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techedge Unicorn Software User Manual

Contents

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## techedge Unicorn Software

Version	Date
1.0.1	04/02/2022
Latest Changes: Updated SG support address	

ABOUT THIS USER MANUAL

From version 2.0 we will update the manual whenever we release a new Unicorn feature sheet.
Please consider the environment before printing this manual. An electronic version has the benefit of being much easier to search and navigate than a paper version, and due to the continual development of our software this manual is updated on a regular basis.
This manual is provided with book marks corresponding to the table of contents. Open the side panel in your PDF viewer and use Bookmarks to quickly navigate the document. You can also use 'Find' feature in your PDF viewer to search for specific terms.
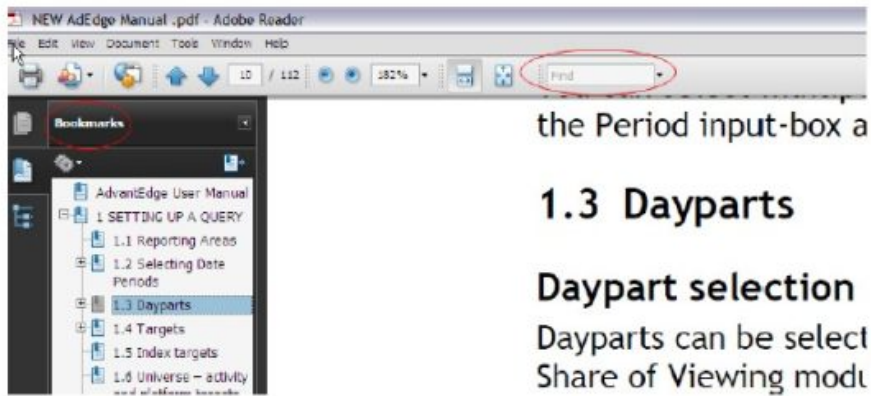
If you would like to receive feature sheets highlighting new developments in Sponsorship please email support@grouptechedge.com to be added to the mailing list. We also welcome your comments or suggestions. Thanks, TechEdge Support team

1 Introduction

Unicorn is a Campaign Manager that allows the user to input campaign details such as: Advertiser, Product, Campaign Goals and Budgets. Users can then do Pre Reports, monitor active campaigns to ensure they are on track, as well as send out campaign schedules and post reports to their clients.
Unicorn also features powerful reports that enable the users to keep track of key information such as: prices paid across time, advertisers and agencies.

2 Setup

Before you start using Unicorn it must be configured correctly in the setup section of the application. Click on [Setup] in the bottom left corner to access this menu:
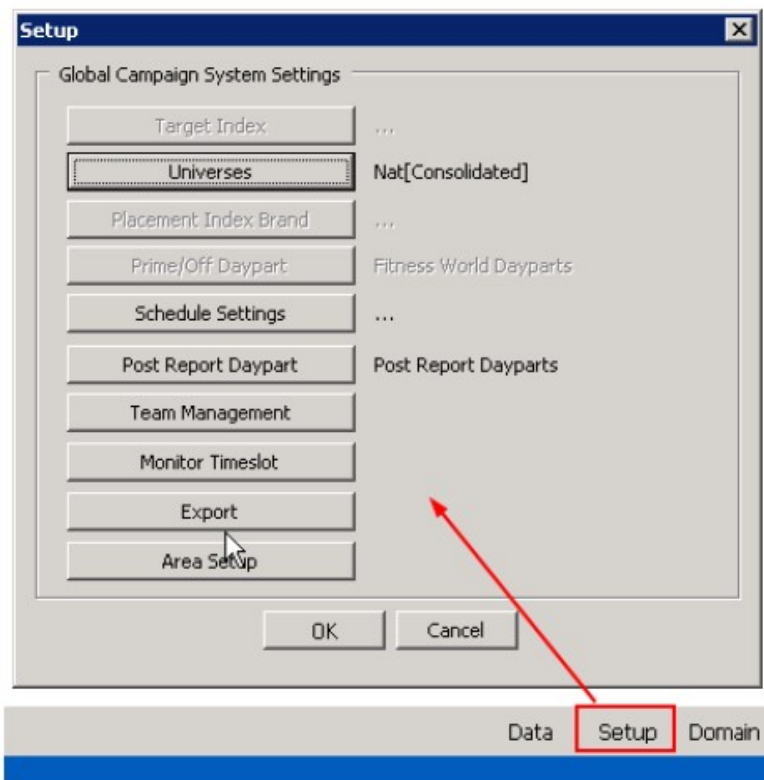
Figure 1: Setup menu

2.1 Universes

Clicking "Universes" will allow you to define a Universe, Activity and/or Platform. Unicorn will use these settings to calculate the TRP's throughout the whole system.
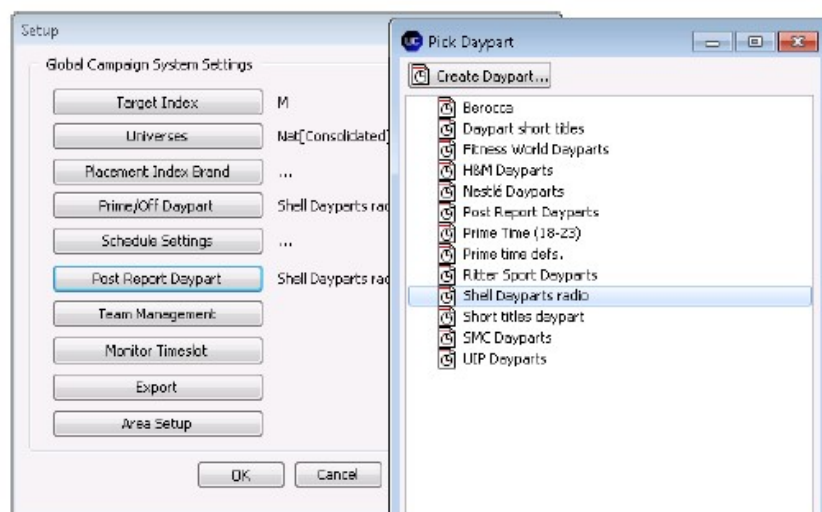
Unicorn User manual

Figure 2: Universe setup

2.2 Post Report Daypart

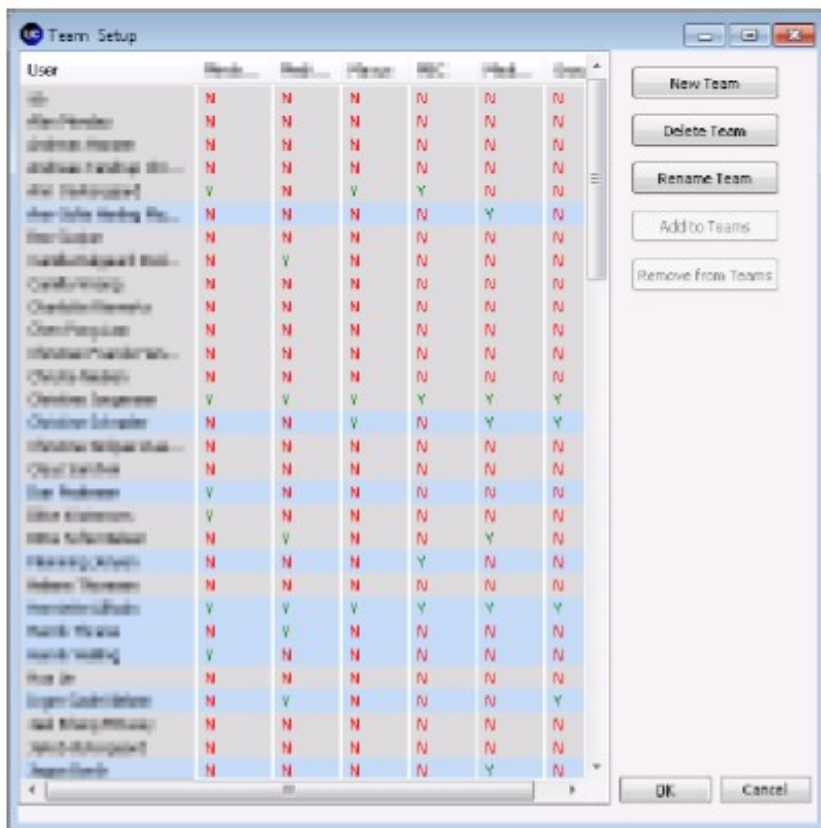Clicking the "Post Report Daypart" button will allow you to create and set Dayparts to use in the Post Report.

Figure 3: Daypart selection

2.3 Team Management

In the Team Management section you can create teams and assign users to one or more teams. This makes it possible to control each users' access to campaigns created in other teams.
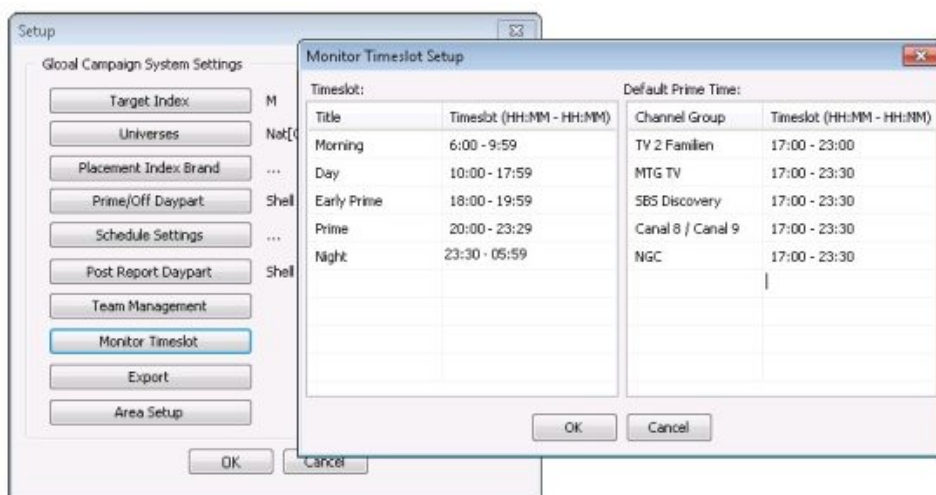
Unicorn User manual

Figure 4: Team Setup

2.4 Monitor Timeslot

In the Monitor Timeslot Setup section you can define the timeslots you want to report on in the Monitor (see page 19). You can set both timeslots in general and primetime definitions for each of the channel groups you are using in your campaigns.
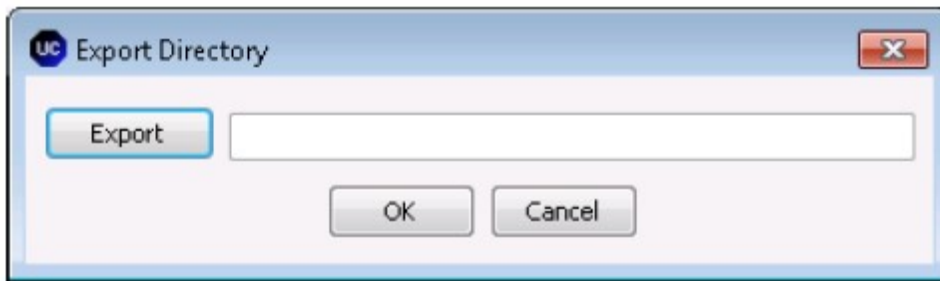
Unicorn User manual

Figure 5: Monitor Timeslot Setup

2.5 Export

Clicking the "Export" button will allow you to set a default Export directory for your pre and post reports.

Figure 6: Export Directory

2.6 Area Setup

In the Area Setup section you can set Area-specific calculation rules you want to use as the default.

3 Campaign Manager Window

The Campaign Manager Window is the main screen of Unicorn. In here you can view all campaigns created by the users of the system as well as filter on them. You can also create new campaigns, edit and delete existing campaigns, and run reports.

*Figure 7: Campaign manager window*

3.1 Filter

Clicking the Filter button will let you filter campaigns by any of the columns in the list. Simply expand each item by clicking the expand button and use the arrow button to add/remove items to/from the filter. If you have a certain view you'd prefer to use every time you start Unicorn, you can check the 'Save as User Default' button. Right-click and select "Clear Filter" in the Selected Items screen to clear a defined filter quickly.
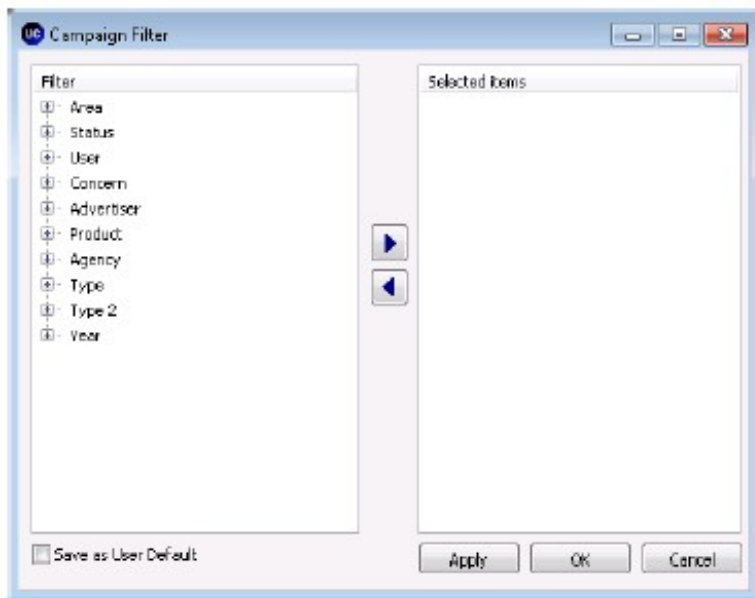
Figure 8: Campaign filter

3.2 Reports

You can create a number of different reports in Unicorn to meet a range of requirements. For example, you may wish to get an overview of the average TRP price paid for a client in 2015 or perhaps you would like to benchmark different agencies in a group against each other. There are very few limits to the amount of information regarding your campaigns that you can extract from the report module.
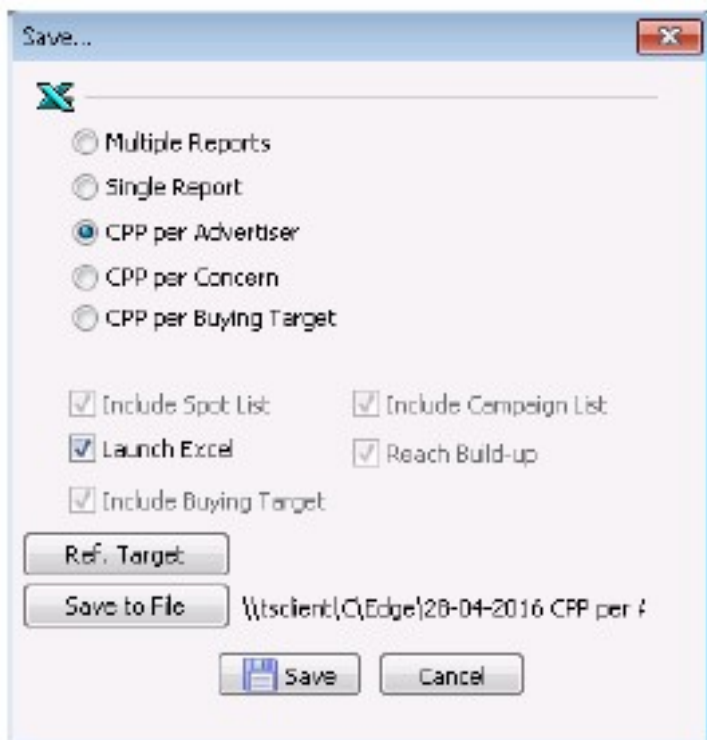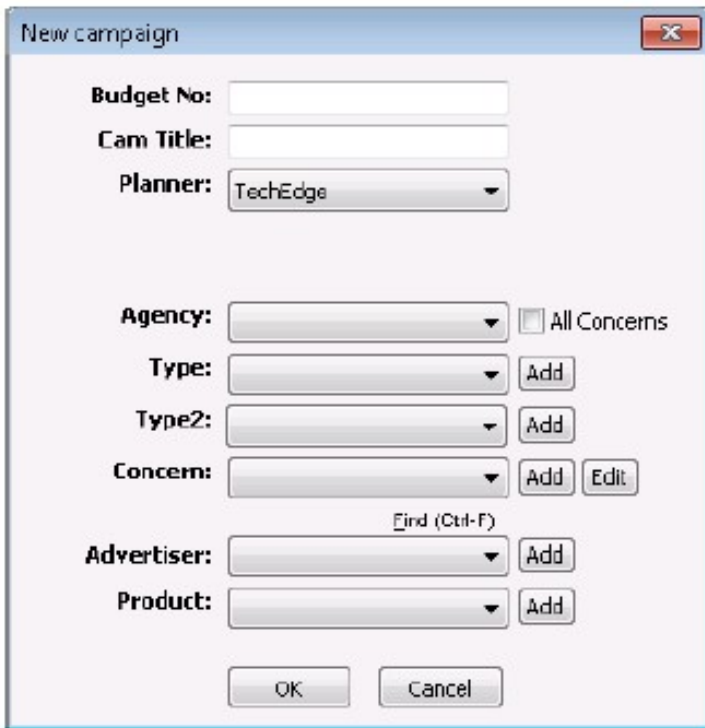

Figure 9: Report export

4 Create New Campaign

You can create new campaigns either by clicking the [New] button or you can import a data sheet with all your campaign details. This import feature is customized for each client, so Unicorn can read in data in a pre-defined format.
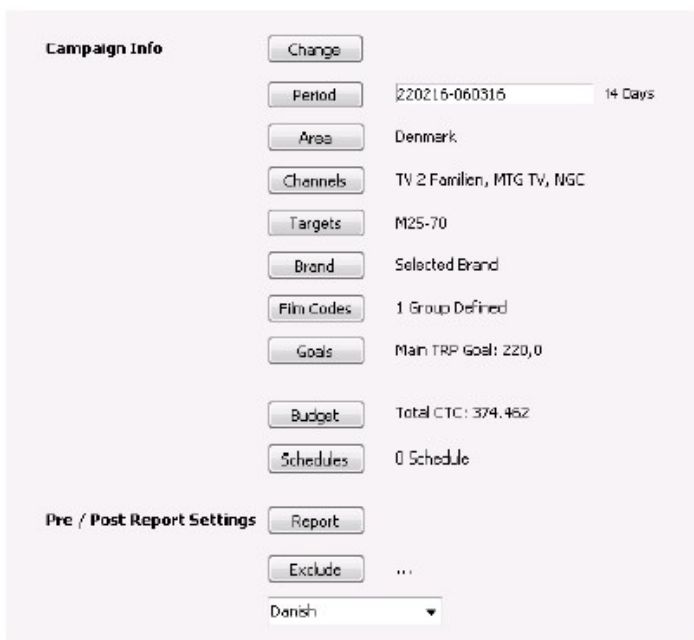
Figure 10: New campaign setup

After clicking "New" you need to give the campaign a title and enter the relevant information like Agency, Campaign Type, Concern, Advertiser and Product. Click "OK" and fill out the remaining information about the campaign.

Unicorn User manual

Figure 11: Campaign info

Clicking "Period" and "Area" allows you to choose a Campaign Period and the relevant Area.
After you have selected the Area, you should select the channels you wish to use for your campaign.
In the Targets section you should pick the primary target audience and all the buying targets for each of the channel groups.
In the Brand picker you choose the campaign brand and in Film Codes you can create groups and name them the way you would like to appear on the Pre and Post Reports.
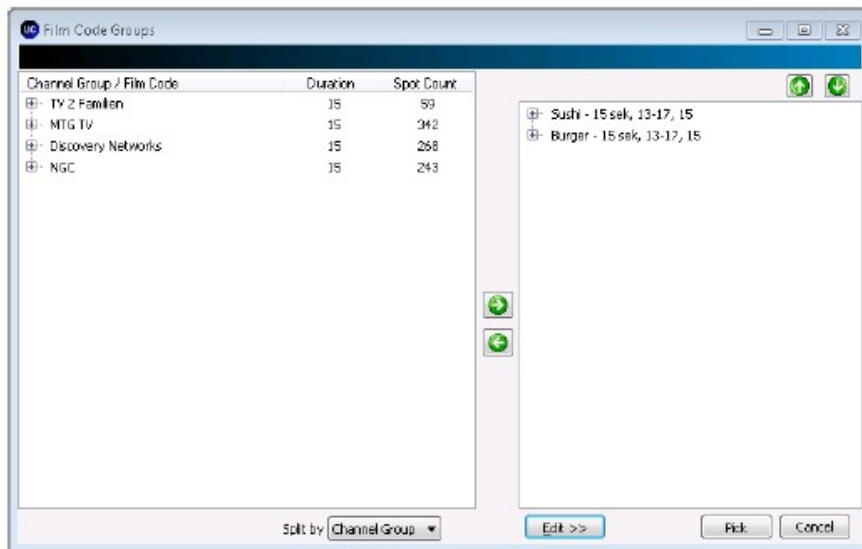
Figure 12: Film code groups
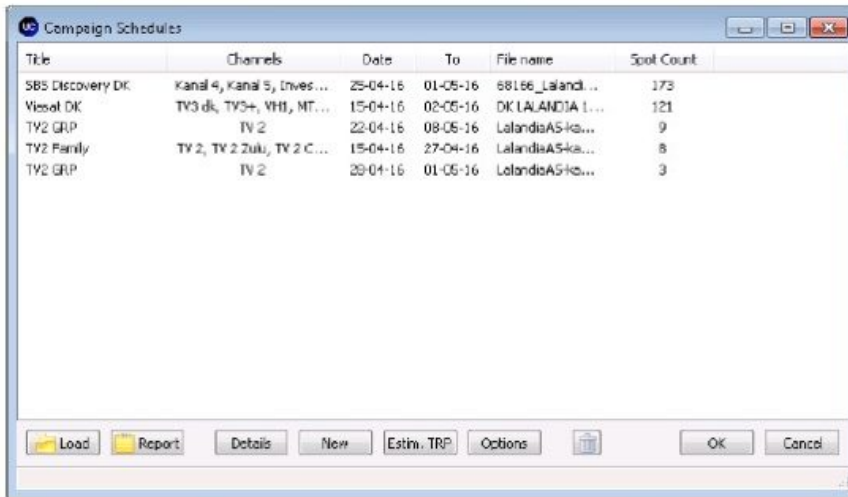
The Goals section allows you to define the goals of your campaign such as Reach, TRPs per Week, Daypart Film Code etc. In the Monitor and Post Report you can check how your campaign is performing against these goals. In the Budgets section you can enter both planned and final budgets. The final budgets are automatically calculated based on the factors used in the planned budgets section.

4.1 Schedules

In the Schedules module you can upload spot lists you receive from Broadcasters. A new spot list format will have to be customized before you can upload it to Unicorn (please contact TechEdge Support). When you have uploaded a spot list(s) into Unicorn you can create a compiled schedule report for your clients in PDF and Excel.
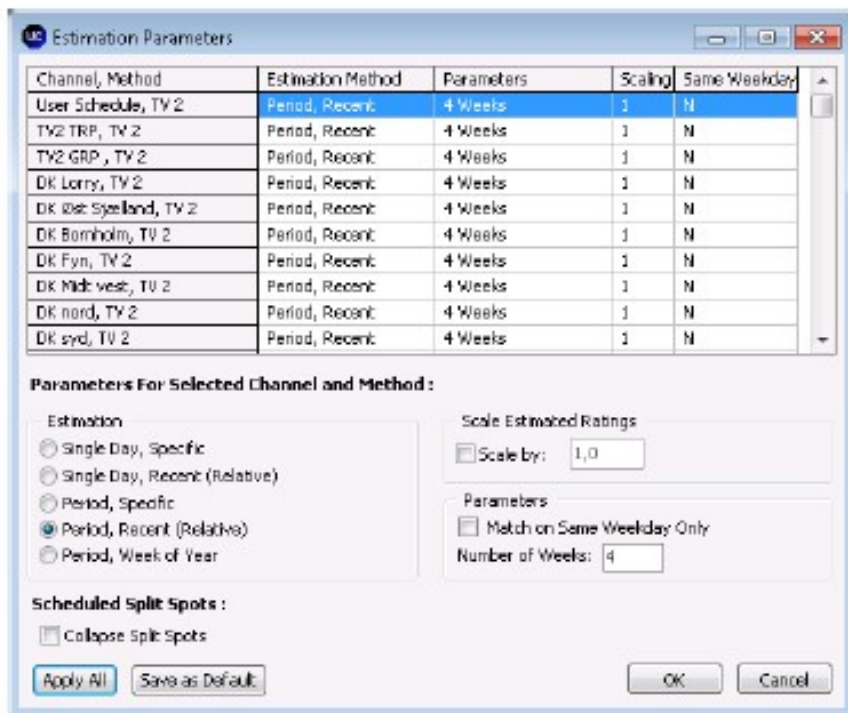
Figure 14: Campaign schedules

You can also use the uploaded spot lists to estimate campaign delivery. Click "Options" to set Estimation Parameters. You can choose the following parameters:

- Reference period per Channel
- Match on same weekdays
- Scale estimated rating by a fixed factor
- Collapse split spots

Unicorn User manual

When done you can click the "Estim. TRP" button to estimate the campaign delivery. The estimated TRP can be compared with the actual delivery and goals in the Monitor section.
If you want to create a compiled spot list for your client, then click "Load" to browse to the location where you

saved the spot list and then click "Open". When done you can click "Report" to create the Schedule Report in PDF format and Excel.

Figure 16: Schedule report

Pick a period and a target audience and click "Save" in order to generate the report. Clicking "Setup" will allow you to choose which columns you would like to include in the report.

4.2 Report Settings

In this section you can set various parameters for the Pre and Post reports and you can write comments to display on the reports.
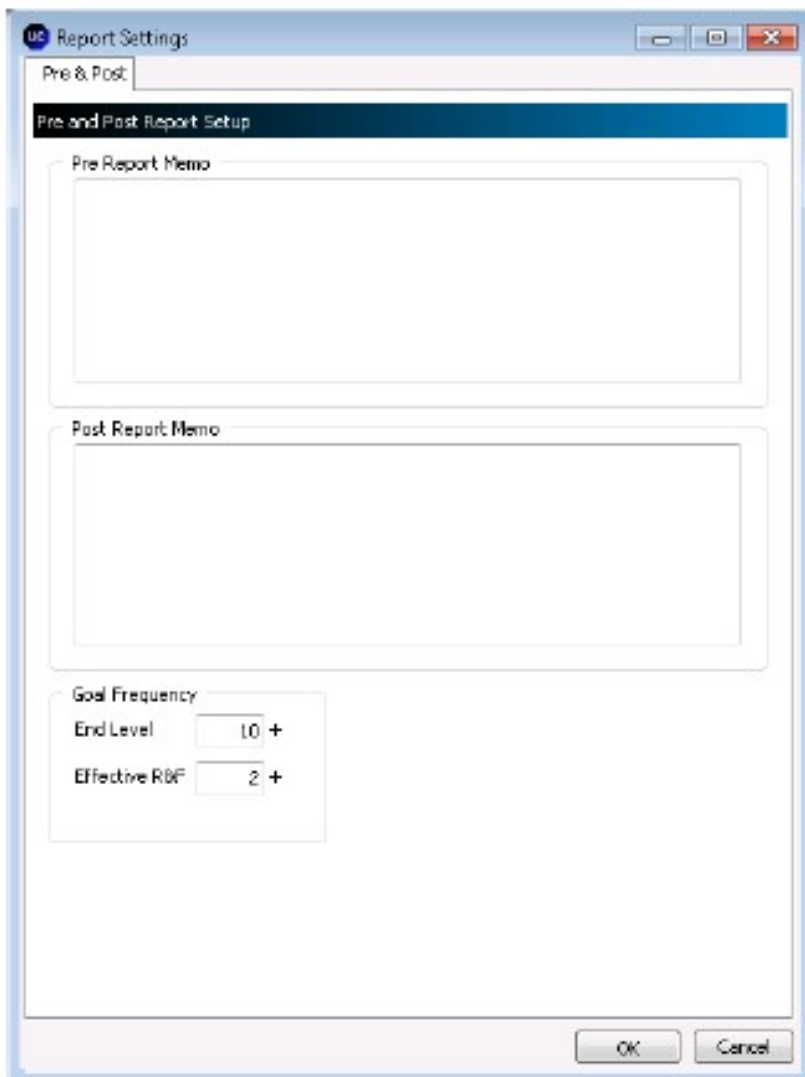
Figure 17: Report settings

4.3 Exclude

Clicking the "Exclude" button will let you pick spots appearing in the campaign and exclude them from monitor and reports. Simply click a spot that you don't wish to include and click "Add".
Unicorn User manual
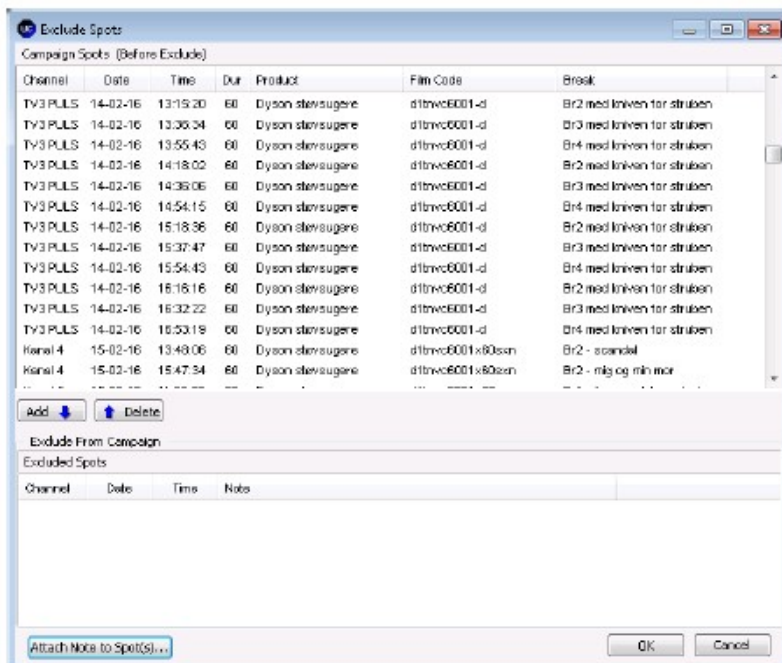
Figure 18: Exclude spots

5 Monitor

The Monitor section is where you can monitor campaigns and check how they perform against goals.
The first page will give you a quick overview of your planned TRP's vs Actual delivery. In the graph displayed you can compare TRP goal versus estimated delivery. As soon as a campaign is active, the predicted curve will be replaced day by day with actual TRP's delivered.

Channel	TRP planned	TRP actual	Difference	PIB	Prime (18:00 - 23:30)
TV 2 Familien	120	11	-109	11%	51%
MTG TV	81	5	-76	5%	62%
Discovery Networks	69	4	-65	17%	60%
NGC	10	1	-9	0%	77%
All channels	280	21	-259	10%	57%

Figure 19: Monitor report

If you need more detailed information about campaign delivery on different goals, you can click on any of the channels/channel groups.

Unicorn User manual

Sub-channels, Share, Conversion

Channel	TRP-Share	Conversion*
TV 2	80%	0,95
TV 2 Zulu	5%	1,52
TV 2 Charlie	7%	0,29
TV 2 Fri	6%	0,85
TV 2 SPORT	1%	0,64
Total	100%	0,92

* Primary audience / Buying audience

Total & Weekly delivery

Buying audience

	Week 17	Week 18	Week 19	Total		Planned conversion
Planned	49	46	46	141		0,85
Actual	12	0	0	12		Loss / Gain
	-38	-46	-46	-129		1 TRP

Primary audience

	Week 17	Week 18	Week 19	Total
Planned	42	39	39	120
Actual	11	0	0	11
	-31	-39	-39	-109

TRP per spot

Buying audience

PLANNED	Duration	Week 17	Week 18	Week 19	Total	Share		Planned 30" TRP		Actual 30" TRP
BB 25 sek v1	25	50,32	45,29	45,29	140,91	50%		128		11

ACTUAL	Duration	Week 17	Week 18	Week 19	Total	Share		Value
BB 25 sek v1	25	11,84	0,00	0,00	11,84	100%		-213.215

Timeslot

Morning	Day	Early Prime	Prime	Night
6:00 - 9:59	10:00 - 17:59	18:00 - 19:59	20:00 - 23:29	23:30 - 05:59
0%	35%	0%	45%	14%

17:00 - 23:00
50%

Position in Break (Defined as 1, 2, 2nd last & Last)

First	2nd	Middle	2nd last	Last
12%	3%	39%	39%	7%

PiB	81%
No Pib	39%

Unicorn User manual

Spotlist

| Channel	Date	Time	Duration	Program before	Program after	TRP A18+	TRP A20-60
TV 2 Fri	25.04.2016	08:03:15	25	Børneterrehjemmat	Elefortbernehjemmat	0,00	0,00
TV 2 SPORT	25.04.2016	10:39:12	25	Motorsport etc	Motorsport etc	0,00	0,00
TV 2 fri	25.04.2016	15:33:47	25	Gordon ramsays køkkenmareridt	Amatørkokke down under	0,17	0,07
TV 2 Zulu	25.04.2016	16:13:35	25	Rude Tube – Online oddities	Top 20 Funniest	0,24	0,37
TV 2 SPORT	25.04.2016	16:31:20	25	SuperMatchen: Team Esbjerg – Team Tvis Holstebro (k)	SuperMatchen: FC Midtjylland – Viborg (k)	0,10	0,06
TV 2	25.04.2016	19:59:58	25	Hotter Danmark i live	Nyhederne	2,66	2,30
TV 2 Charlie	25.04.2016	17:05:35	25	Homeluser rec	Ferryst mistanke	0,85	0,29
TV 2	25.04.2016	21:56:13	25	Bedre sült end alrig	Nyhederne	4,57	5,08
TV 2	25.04.2016	24:35:11	25	Hill made med deden	Grønsøspatruljen	0,53	0,36
TV 2 Zulu	25.04.2016	24:41:22	25	Dybvesseyd 3	Dybvesseyd 3	0,12	0,19
TV 2 Zulu	26.04.2016	02:39:37	25	American dad	Bob's Burgers	0,00	0,00
TV 2	26.04.2016	03:07:05	25	The Good Wife	Voerar	0,15	0,07
TV 2 Zulu	26.04.2016	04:31:40	25	Will & grace	The jamie foxx show	0,00	0,00
TV 2	26.04.2016	05:59:25	25	Vejret news	Nyhederne	0,79	0,66
TV 2 Fri	26.04.2016	07:37:16	25	Nem mad med nigel slater	Elefortbernehjemmat	0,04	0,08
TV 2 Fri	26.04.2016	09:21:27	25	Havenørgesænd	Frihøset	0,10	0,18

Figure 20: Channel reports

6 Pre and Post reports

Clicking the Pre- and Post-report buttons will create a .pdf report you can save and send to your clients. Unicorn will have to be customized in order to create a report that matches your expectations in terms of colours, logos etc.
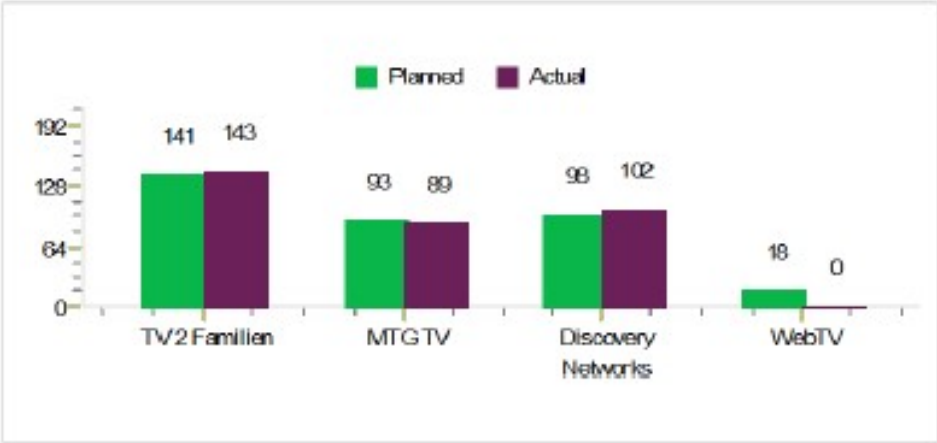
Delivery in time slots
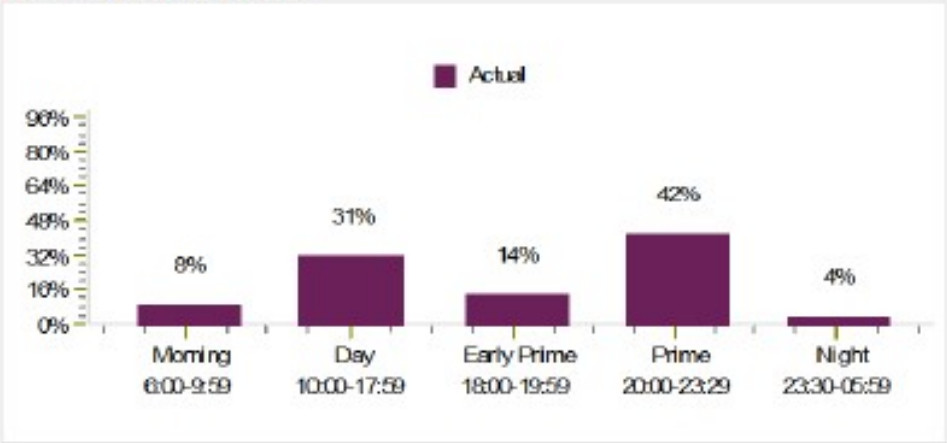
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References

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