

Scintilla

Shopper Behavior Enhanced Report Ordering

Navigate Shopper Behavior report ordering in an easier and more intuitive way. We've updated how you order reports so **you can order the right report, with confidence**: guided when you need it, direct when you don't.

What's New?

Shopper Behavior now offers greater flexibility and clarity when ordering reports. Use the new Assisted Mode toggle to switch between report-ordering modes based on your needs.

Assisted Mode On

Experience a step-by-step guide through report ordering, helping you unlock the value of Shopper Behavior insights with greater confidence.

1 Assisted mode On

2 Product selection

3 Product Hierarchy

4 Filters and panels

5 Summary

1 **Toggle** – Turn Assisted Mode “On” for step-by-step guidance and easier navigation so you can make accurate selections with confidence.

2 **Navigation panel** – Track exactly where you are in the report ordering process so you always know what's done, what's next, and can move at your own pace.

3 **Redesigned product selection** – See exactly how many UPCs you're analyzing, giving you clarity and control over your report scope.

4 **Additional guidance and context at each step** – Easily access clear definitions, real-world examples, and contextual help throughout your journey to understand not just what to select, but why it matters.

5 **Report ordering summary** – Get a final review of your report selections to catch any issues and ensure you'll get the insights you need.

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What's New?

Now, Shopper Behavior offers more flexibility and clarity when ordering reports. Switch between report ordering modes with the new Assisted Mode toggle, based on your needs.

Assisted Mode Off

With this option, report ordering mimics the original single-page form, offering a streamlined experience: perfect when you know exactly what you need and how to get there.

1 **Toggle** – With Assisted Mode “Off”, report ordering uses the familiar single-page form. Order quickly with less text and minimal clicks when you’re confident in your selections.

2 **UI and design updates** – An improved UI and visual design makes it easier to find what you need and confirm your selections. See UPC count for product selection, a reorganized sequence of inputs for better flow, and an updated design to reflect our Scintilla brand.

The screenshot shows a web-based reporting interface. At the top right, there is a purple circle with the number '1' containing a purple icon. Next to it is a toggle switch labeled 'Assisted mode Off'. Below this, the main content area is titled 'Order New Report - Performance In Detail'. The first section, 'Product selection', has a purple circle with the number '2' containing a purple icon. It includes a 'Focus product selection' dropdown with 'Product hierarchy' and 'Custom groups' options, and a 'Create custom group' button. Below this is a 'Product Hierarchy' tree view. Further down, there is a 'Your selections' section with a count of '0' and a note 'Products remaining: 100,000 Selections remaining'. At the bottom, there is a 'Granularity' section with radio buttons for 'Groups only' (selected) and 'Products and groups'.