Introduction to Deep Profile reports

A Deep Profile report is a comprehensive comparative tool that uses a common weighting scheme to gain deeper insights into the behavior of a segment or group or to see how a segment compares to a benchmark.

Most Deep Profile reports are created by CivicScience personnel, but media partners can also create them.

- Creating a Deep Profile report
- Editing a Deep Profile report
- Cloning a Deep Profile report
- Sharing a Deep Profile report
- Deleting a Deep Profile report