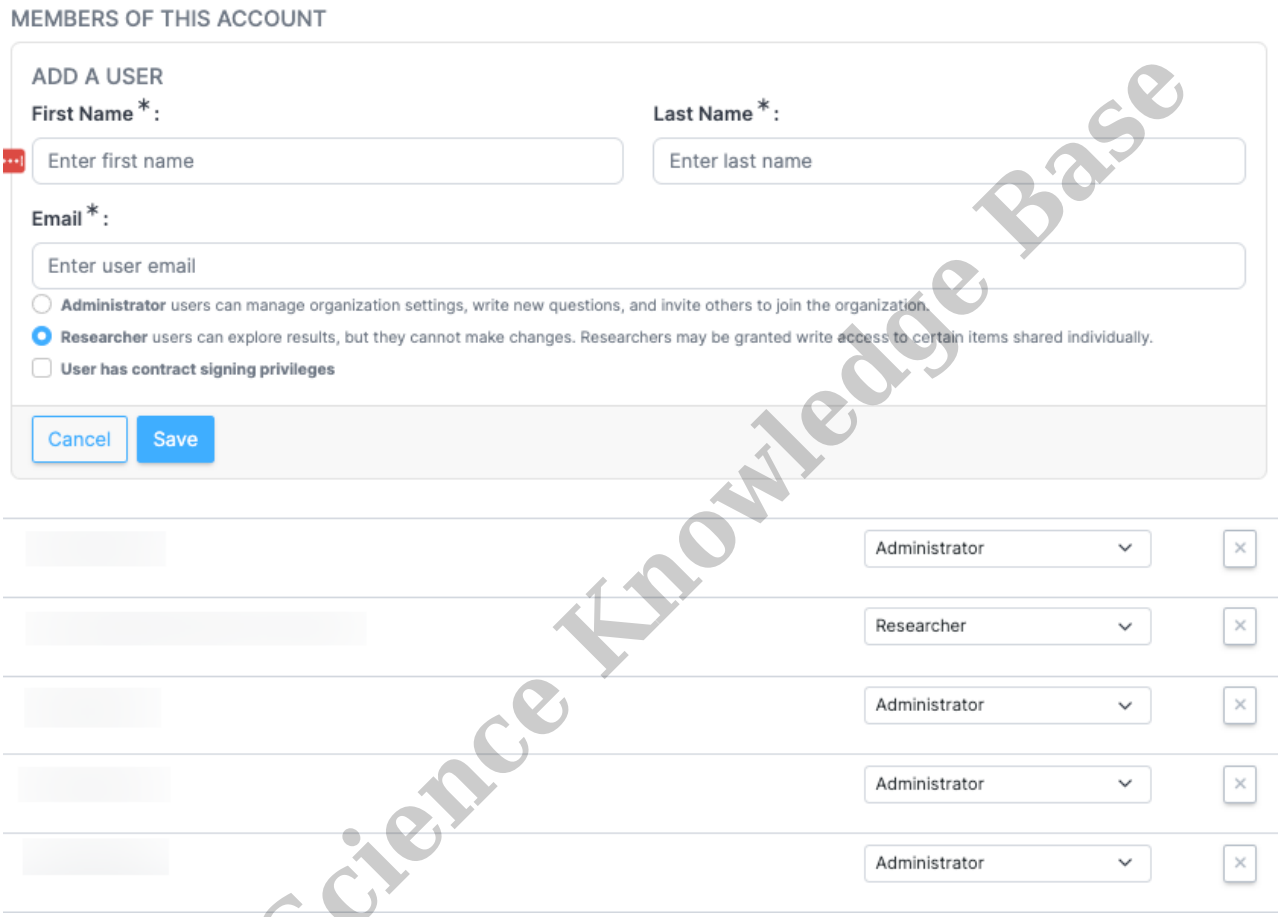
Adding new users

18/08/2026 2:43 pm EDT

To add a new user, go to the Users page. To get to it, click on *Profile* in the lower left navigation bar. On the *Profile* page, select *Your Organization*, then *Users.*

You'll see this form.



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User Types

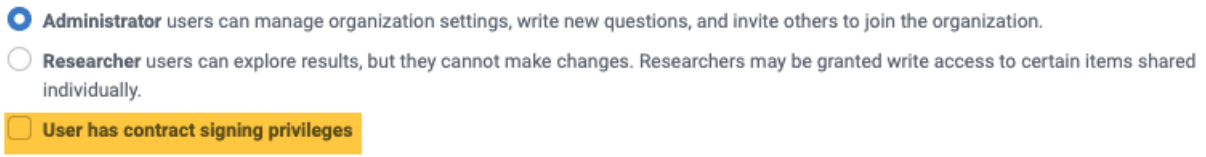
There are two user types: *Administrator* and *Researcher*. Each user is associated with one user type. The user type is selected when a new user is invited and can be changed later by an administrator.

Administrators can perform all system tasks, including managing account settings, writing new questions (if your account permits that), and inviting others to join the account.

Researchers cannot create or deploy questions, manage account settings, or invite others to join the account. They can, however, create dashboards, segments, and reports and share them with others.

Contract Signing Privileges

If the organization is a media partner and our database does not yet reflect a signed contract, the *User has contract signing privileges* field (marked in yellow in the image below) needs to be checked for a user who can sign contracts for your organization.



Inviting a New User

To invite a new user, provide their first name, last name, and email address in the *Add a User* form. Select their user type, then click *Save*.

The new user will receive an invitation via email. They must follow the instructions in that email to be added to your account.

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