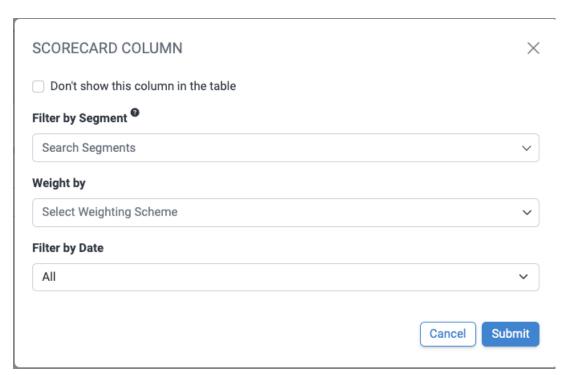
Add columns to a Scorecard report

04/02/2025 7:03 am ED1

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





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.



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.

