Market Monitor

Client User Guide

V1.0

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About This Document

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The statements and recommendations in this guide are believed to be accurate and reliable but are presented without express or implied warranty.

Version History

Version	Date	Details
1.0	September 2015	Version 1.0 is the first release of the user guide following the Market Monitor launch.

Introduction

We, at WMC Global, developed Market Monitor to help you better manage compliance of your programmes and associated ads and service messages. Here, you can access audit notices, view notifications, and communicate with the WMC Global Support Team.

Overview

Replacing PSMS Industry Monitor, Market Monitor offers many of the same features in a dynamic, easy-to-use interface with improved functionality. Market Monitor contains a dashboard displaying a list of audit notices associated with your company. On this page, you've many options to search through your audit notices. On the Notification tab, you see Market Monitor broadcast messages.

Purpose

We've developed this user guide to help you use Market Monitor. For more information about the audit and enforcement processes, contact the WMC Global Support Team via email at au.support@wmcglobal.com or by phone +61 (0)2 9252 1475, Monday through Friday, from 9:00 A.M. and 5:00 P.M. AEST.

Section 1 explains Market Monitor account details; Section 2 describes the dashboard; Section 3 describes notifications; Section 4 explains automated email messages; and Section 5 supplies contact details for the WMC Global Support Team.

1. Account Details

In this section, we explain how to access your Market Monitor account.

Attaining an Account

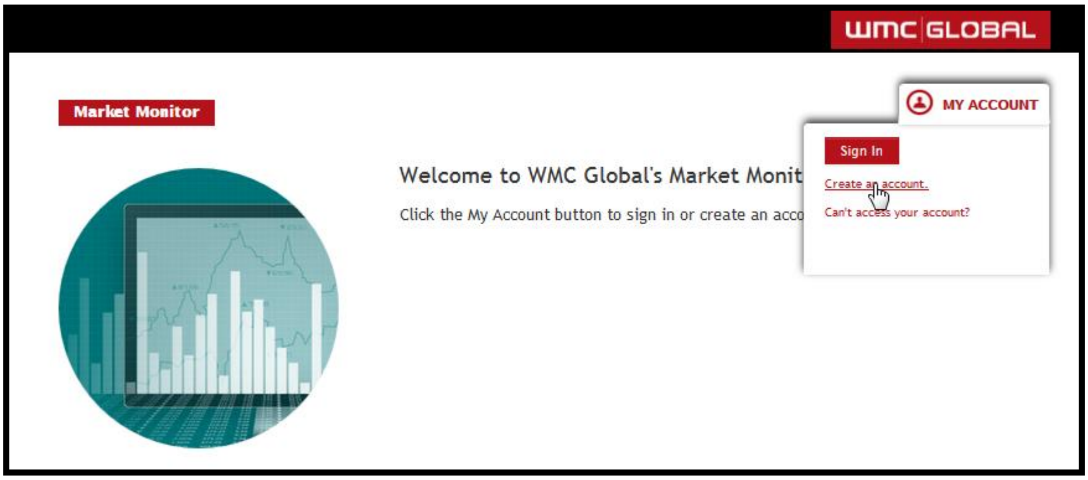
If you had an active account in PSMS Industry Monitor, we've set up an account for you in Market Monitor already. You should've received an email message from noreply@wmcglobal.com with instructions to update your password.[1]

Creating a New Account

If you're a new user or a user with a PSMS Industry Monitor account that was inactive for six months or more, you must create a new account. Complete the following steps.

1. Open a browser window.
2. Enter auportal.wmcglobal.com/ims in the address bar or the search field.
3. Click MY ACCOUNT, in the top right corner of the homepage, which loads the dropdown menu containing several options.
4. Click the **Create an account.** link, as shown in Exhibit 1.

Exhibit 1: MY ACCOUNT Options



5. Enter your details[2] on the Create an Account page, as shown in Exhibit 2.

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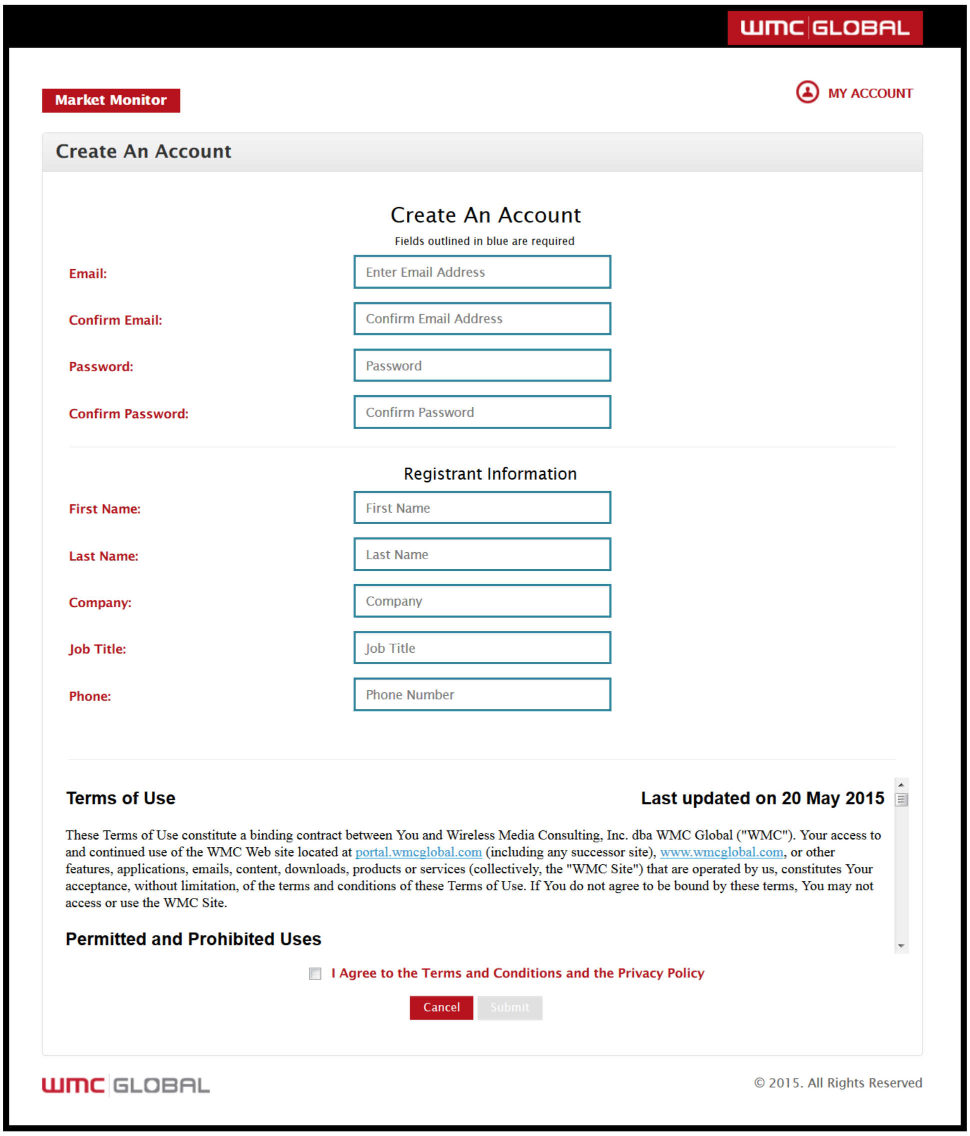
[1] If you've yet to receive an email message with your Market Monitor account details, contact the WMC Global Support Team via email at au.support@wmcglobal.com or by phone at +61 (0)2 9252 1475, Monday through Friday, from 9:00 A.M. and 5:00 P.M. AEST.

[2] You must complete fields outlined in blue.

Exhibit 2: Create an Account Page



6. Check the “I Agree to the Terms and Conditions and the Privacy Policy” box at the bottom of the page, after you’ve read them.
7. Click the **Submit** button.

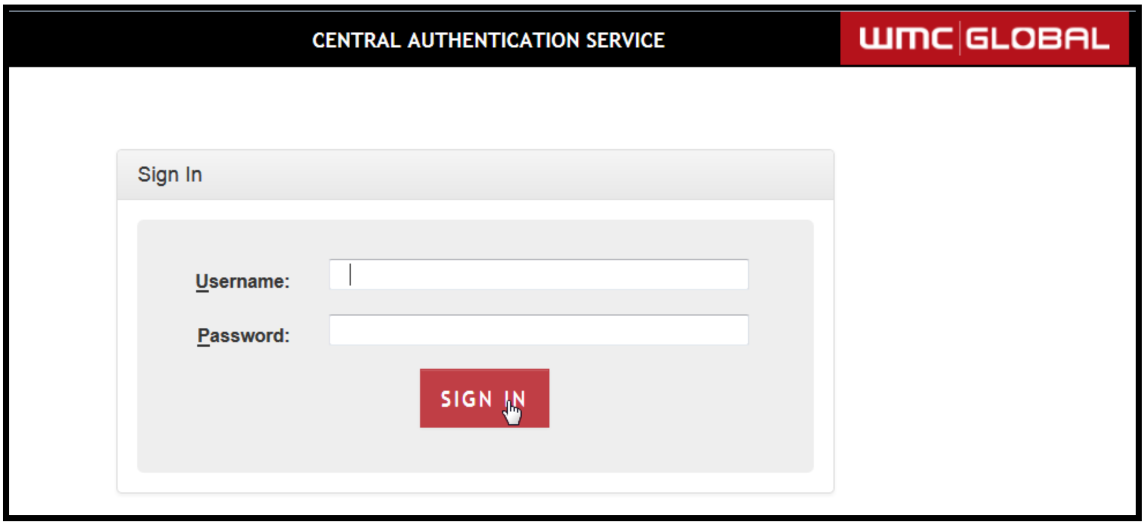
After you’ve submitted your registrant information, you receive an email message. Click the link in the email message to confirm your email address. You also receive an email message when your account is activated.

Signing In

To sign into Market Monitor after you've received your account details, complete the following steps.

1. Open a browser window.
2. Enter auportal.wmcglobal.com/ims in the address bar or the search field.
3. Click MY ACCOUNT in the top right corner of the homepage.
4. Click the **Sign In** button (see Exhibit 1) on the dropdown menu, which sends you to the Sign In page displayed in Exhibit 3.

Exhibit 3: Sign In Page



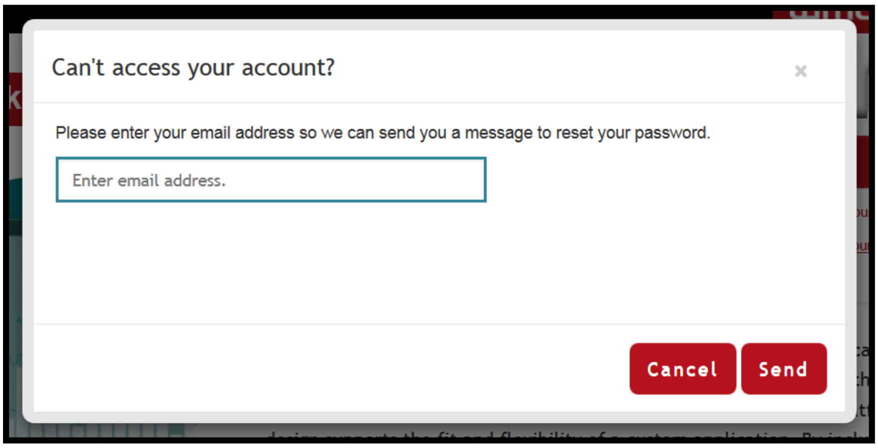
5. Enter your username (i.e., your email address) and password.
6. Click the **Sign In** button.

Updating Your Password

Should you forget your password or decide to change it, you must update your password by performing the following steps.

1. Click MY ACCOUNT.
2. Select the **Can't access your account?** link.
3. Enter your email address in the "Can't access your account?" window, as shown in Exhibit 4.

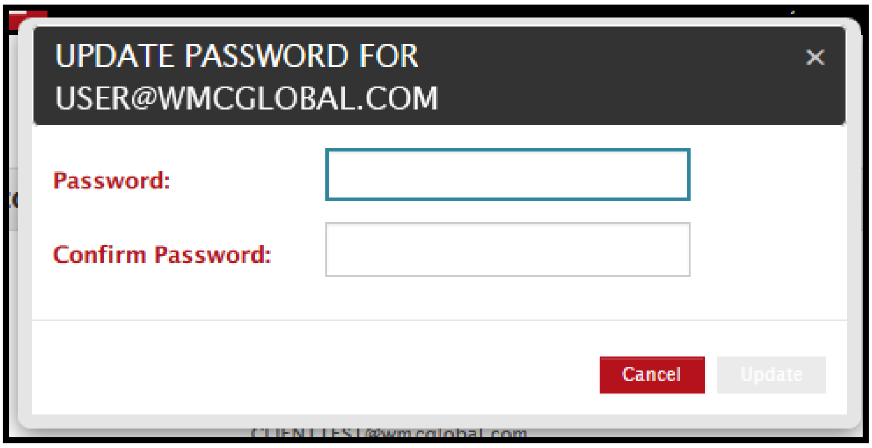
Exhibit 4: Can't Access Your Account Window



4. Click the **Send** button.

You receive an automated email message with a link to reset your password. Click the link, and you're redirected to the Update Your Password window, as shown in Exhibit 5.

Exhibit 5: Update Your Password Window



To update your password, perform the following steps.

1. Enter your new password[3] in the Password field.
2. Re-enter your new password[4] in the Confirm Password field.
3. Click the **Update** button.

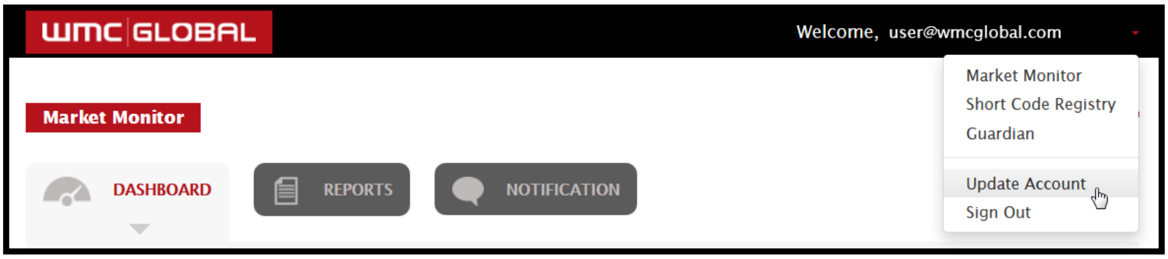
After your password has been updated, you see an onscreen message indicating that you've reset it successfully. Click MY ACCOUNT, and sign in with your new password.

Updating Your Account

To update your account, complete the following steps.

1. Sign into Market Monitor at auportal.wmcglobal.com/ims.
2. Click the red arrow to the right of your email address, loading the dropdown menu.
3. Select Update Account, as shown in Exhibit 6.

Exhibit 6: Update Your Account Option

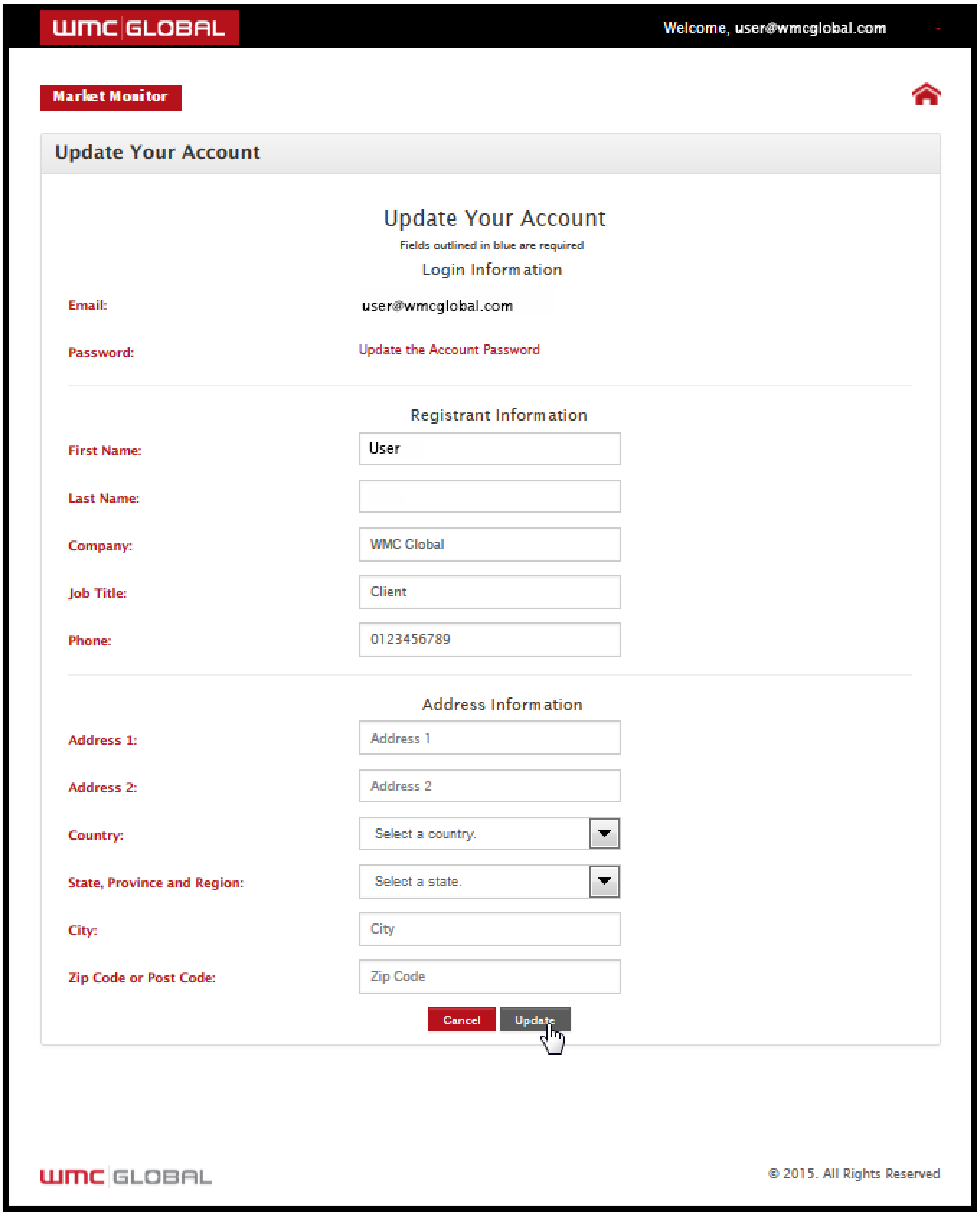


[3] Your password must contain one lowercase letter, one uppercase letter, and one non-alphanumeric character (i.e., a number or a symbol).

[4] Your passwords must match. Otherwise, the **Update** button remains inactive, and you're unable to update your password.

4. Update the fields[5] as necessary on the Update Your Account page, as shown in Exhibit 7.

Exhibit 7: Update Your Account Page



5. Click the **Update** button to save your changes.

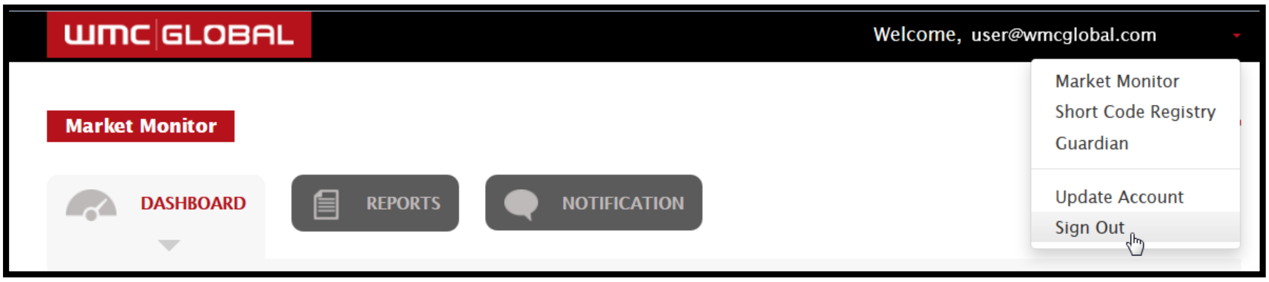
[5] Remember, fields outlined in blue are required.

Signing Out

To sign out of your account, take the following steps.

1. Click the red arrow to the right of your email address, loading the dropdown menu.
2. Click Sign Out, as shown in Exhibit 8.

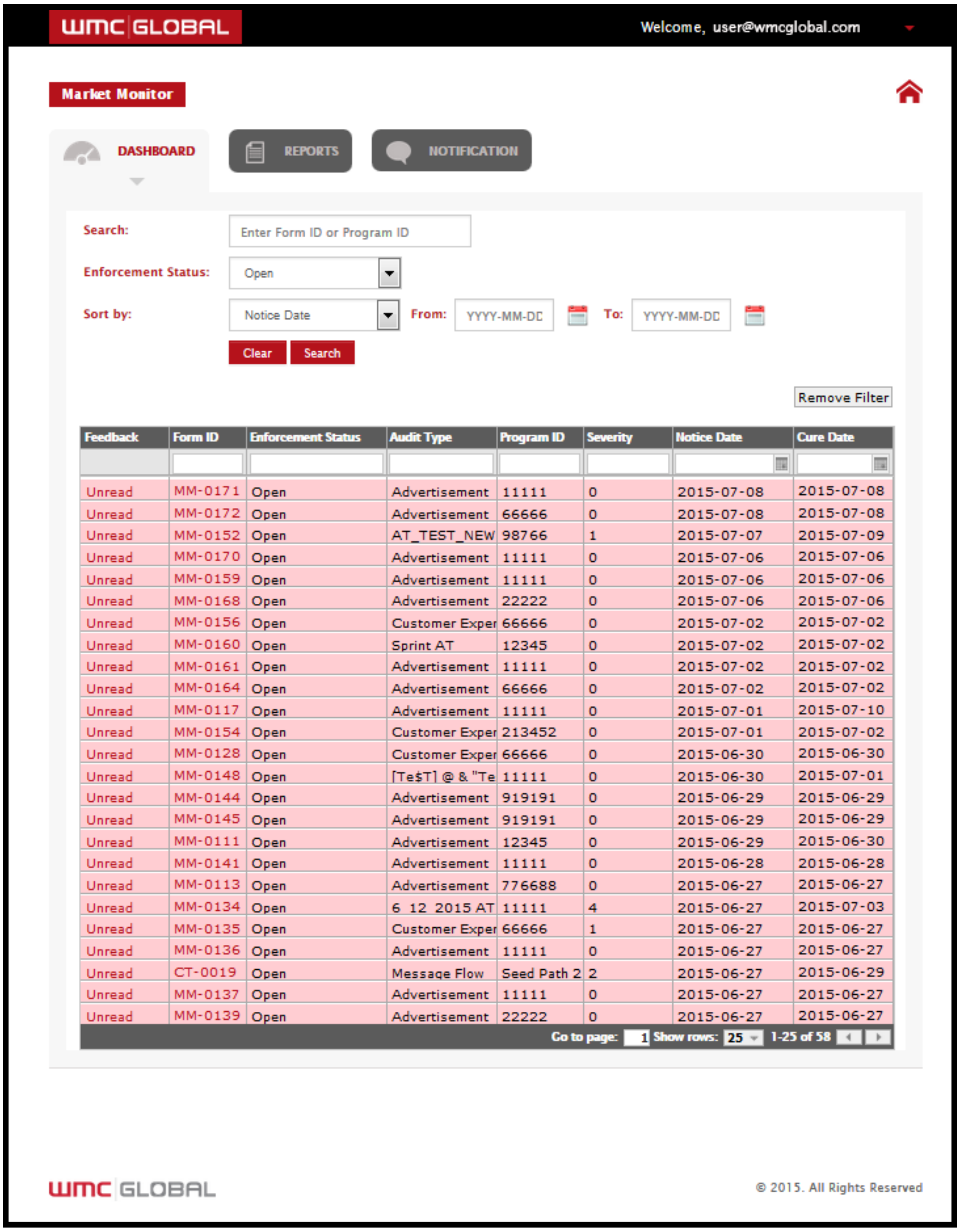
Exhibit 8: Sign-Out Method



2. Dashboard Tab

When you sign in, the Dashboard loads, displaying a quick overview of your audit results. Exhibit 9 displays the dashboard.

Exhibit 9: Dashboard



Here, you can review the entire list, using the page navigation at the bottom, or you can use the search features to locate specific audit notices or groups of audit notices. In addition, you can customise the number of rows (in increments of 25) that display in the table at a given time. A Form ID in red typeface with “Unread” in the Feedback column indicates you’ve no comments on the audit notice or you’ve unread comments on the audit notice. Form IDs are classified as “Unread” until a user enters a comment. More about the table appears later in this section.

Using Search and Filter Features

On the top half of the Dashboard, shown in Exhibit 9, you’ve several options to search for audit notices.

Search by Form ID or by Program ID

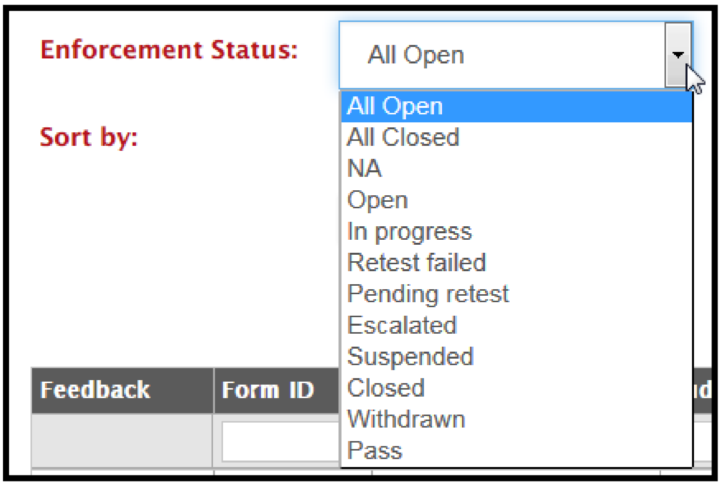
Currently, the Search field is limited to searching the Form ID and the Program ID. To perform a search, complete the following steps.

1. Enter a Form ID or a Program ID in the Search field.
2. Click the **Search** button.
3. Click the **Clear** button to clear your search.

Search by Enforcement Status

You can also search the audit results by choosing an enforcement status from the dropdown menu, as shown in Exhibit 10.

Exhibit 10: Search by Enforcement Status



To return to the results that displayed on sign-in, you must refresh the page.

Exhibit 11 defines each enforcement status.

Exhibit 11: Enforcement Status Definitions

Status	Definition
All Open	All open audits, including those that have been escalated, load
All Closed	All closed audits load
NA	Enforcement status is inapplicable to the audit
Open	Audit remains unresolved
In Progress	Correction or corrections to the noncompliant ad, messaging, or both are underway
Retest Failed	Proposed correction or corrections to the noncompliant ad, messaging, or both are insufficient to resolve the audit
Pending Retest	Audit has been identified for retest but the retest has yet to be performed
Escalated	Audit has been escalated for carrier review
Suspended	Carrier has suspended the program or the short code
Closed	Audit has been resolved
Withdrawn	Audit no longer applies or was issued in error
Passed	Audit passed

Search by Notice Date or by Cure Date

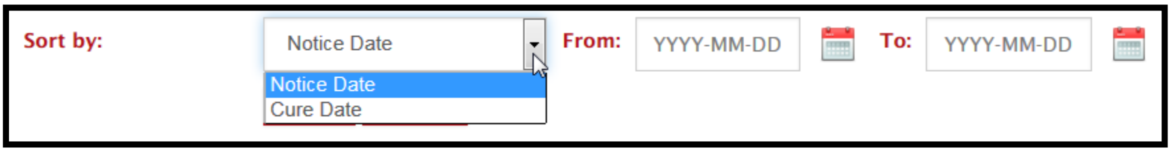
In addition, you can sort the audits by Notice Date or by Cure Date[6] by entering a date range in the relevant fields.

To sort by Notice Date or by Cure Date, complete the following steps.

1. Choose the date type from the (Sort by) dropdown menu.
2. Enter beginning and ending dates in the From and To fields.
3. Click the **Search** button to search for audits with your selected date range, as shown in Exhibit 12.

[6] The Notice Date is the date on which the audit was issued, and the Cure Date is the date by which the audit must be resolved.

Exhibit 12: Search by Notice Date or by Cure Date



To return to the results that displayed on sign-in, you must refresh the page.

Understanding the Results Table

On the bottom half of the Dashboard, below the search features, a list of your audit notices is displayed in table format, as shown in Exhibit 13.

Exhibit 13: Results Table

Remove Filter

Feedback	Form ID	Enforcement Status	Audit Type	Program ID	Severity	Notice Date	Cure Date
Unread	MM-0111	Open	Advertisement	12345	0	2015-06-29	2015-06-30
Unread	MM-0104	Open	Advertisement	98766	0	2015-06-19	2015-06-26
Unread	MM-0134	Open	6_12_2015 AT	11111	4	2015-06-27	2015-07-03
Unread	MM-0140	Open	Advertisement	11111	0	2015-06-27	2015-06-27
Unread	MM-0135	Open	Customer Experience	66666	1	2015-06-27	2015-06-27
Unread	MM-0119	Open	Advertisement	75555	0	2015-06-23	2015-06-23
Unread	MM-0141	Open	Advertisement	11111	0	2015-06-28	2015-06-28
Unread	MM-0112	Open	Customer Experience	66666	0	2015-06-22	2015-06-22
Unread	MM-0136	Open	Advertisement	11111	0	2015-06-27	2015-06-27
Unread	MM-0121	Open	6_12_2015 AT	75555	0	2015-06-23	2015-06-23

Go to page: 1 Show rows: 25 1-10 of 43

Red-shaded rows indicate that no comments appear on the audit notice or that you've yet to review the most recent comment on the audit notice. An audit notice retains its "Unread" status until someone enters a comment. Exhibit 14 describes each column in the results table.

Exhibit 14: Results Table Column Descriptions

Column	Description
Feedback[7]	Status of comments associated with the audit notice
Form ID	Unique number associated with the audit notice
Enforcement Status[8]	Current status of the audit
Audit Type	Category of the audit subject (e.g., Advertising, Message Flow, Helpline)
Program ID	Programme name or short code associated with the audit
Severity	Number assigned to the audit reflecting the gravity of the most serious infringement cited on the audit.
Notice Date	Date on which the audit was issued
Cure Date	Date by which the audit must be resolved

Filter the Results Table

In addition to using the search fields, you can filter your results by simply entering your search term in the blank field above each column. After applying one filter, you can apply another. You can sort the results in each column, too.

Remove Filters from the Results Table

To remove the filters you applied to the results table, click the **Remove Filter** button (see Exhibits 9 and 13). The list of audit notices displayed on sign-in appears.

[7] "Unread" is the default status in the Feedback column, indicating either no comments appear or unread comments appear in the highlighted audit notice or audit notices. An audit notice retains its Unread status until someone leaves a comment. The "Read" status indicates that you've read the comments associated with an audit notice.

[8] Exhibit 11 on page 11 defines the individual enforcement statuses.

Viewing Audit Notices

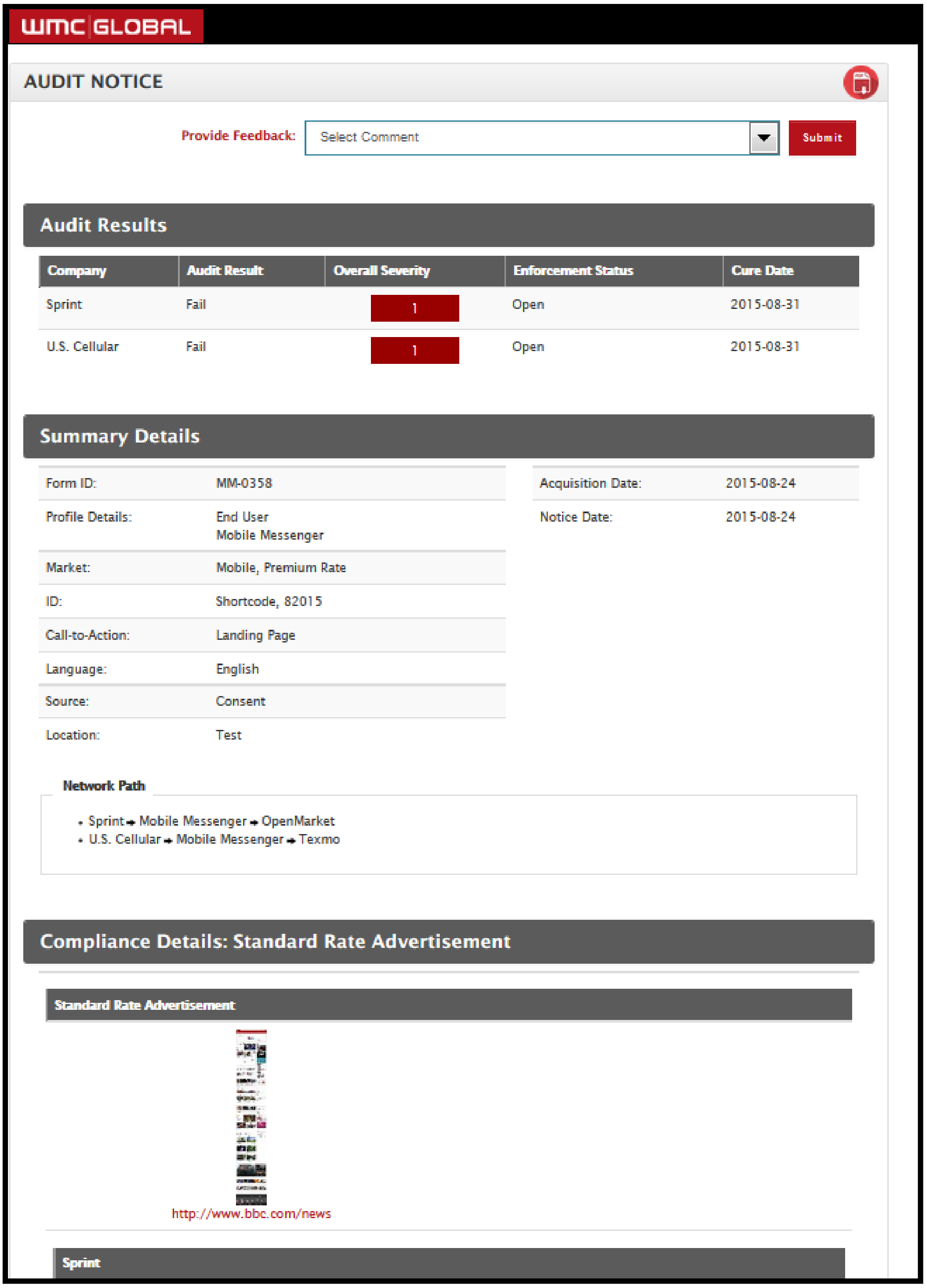
Now that you've filtered your results, you might want to view individual audit notices. To do so, click the red linked Form ID of the audit notice you wish to view. Exhibit 15 displays an example link.

Exhibit 15: Form ID Link

Feedback	Form ID	Enforcement Status	Audit Type	Program ID	Severity	Notice Date	Cure Date
Unread	MM-0111	Open	Advertisement	12345	0	2015-06-29	2015-06-30
Unread	MM-0132	Open	Advertisement	11111	0	2015-06-26	2015-06-26
Unread	MM-0104	Open	Advertisement	98766	0	2015-06-19	2015-06-26

When you click the Form ID, the audit notice loads in a separate browser tab. Exhibit 16 displays an example of an audit notice.

Exhibit 16: Audit Notice Example



WMC GLOBAL

AUDIT NOTICE

Provide Feedback: Select Comment Submit

Audit Results

Company	Audit Result	Overall Severity	Enforcement Status	Cure Date
Sprint	Fail	1	Open	2015-08-31
U.S. Cellular	Fail	1	Open	2015-08-31

Summary Details

Form ID:	MM-0358
Profile Details:	End User Mobile Messenger
Market:	Mobile, Premium Rate
ID:	Shortcode, 82015
Call-to-Action:	Landing Page
Language:	English
Source:	Consent
Location:	Test

Acquisition Date:	2015-08-24
Notice Date:	2015-08-24

Network Path

- Sprint → Mobile Messenger → OpenMarket
- U.S. Cellular → Mobile Messenger → Texmo

Compliance Details: Standard Rate Advertisement

Standard Rate Advertisement

http://www.bbc.com/news

Sprint

Here, you can review the audit notice, and you can enter a comment on the audit notice itself. In addition, WMC Global administrators now have the option to add an applicable keyword to a keyword field during the audit process.

When included, the keyword will appear between the Location field and the network path, as shown in Exhibit 17.

Exhibit 17. Audit Notice with Keyword Field

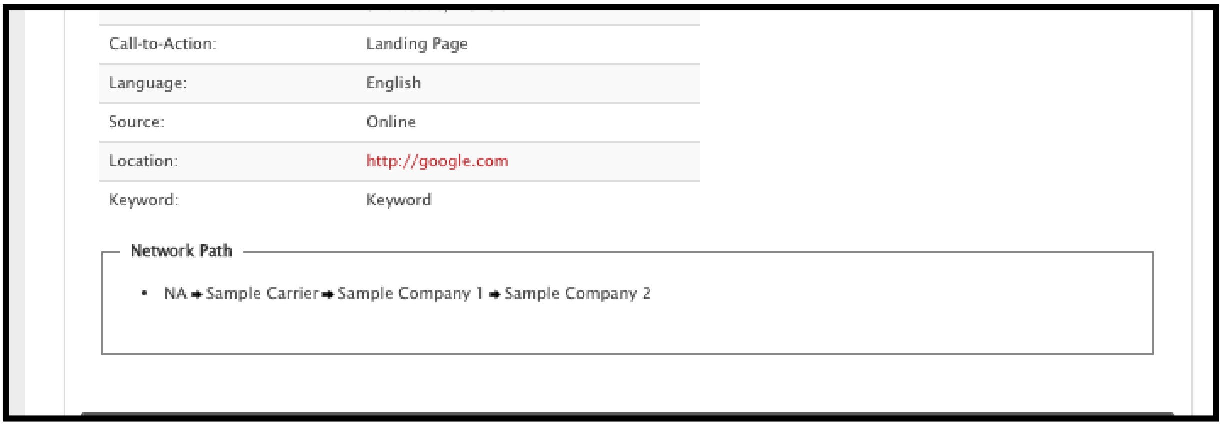


Exhibit 18 describes briefly the general contents of an audit notice.

Exhibit 18: Audit Notice Field Descriptions

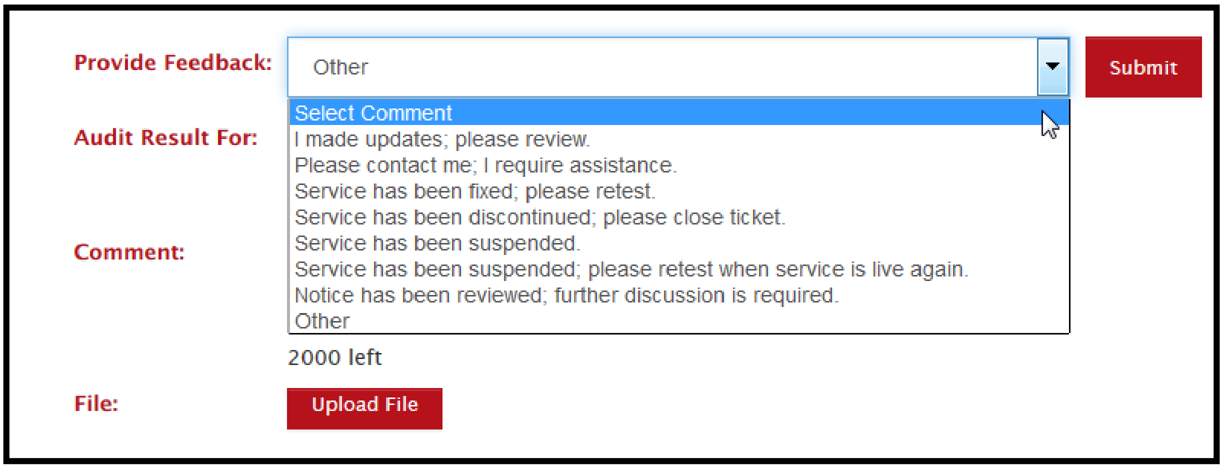
Audit Notice Field	Description
Audit Results Section	
Company	Client or clients associated with the audit
Audit Result	Result of audit
Overall Severity	Number assigned to the audit reflecting the gravity of the most serious infringement cited on the audit
Enforcement Status	Current status of the audit
Cure Date	Date by which the audit must be resolved
Summary Details Section	
Form ID	Unique number associated with the audit notice
Profile Details	Username and companies associated with the audit
Market	Market where the ad, the service message or messages, or both were intercepted
ID	Short code or mobile programme name associated with the audit
Call-to-Action	Location of call-to-action
Language	Language (e.g., English, Spanish) employed in the ad or in the service message or messages
Source	Medium (e.g., online, print) where the ad or service message was intercepted originally
Location	URL or name of the medium (e.g., magazine) where the ad or service message was acquired

Audit Notice Field	Description
Acquisition Date	Date on which the ad or service message was intercepted
Notice Date	Date on which the audit was issued
Network Path	Hierarchy of companies associated with the audit
Compliance Details Section	
Audit Type[9]	Category of the audit subject (e.g., Standard Rate Advertising, Standard Rate Customer Experience, Standard Rate Message Flow)
Audit Standard	Infringement of the rules specific to the carrier
Severity	Number assigned to the infringement reflecting its gravity
Action Required	Step or steps required to bring the ad, the service message or messages, or both into compliance
History Log Section	
Date	Date on which the comment was entered
Username	Name of the person who entered the comment
Notes	Observations, remarks, or queries regarding the audit notice

Entering a Comment

Options to enter a comment appear at both the top and the bottom of each audit notice. You can choose from a list of predefined comments, as shown in Exhibit 19.

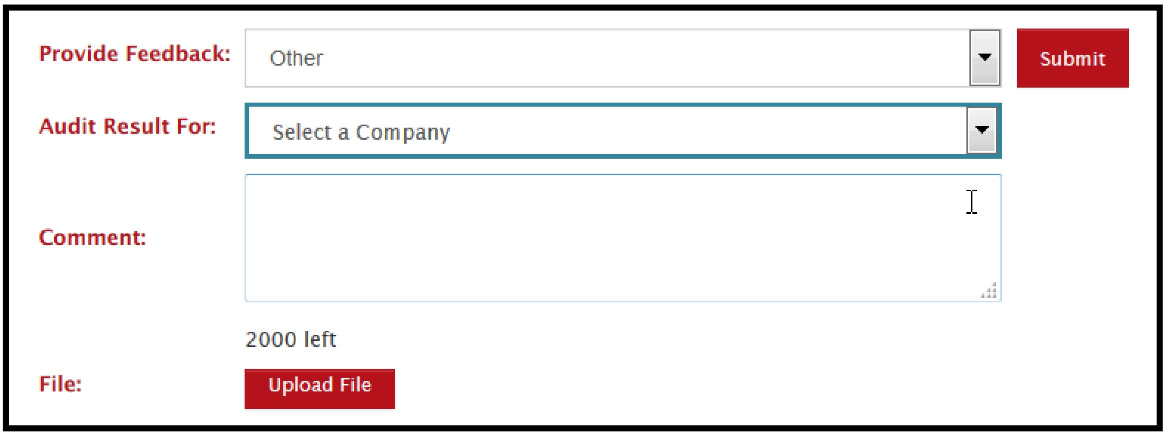
Exhibit 19: Predefined Comments List



[9] The audit type follows the colon in the Compliance Details section header of the audit notice. For example, an audit for a standard rate advertisement would be displayed as "Compliance Details: Standard Rate Advertisement."

Alternatively, you can choose "Other" from the predefined comments list, and a comment box appears, as shown in Exhibit 20, where you can enter your own comments (up to 2,000 characters).

Exhibit 20: Comment Box Detail

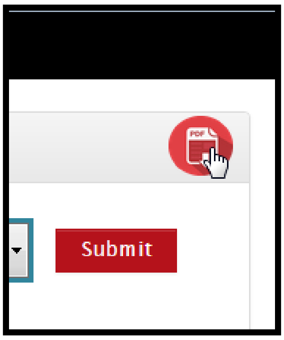


After making a selection from the dropdown menu, a new field (Audit Result For) appears where you can choose for which client[10] you'd like to enter comments. If you've comments for multiple companies, you must enter them separately for each company. Note that selecting a company will make comments visible to all companies in the client's network path. Additionally, you can upload a file or files when you choose *any* comment from the list. File types supported include PDF, DOCX, PNG, and JPEG. Currently, video files are unsupported.

Downloading an Audit Notice

You have the option to download an audit notice as a PDF to view, print, or save by clicking the red PDF button in the top right corner of the audit notice, as shown in Exhibit 21.

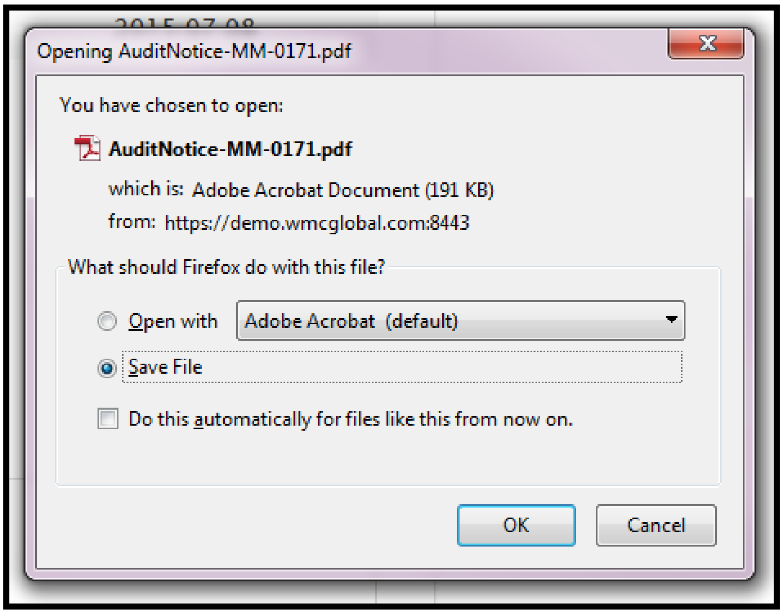
Exhibit 21: Download Audit Notice PDF Detail



[10] Only the company or companies with which you are associated will appear. The list includes the companies sponsoring the audit.

After clicking the button, a PDF window loads, as shown in Exhibit 22.

Exhibit 22: PDF Window

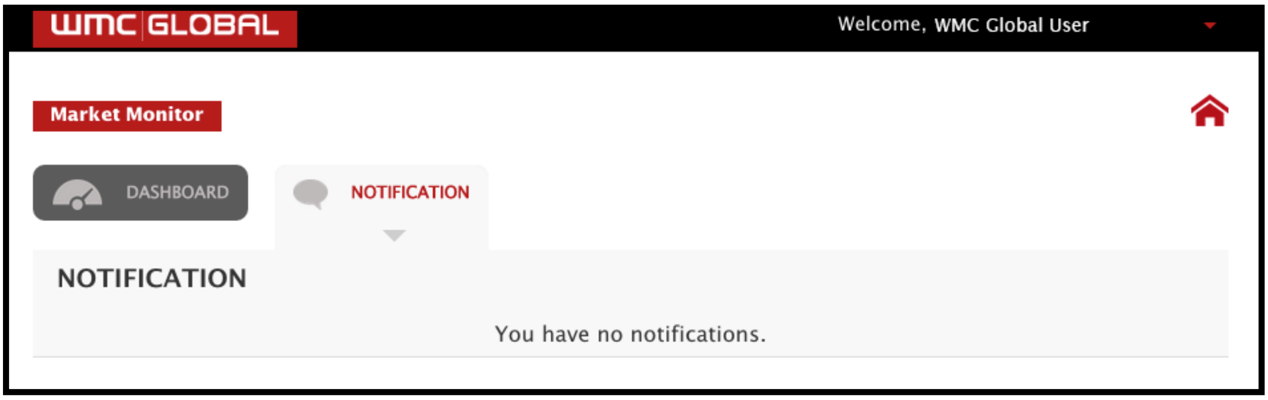


You can open the file to view and print it, or you can save it for your records.

3. Notification Tab

The Notification tab displays notifications, or broadcast messages, from the Market Monitor administrator. As shown in Exhibit 23, “You have no notifications.” appears when no notifications are present.

Exhibit 23: Notification Tab



4. Automated Email Messages

To ensure you always have access to the most up-to-date information, Market Monitor sends email messages automatically for actions associated with your account, including 1) account activation, 2) audit notification, 3) password update, 4) enforcement status change, and 5) feedback status change.

Should you receive an automated email message, remember to avoid replying to the email. Contact us at au.support@wmcglobal.com instead.

5. Support

The WMC Global Support Team is only a phone call or email message away. Should you have questions or require assistance, contact them via email at au.support@wmcglobal.com any time or at +61 (0)2 9252 1475, Monday through Friday, from 9:00 A.M. and 5:00 P.M. AEST. For questions regarding a specific audit, log into Market Monitor and leave comments on the audit notice itself. You receive an email message when a support team member replies.