

Introduction to deep profile reports

02/01/2024 8:47 am EST

A deep profile report is a comprehensive comparative tool to get deeper insights into the behavior of a segment or group using a common weighting scheme or to see how a segment compares relative 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](#)
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