows is 65,536 while the maximum number of columns is 256.

It is important that the tabs, columns, and rows in gemiusExpolorer are exported as tabs, columns, and rows of in the XLS file respectively. Therefore, data should be so arranged in rows and columns in gemiusExpolorer so it would not exceed the above limits.

## 8.2 Saving an analysis

It is possible to save analyses, preserving current settings concerning: the selected nodes, the opened aggregate tree, target groups definitions, the selected indicators and definitions of periods. This helps one to retrieve the analysis state on the next day without defining all the parameters again (i.e. selection of metrics, target groups etc.)

In order to save the analysis, one has to choose the option **Save analysis as....** from the **Analysis** menu. The option **Load analysis...** (from the **Analysis** menu) enables one to bring back previously defined analyse.

## 9 Definition of terms

This chapter contains definitions of key terms directly related to measuring websites' audience, including the definitions of metrics generated thanks to the application.

Definitions of basic terms:

**Node in the media tree** – each item from the media or aggregates tree (e.g. site, section, aggregate, application), for which the audience analysis can be carried out.

**Page view** – loading of a WWW document of a given internet website. This event is assigned either to the execution of a special tracking script or to an event registered by special software, both made available by Gemius S.A.

**Population** – the number of the Internet users, who visited the Internet in a given month.

**Time** – time measured in seconds between page views made by the user within a given visit.

**User** – a person, who visited WWW pages at least once in the month.

Metrics in gemiusExplorer:

**Time** - total time spent by visitors in a given target group on the selected node(s) in a specified time period. This indicator is expressed in hours.

**Page views** – the number of events when a web page with URL addresses assigned to the selected node was viewed by the visitors in a given target group in a specified time period.

**Visits** – the number of visits generated by the visitors in a given target group on the selected node(s) in a specified time period. A visit is defined as a series of page views generated by the same visitor on a given website (domain) with a time of no more than 30 minutes between each two consecutive page views.

**Visitors (real users)** – the number of internet users (visitors) in a given target group who visited (generated at least one page view) the selected node(s) in a specified time period. This indicator relates to the actual number of persons, and not computers, cookies or IP addresses.

**Avg. time spent per visitor (real user)** – the average amount of time spent by a real user in a given target group on the selected node(s) in a specified time period.

**Avg. page view duration** – the average amount of time between two consecutive page views generated by the visitors in a given target group on the selected node(s) in a specified time period.

**Avg. page views per visitor (real user)** – the average number of page views generated by a real user in a given target group on the selected node(s) in a specified time period.

**Avg. visits per visitor (real user)** – the average number of visits generated by a real user in a given target group on the selected node(s) in a specified time period.

**Reach-Internet** – the ratio of the number of visitors in a given target group who visited the selected node(s) in a specified time period to the number of Internet users in the given target group who visited the Internet in a given month. This indicator is expressed as a percentage.

**Audience composition** - the ratio of the number of visitors in a given target group who visited the selected node(s) in a specified time period to the total number of visitors who visited the selected node(s) in the specified time period. This indicator is expressed as a percentage.

**Page view composition** - the ratio of the number of page views generated by the visitors in a given target group on the selected node(s) in a specified time period to the total number of page views generated by the visitors on the selected node(s) in the specified time period. This indicator is expressed as a percentage.

**Time composition** - the ratio of amount of time spent by the visitors in a given target group on the selected node(s) in a specified time period to the total amount of time spent by the visitors on the selected node(s) in the specified time period. This indicator is expressed as a percentage.

**Audience composition (relative)** - the ratio of the number of visitors in a given target group who visited the selected node(s) in a specified time period to the total number of visitors in a defined reference group who visited the selected node(s) in the specified time period. This indicator is expressed as a percentage.

**Page view composition (relative)** - the ratio of the number of page views generated by the visitors in a given target group on the selected node(s) in a specified time period to the total number of page views generated by the visitors in a defined reference group on the selected node(s) in the specified time period. This indicator is expressed as a percentage.

**Time composition (relative)** - the ratio of time spent by the visitors in a given target group on the selected node(s) in a specified time period to the total amount of time spent by the visitors in a defined reference group on the selected node(s) in the specified time period. This indicator is expressed as a percentage.

**Affinity index-Internet**- the ratio of the value of the audience composition for a given target group, for the selected node(s), in a specified time period to the value of the audience composition for a given target group, for the whole Internet (all websites covered by the research) in the specified time period. This indicator is expressed as a percentage.

**Affinity index-Internet (relative)** - the ratio of the value of the relative audience composition for a given target group, for the selected node(s), in a specified time period to the value of the relative audience composition for a given target group, for the whole Internet (all websites covered by the research) in the specified time period. This indicator is expressed as a percentage.

**Audience share** – the ratio of the number of visitors in a given target group who visited a given node in a specified time period to the number of visitors in a given target group who visited at least one of all selected nodes in the specified time period. This indicator is expressed as a percentage.

**Page view share** – the ratio of the number of page views generated by the visitors in a given target group on the given node in a specified time period to the number of page views generated by the visitors in a given target group on all selected nodes in the specified time period. This indicator is expressed as a percentage.

**Time share** – the ratio of time spent by the visitors in a given target group on the given node in a specified time period to the total time spent by the visitors in the given target group on all selected nodes in the specified time period. This indicator is expressed as a percentage.

**Min audience duplication** – the number of visitors in a given target group who visited each of the selected nodes in a specified time period.

**Min audience duplication (%)** – the ratio of the number of visitors in a given target group who visited each of the selected nodes in a specified time period to the number of visitors in a given target group who visited a given node in the specified time period. This indicator is expressed as a percentage.

**Max audience duplication** – the number of visitors in a given target group who visited a given node and at least one of other selected nodes in a specified time period.

**Max audience duplication (%)** – the ratio of the number of visitors in a given target group who visited a given node and at least one of other selected nodes in a specified time period to the number of visitors in the given target group who visited the given node in the specified time period. This indicator is expressed as a percentage.

**CPM** – Cost Per Mile - defines the price for 1.000 page views generated on the selected node based on which the value of the "Cost" indicator will be calculated. The value of the "CPM" indicator is specified by a user of the gemiusExplorer application and can be different for different nodes.

**Cost** – the purchase cost of a given number of page views generated by the visitors in a given target group on the selected node in a specified time period. This indicator is shown after defining the value of the "CPM" indicator for the selected node.

**Min audience duplication V%** - the ratio of the number of visitors in a given target group who visited the nodes selected in a given row and column in a specified time period to the number of visitors in the given target group who visited the node selected in the given column in the specified time period. This indicator is expressed as a percentage.

**Min audience duplication H%** - the ratio of the number of visitors in a given target group who visited the nodes selected in a given row and column in a specified time period to the number of visitors in the given target group who visited the node selected in the given row in the specified time period. This indicator is expressed as a percentage.

**Average daily visitors** – the average daily number of visitors in a given target group who visited the selected node(s) in a specified time period.

**Average daily page views** – the average daily number of page views generated by visitors in a given target group on the selected node(s) in a specified time period.

**Average daily time** – the average daily amount of time spent by visitors in a given target group on the selected node(s) in a specified time period.

**Average daily visits** – the average daily number of visits generated by visitors in a given target group on the selected node(s) in a specified time period.

**Stream views** – the number of started runs by the visitor in a given target group on the selected stream node(s) in a specified time period. A run in a sequence of streams which starts with loading of a material into a player and finishes with user's action leading either to closure or reload of the material by the player.



**Stream visits** – the number of visits generated by the visitors in a given target group on the selected stream node(s) in a specified time period.

**Average stream views per visitor** – the average number of stream views generated by a visitor in a given target group on the selected stream node(s) in a specified time period.

**Average stream visits per visitor** – The average number of stream visits generated by a visitor in a given target group on the selected stream node(s) in a specified time period.

**Average stream view duration [hr:min:s]** – The average amount of time spent on generating a stream view by a visitor in a given target group on the selected stream node(s) in a specified time period.

**Stream views composition** – The ratio of the number of stream views generated by the visitors in a given target group on the selected stream node(s) in a specified time period to the total number of stream views generated by the visitors on the selected stream node(s) in a specified time period. This indicator is expressed as a percentage.

**Stream views share** – The ratio of the number of stream views generated by the visitors in a given target group on the given stream node in a specified time period to the number of stream views generated by the visitors in a given target group on all selected stream nodes in a specified period. This indicator is expressed as a percentage.

## 10 Contact

Detailed information about using gemiusExplorer application is available in the **Help** menu, option **User's guide** (or by pressing F1).

Additional information about the gemiusExplorer application can be received by sending an e-mail to the e-mail address [contact@gemius.com](mailto:contact@gemius.com).

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