# ICUBES

Icubes is an online platform, designed for Ipsos employees and customers in order to monitor data

ICubes Log in

- Please type your email address and password.
- If you are a new user, please click on "**Password reminder**" button. After typing your email address, your password will be sent to your email.

Password Reminder

E-mail

renkten.eren@ipsos.com

Close   OK

Türkçe

renkten.eren@ipsos.com

Password

☐ Remember me

Password Reminder - Gizlilik Politikası

OK
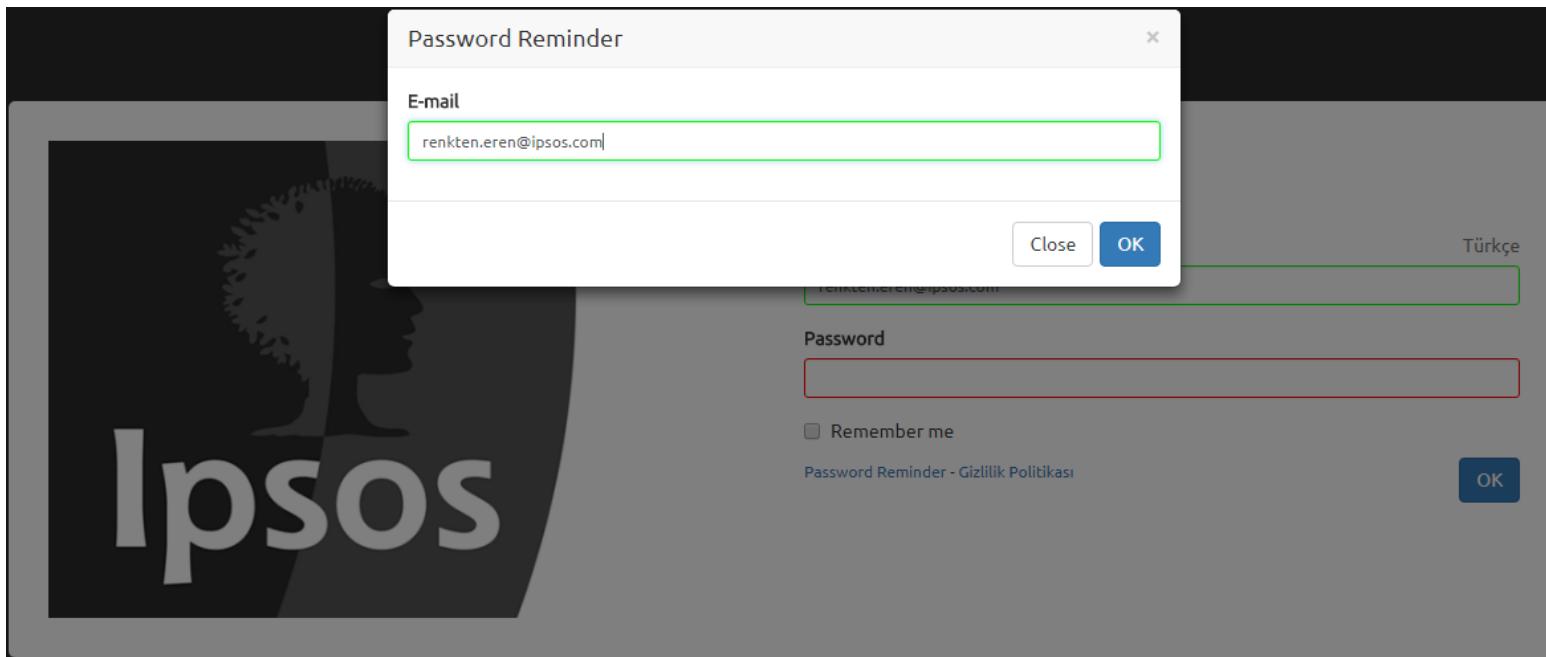
Ipsos

- If you have multiple projects on Icubes, please select the one that you want to see the results and then click on "**OK**"
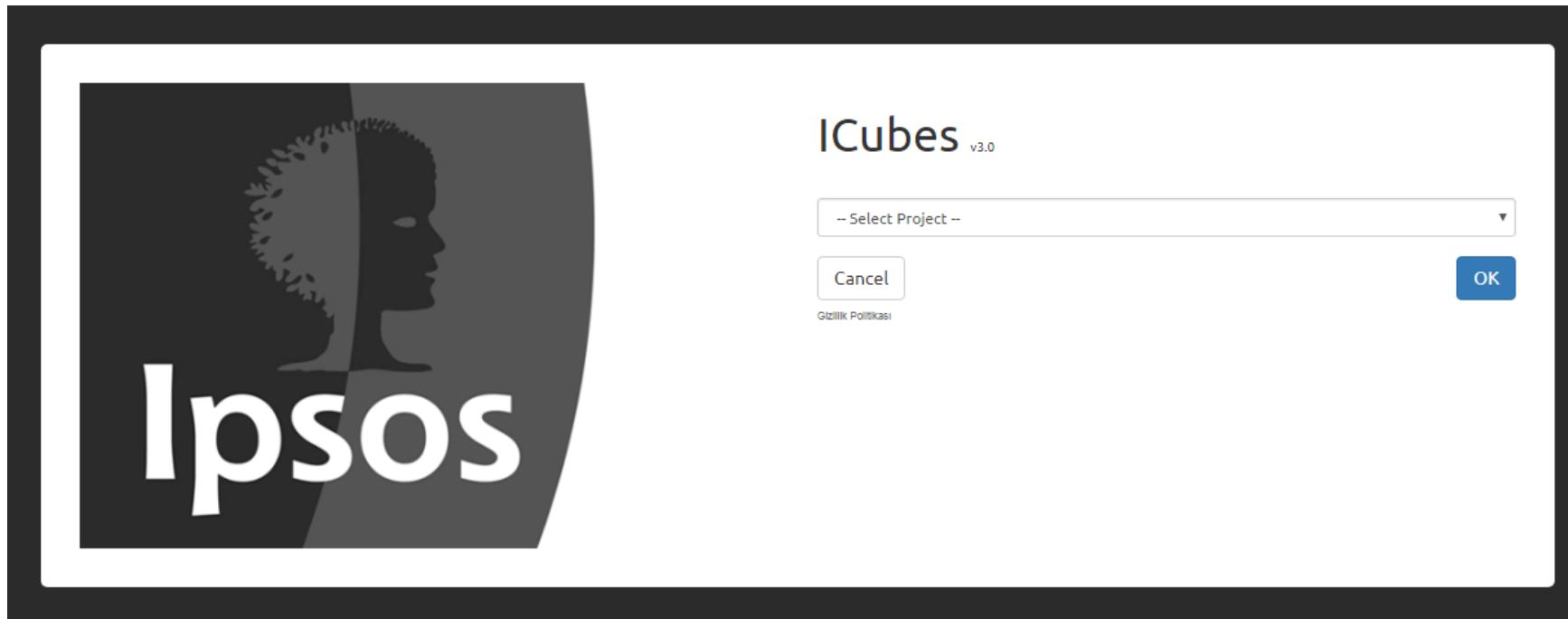
- There are different tabs for different objectives.
- **Brand**: Shows key metrics defined by Ipsos and client during set up process
- **Image**: Shows only performance of image attributes
- **Grid**: Shows performance of communication campaigns
- **Analysis**: All questions in the questionnaire are available
- **Dashboard**: Shows summary results on monthly or weekly basis

You can create new sets by ckicking + button;

You can create a new set by giving a name and applying filter

![edit icon] **EDIT** button; you can change set name, filter and weight option by using edit button

- 🗑 **DELETE – You can remove sets that you do not need anymore**
- **Sets created by IPSOS can not be deleted**

icubes.ipsos.com.tr web sitesinden

Are you sure to delete set?

Tamam İptal
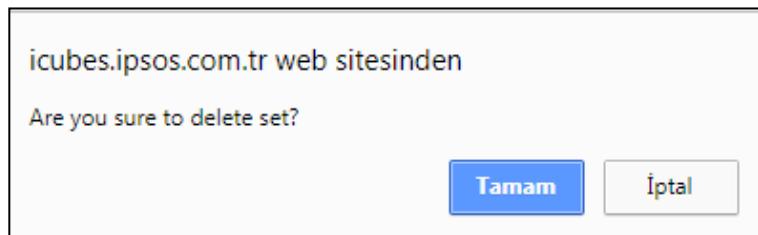
FILTER AND PERIODS

- **Filter** and **Period** are the common options in all analyzes
- You can create different filter options by following below steps
    1. Click on "**Filtre Ekle**" button to create a new filter
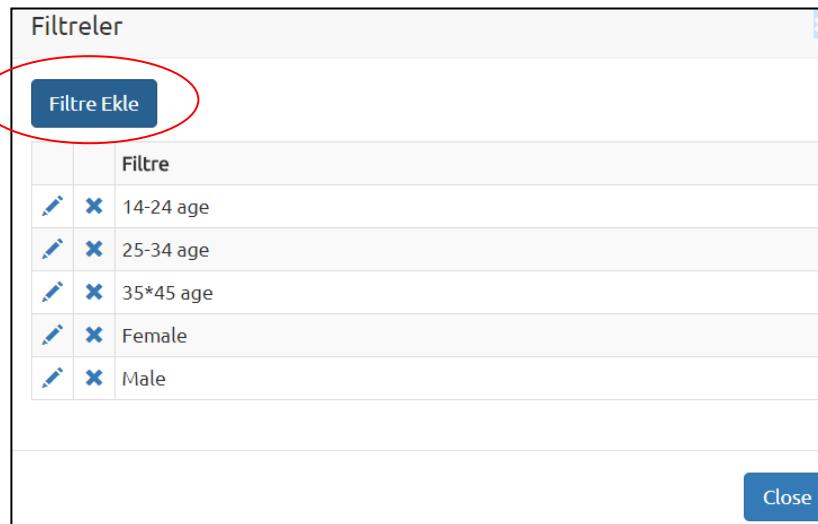
2. Select the question that you would like use ad a filter

Filter

Filter Name

January'18

Advanced Filter

And/Or

AND

Question

🔍   -- select --

Responses

OK
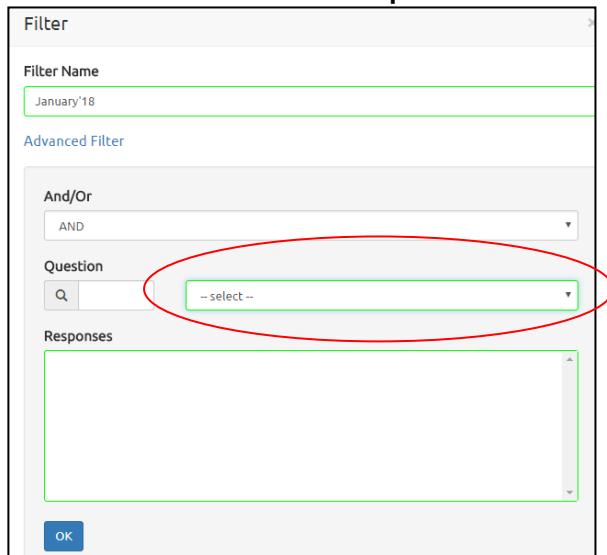
3. Select all options and click Ok button to define filter.
   Example: creating a filter for 14-24 age
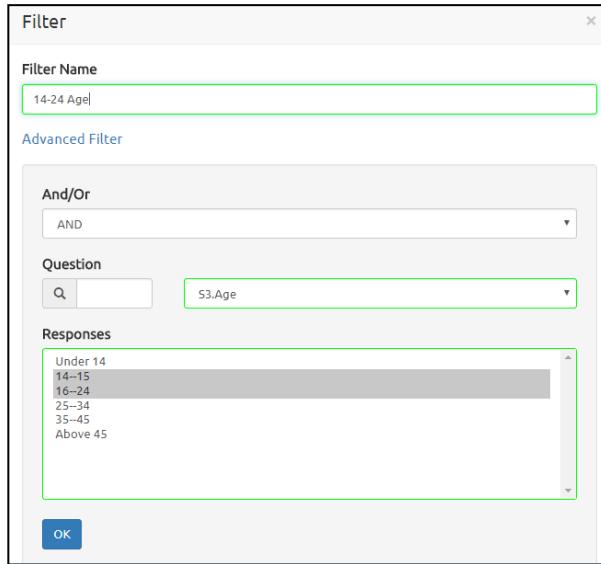
- **Period:** You well see weekly, monthly and quarterly results
- **You can select multiple periods at the same time**. If you do not select anything, you will
see overall results
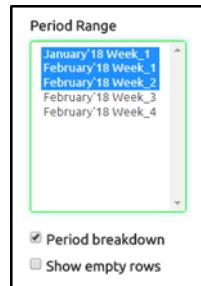
BRAND

- Brand tab shows key metrics defined by Ipsos and client during set up process
  You can select brand names, metrics and periods that you would like to see.
  Also you can applying filter

IMAGE

This is a spesific tab for reporting image attributes

You can see percentage or absolute values by choosing yüzde (**percentage**) /baz (**absolute**) from display option.
And if you want to compare brand image scores, you should click on Test botton and choose confidence level
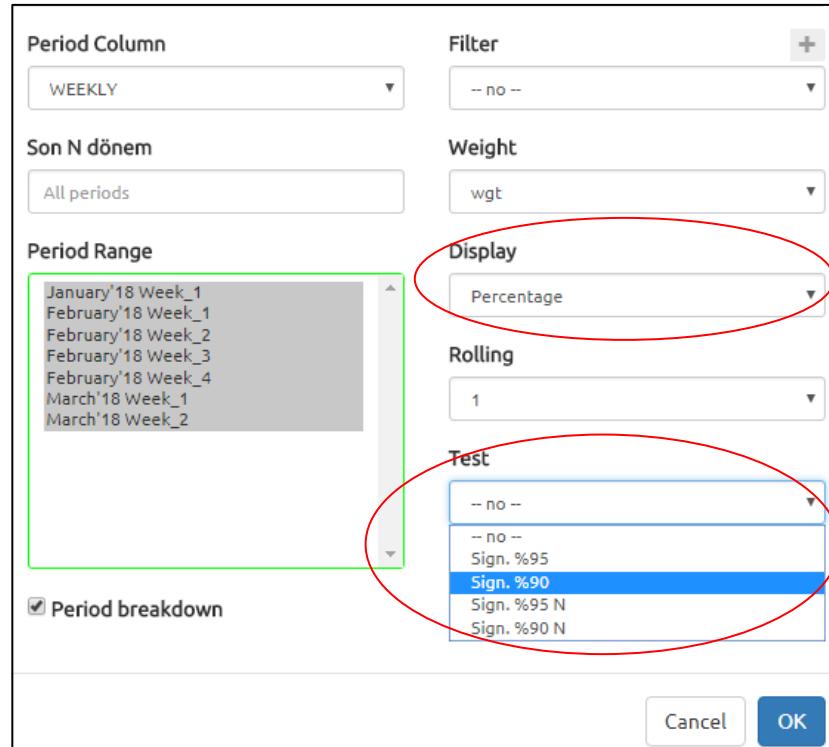
Brand image comparison with 90% confidence level

January´18 - March´18 Test: Sign. %90 Weight: wgt	Lays a	Hrusteam b	Pringles c	Babkinysemechki d
Base	534	534	534	534
Brand I love	% 69,8 bcd	% 22,0	% 47,7 bd	% 27,8 b
Has a great taste	% 65,5 bcd	% 20,1	% 56,6 bd	% 27,8 b
Value for money	% 50,4 bcd	% 22,3 c	% 13,9	% 30,7 bc
My favorite salty snack brand	% 31,6 bcd	% 2,8	% 18,1 bd	% 3,3
For someone like me	% 56,2 bcd	% 18,1	% 39,6 bd	% 22,2 b
Offers something different than other salty snacks	% 21,9 bd	% 10,4	% 34,9 abd	% 11,7

GRID

Performance of tested copies could be monitored by using GRID tab.

Copies need to be selected from Row side

Select the ad questions that you are interested from Grid Questions

GRID

Results prepared according to the selected characteristics are displayed on the screen

grid

Performance of Tested Copies - JANUARY (wgt)

January´18 - February´18
Weight: wgt

	Toplam	Digital - Hrusteam Twister	TV -Lays TV Watching
Base	750	375	375
Ad recognition	% 33,4	% 32,2	% 34,6
Baz2	251	121	130
Brand Linkage	% 79,0	% 79,6	% 78,4
Ad Liking (T2B)	% 55,0	% 54,5	% 55,3
The ad increased my purchase desire towards this brand	% 17,1		% 17,1

Analysis

Select questions that you would like to see on column. And select questions from row if you need to see results within different breakdowns

Results in gender breakdown created by selecting GENDER on **ROW**

Macro Snacks Consumption (wgt) ▾   ✚ 📋 ✏ 🗑 ⓘ ⤢

S1. GENDER
January'18 - February'18   Weight: wgt   📋 ⓘ → ✏ ✕

CO1_16 Claimed ad recall Lays	Base	%	MALE	FEMALE
Base	367	367	184	183
Yes, Seen/Heard	284	% 77,3	% 70,8	% 83,9
No, Not seen/heard	50	% 13,7	% 20,2	% 7,2
Don't remeber	33	% 9,0	% 9,0	% 8,9

CO1_17 Claimed ad recall LaysStrong	Base	%	MALE	FEMALE
Base	309	309	155	154
Yes, Seen/Heard	149	% 48,1	% 47,3	% 49,0
No, Not seen/heard	89	% 28,8	% 33,3	% 24,4
Don't remeber	71	% 23,0	% 19,5	% 26,6

FILTER

- **Filter could be created for both sets and analysis**
- But remember that, if you apply filter within sets, all results would be shown within the same filter.
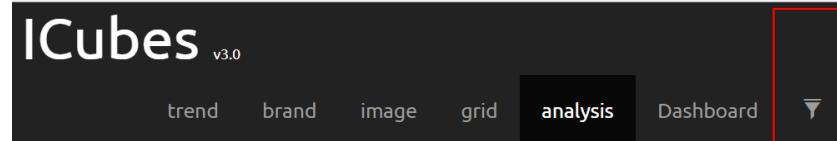
- TO ADD FILTER, click on "**Filtre ekle**" button

You need to type filter name and select the conditions
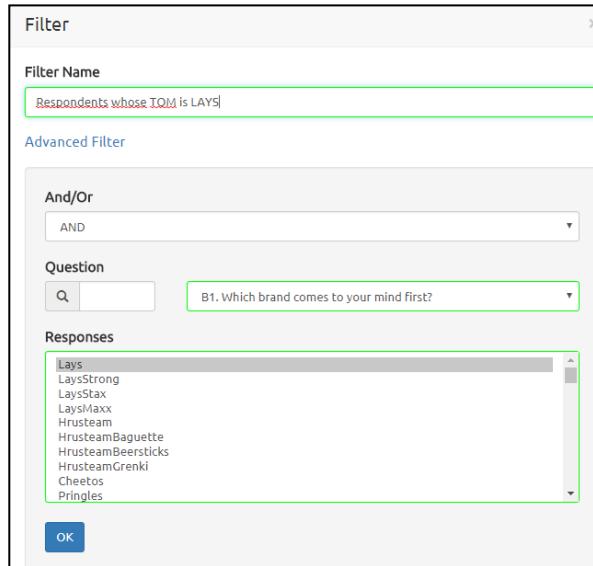
FILTER

Basic Filter

- **Basic filter works with only one option AND/OR**
- You can generate basic filters like age, gender, city etc.
- You need to select the question that would like to filter
- After ckicking on OK button, filter name would appear on filter list
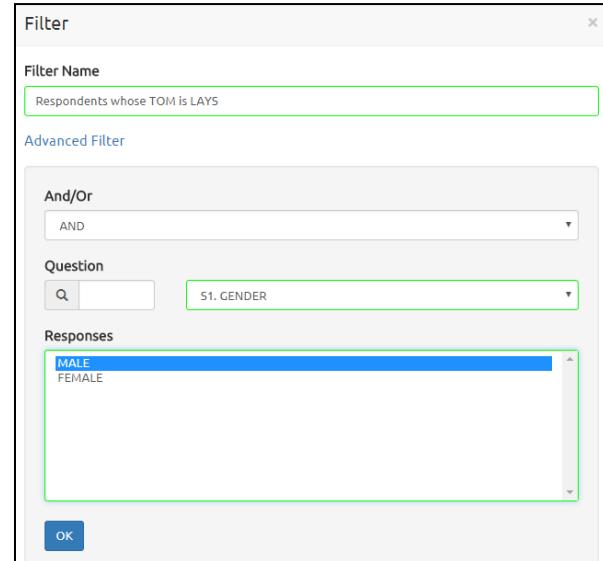
EXPORT TO EXCEL

- You can export results to excel by clicking below button