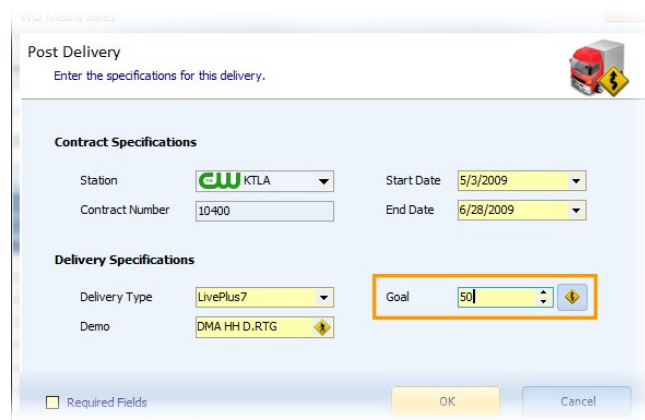# Delivery Dashboard

Delivery Dashboard gives users the ability to see, at-a-glance, which contracts are doing well, and which contracts are under-performing. Users who might otherwise give away unnecessary make-goods and credits for under delivery at the end of a campaign will enjoy the power of this report.

How to use this feature

To add contracts to the dashboard, first go to **Posts.** Select **Sales/CRM** and click **TV Posts** in the left navigation pane. To select the contracts to be tracked, highlight the contract line and click **Add to Delivery Dashboard.**
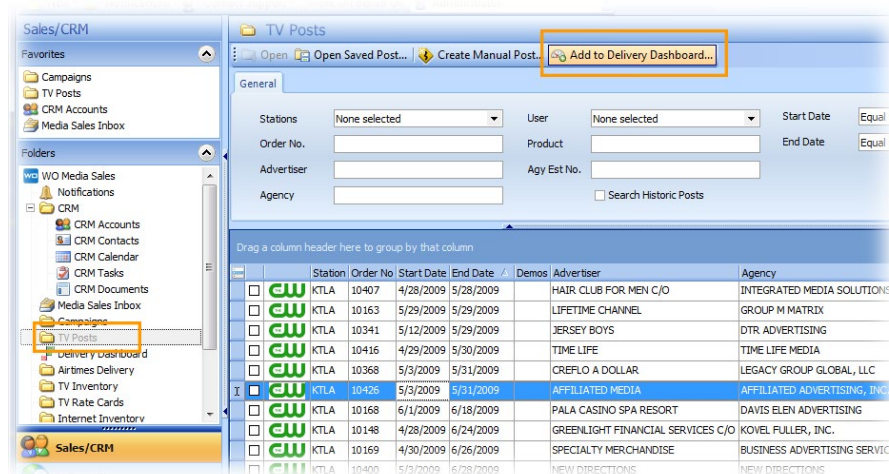

The **Contract Specifications** dialog displays and the **Station**, **Contract number**, **Start Date**, **End Date**, **Delivery Type**, and **Demo** are all populated from the post. Enter the goal or the value that needs to be reached to satisfy the buyer and click the **Traffic** icon next to the **Goal** field to have the system add up the expected ratings for all spots and use that value as the expected ratings.

> **Tip**: By default, the system prefers to use the **Expected Ratings** from the order if there are **Expected Ratings** entered. If there are no **Expected Ratings**, the system defaults to **Calendar**.

Click **OK** and the contract is placed in the **Delivery Dashboard**. Repeat this process for each contract to be tracked. When all the contracts of interest have been added to the **Delivery Dashboard**, click **Delivery Dashboard** in the left navigation pane to review.
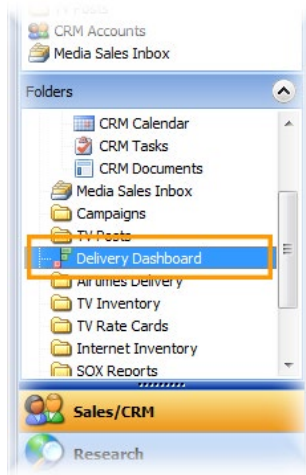

The Delivery Dashboard grid

The **Delivery Dashboard** grid features contract lines for all the contracts being monitored and the newly added contracts can be found at the bottom of the **Delivery Dashboard** grid. The **Station, Contract No, Advertiser, Account Exec, Start Date, End Date, Demo,** and **Total Goal** share the **Order Details** side of the grid **and** the information can be sorted alphanumerically with a click in the column header of each category. A second click will reverse the order. The **Total Goal** column displays the goal entered in the initial **Contract Specifications** dialog.

Order Details								
Station	Contract No.	Advertiser	Account Exec	Start Date	End Date	Demo	Total Goal	De
KTLA	344957		BEAU CHRISTOPHER	7/16/2012	8/24/2012	DMA P25-54 D.RTG	27	
KTLA	299827		Administrator	10/1/2012	10/4/2012	DMA P18+ D.000	530	
KTLA	3ODS302146		BEAU CHRISTOPHER	6/25/2012	9/29/2012	DMA P25-54 D.RTG	350	
KTLA	327381		BEAU CHRISTOPHER	3/26/2012	9/29/2012	DMA P25-54 D.RTG	525.5	
KTLA	333600		FRANCES MURRIETTA	8/16/2012	9/23/2012	DMA P25-54 D.RTG	81.5	
KTLA	379470		BEAU CHRISTOPHER	8/17/2012	11/3/2012	DMA HH D.RTG	18.5	
KTLA	298597		Administrator	9/4/2012	10/26/2012	DMA P18+ D.RTG	0	
KTLA	3ODS302358		BEAU CHRISTOPHER	10/1/2012	11/15/2012	DMA P25-54 D.RTG	175.4	
KTLA	330772		HEATHER MACPHERSON	7/8/2012	8/26/2012	DMA HH D.RTG	25	
KTLA	341016		HEATHER MACPHERSON	4/30/2012	5/27/2012	DMA P18+ D.RTG	250	
KTLA	348706		HEATHER MACPHERSON	6/25/2012	7/1/2012	DMA HH D.RTG	75	
KTLA	320898		BEAU CHRISTOPHER	9/30/2012	11/15/2012	DMA HH D.RTG	962.5	
KTLA	299827		BEAU CHRISTOPHER	10/1/2012	10/24/2012	DMA HH D.RTG	10	
KTLA	320898		BEAU CHRISTOPHER	9/30/2012	11/15/2012	DMA HH D.RTG	1926	
KTLA	399111		BEAU CHRISTOPHER	10/29/2012	11/8/2012	DMA HH D.RTG	30	

Click in the header to reveal a drop-down selection menu. This allows the contract lines to be filtered by the options available for each column category. Here, *Met Communications* was selected so all lines not associated with *Met Communications* are tucked away at the bottom of the grid. Click the "**X**" to remove the filter and return all contract headers to the grid.
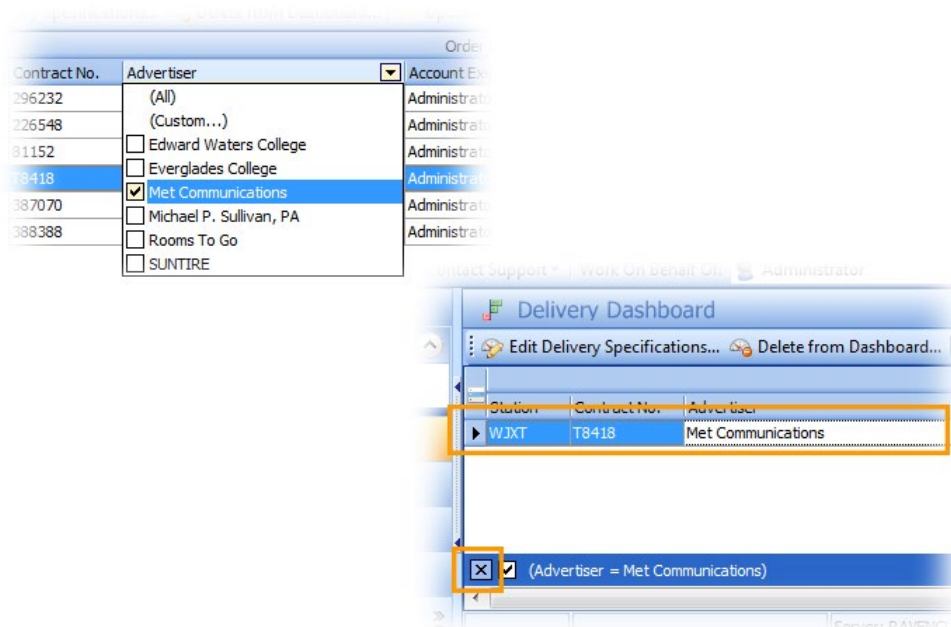
Delivered, **% Run**, **Expected**, and **% to Expected** display within the **Pace** section. The **Delivered** column displays the actual **GRPs** delivered to date. The **% Run** shows the expected **GRPs** that have run to date expressed as a percent. **Expected** shows the totals expected based on the **Goal** set when adding the contract to the **Delivery Dashboard**. **% to Expected** shows the **GRPs** needed to meet the **Total Goal**.

The color-coded **Delivery** graph on the right gives a quick look at how all contracts being watched are performing. Contracts displaying green in the graph are doing well. Those showing a red bar are under delivering and need attention, and the **% to Expected** column reflects the same color coding as the graph bars.

Icons in a central column of the grid indicate which type of calculations are being used for each contract. The yellow **Traffic** icon represents **Expected Ratings**, and the **Calendar** icon shows the **Calendar** method is being used.

Users can toggle between these two methods at any time with the right-click menu option. Click the right mouse button in a contract line. If the values are being calculated by the **Calendar** method, *WO Media Sales* will present the **Use Expected Ratings from Traffic** option.


If the values are being calculated by **Expected Ratings**, the **Use Calendar Calculation** method is offered for selection.

Double-click any line or highlight the line and click **Edit Delivery Specifications**. The **Contract Specifications** dialog is presented, and users can edit the **Station**, **Contract number**, **Start Date**, **End Date**, **Delivery Type**, **Demo,** or **Goal.**
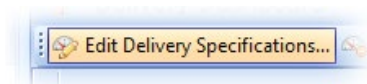
Lines can be removed from the **Delivery Dashboard**. Highlight a line and click **Delete from Dashboard**.
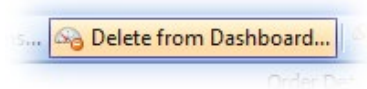

Click **Update Delivery** and one contract or all can be refreshed with the provided drop-down menu options. At midnight the delivered ratings are updated for each of the contracts.
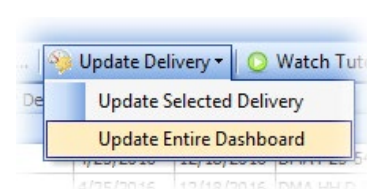
Caution: Updates are not allowed in **Delivery Dashboard** when the delivery is based on a saved post.

To filter the **Delivery Dashboard** to see only the contracts in a certain period of time, set the **Earliest Post** date with the drop-down menu selection feature. Click the down-arrow by the date field and navigate to the earliest **Post** date needed.
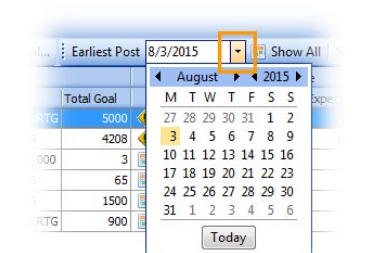
Using the Calendar method

If using the **Calendar** method, the **% Run** is computed by date. For example, if the campaign runs a total of six months, at three months into the campaign the **% Run** value will display as 50%.

Using the Expected Ratings method

The **Expected Ratings** that have already run are added up. For instance, if 50 GRPs are expected and 25 GRPs have run, the **% Run** value will display as 50% regardless of how long the campaign has been running. The **Expected Ratings** are pulled from *WO Traffic* and only show if the ratings entered in *WO Traffic* match what the user chose in the **Delivery Specifications** dialog.

For more information, questions, or concerns, please contact *WO Media Sales* support.

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