Deep Profile Reports in IS1
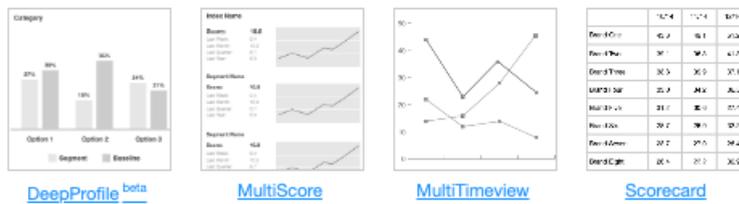
A deep profile report is a comprehensive comparative tool to get deeper insights into a segment or group using a common weighting scheme.

To create a deep profile report, go to *Reports* in the top navigation bar, then click on the blue *New Report* button. Select *DeepProfile* from the next screen.

Give the report a name that will make sense to all the users in your account.

Next, choose a baseline setting, which will be applied to every group included in the report. It will also be included in the report for reference.

It's important to note that only one weighting scheme can be chosen for a deep profile report. If you need to compare your audience vs. the general population, you would need to have your audience unweighted and the general population weighted. Please contact your account manager for such reports.

New DeepProfile

Name

My Account vs. Business Owners

Baseline

The baseline settings are applied to every group compared in this DeepProfile. A baseline group is also included in the report for reference.

Baseline Label

My Account

Select a Network

My Account ▼

Filter by Segment

No Filter Set ▼

Filter by Target

No Filter Set ▼

Weighting

You may optionally weight the data for this DeepProfile by choosing a weighting scheme.

Weighting Scheme

Unweighted ▼

Groups

Add at least one and up to five groups to compare in this DeepProfile. Optionally provide your own custom labels for the groups.

+ Add a Group

Save & Compute   Save   Cancel

Now we're going to add a group. We could add up to five for a single report. I used the blue *Add a Group* button at the bottom of the page, which expands to show us this form:

Add a Group   ✕

Select the settings for the group to include in your DeepProfile.

Select a Network

My Account ▼

Filter by Segment

Business Owners ▼

Filter by Target

No Filter Set ▼

Add   Cancel

Then I use the blue *Add* button. I'm given the opportunity to add a custom label for the group I added:

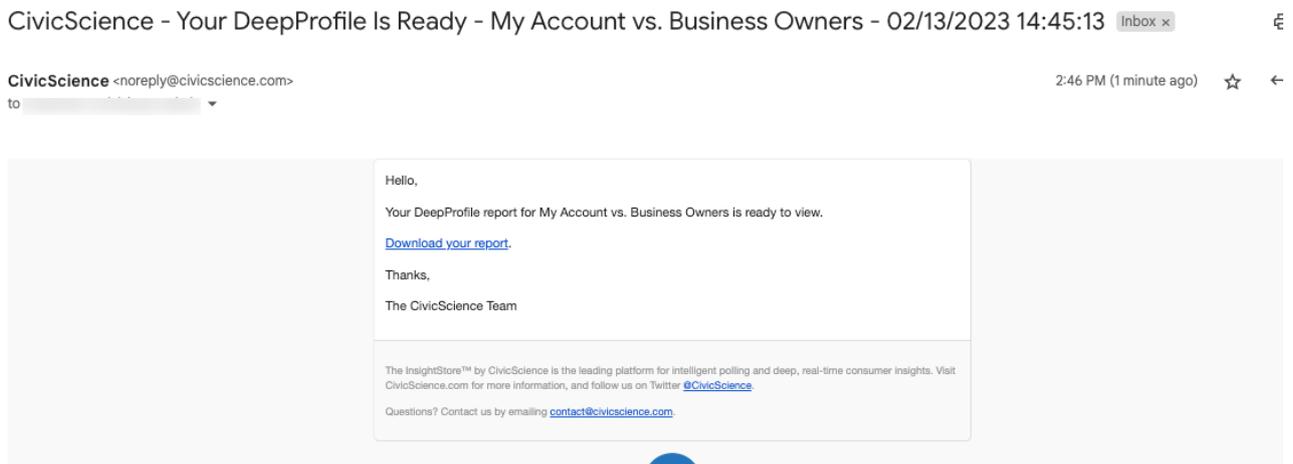> Business Owners | ☰ | All respondents in segment Business Owners in my account | ✕

Then we get blue buttons that let us *Save & Compute* the report, *Save* it, or *Cancel.*

Save & Compute   Save   Cancel

I chose *Save & Compute*. Then there's this notice near the top of the page:

> ✓ Success. Your report is being computed, and you will receive an email notification when it is ready.

The email will be from CivicScience, and it will look something like this:

CivicScience – Your DeepProfile Is Ready – My Account vs. Business Owners – 02/13/2023 14:45:13   Inbox ✕

CivicScience <noreply@civicscience.com>   2:46 PM (1 minute ago)   ☆   ←
to

Hello,

Your DeepProfile report for My Account vs. Business Owners is ready to view.

Download your report.

Thanks,

The CivicScience Team

The InsightStore™ by CivicScience is the leading platform for intelligent polling and deep, real-time consumer insights. Visit CivicScience.com for more information, and follow us on Twitter @CivicScience.

Questions? Contact us by emailing contact@civicscience.com.

Clicking on the link takes us here:

My Account vs. Business Owners
DeepProfile ^beta

Settings   Download

Reports

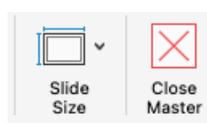> 💡 Computed reports are listed below. You can compute another one now.

02/13/2023 14:45:13   Ready to download   Download

The report will be downloaded as a PowerPoint file.

If your PowerPoint file opens showing a template instead of the expected slides, there's a button at the right end of the ribbon labeled "Close Master." Use it, and you will see the proper slides.

Slide Size   Close Master

Learn more about running deep profile reports in this video.

Your browser does not support HTML5 video.