

Add columns to a Scorecard report

04/02/2025 7:03 am EDT

What groups of people do you want to see in your columns? Start by adding segments to represent each of those groups. Filter and weight them appropriately.

SCORECARD COLUMN

☐ Don't show this column in the table

Filter by Segment [?]

Search Segments

Weight by

Select Weighting Scheme

Filter by Date

All

Cancel

Submit



Note: Media partners will see two additional fields, the network and target filters.

Formula columns

You can also add formula columns. These work like the formulas elsewhere in the InsightStore.

If you don't want the formula column to appear in the table, select *Don't show this column in the table*.

You must validate your formula using the *Validate* button before saving it using the *Submit* button.

SCORECARD COLUMN



☐ Don't show this column in the table

Variables...

Functions...

Validate

[Cancel](#)[Submit](#)

Labels may be added to each column (we suggest you do so). Columns can also be edited or removed altogether. They may also be moved to new positions.

Columns

	Black	All respondents in segment Race - Black in my account	Edit ↑ ↓
	Caucasian	All respondents in segment Race - Caucasian in my account	Edit ↑ ↓
	Hispanic	All respondents in segment Race - Hispanic in my account	Edit ↑ ↓
	Label (Optional)	$((c1) + (c2) + (c3))/3$	Edit ↑ ↓