

# MARKET MONITOR LAUNCH

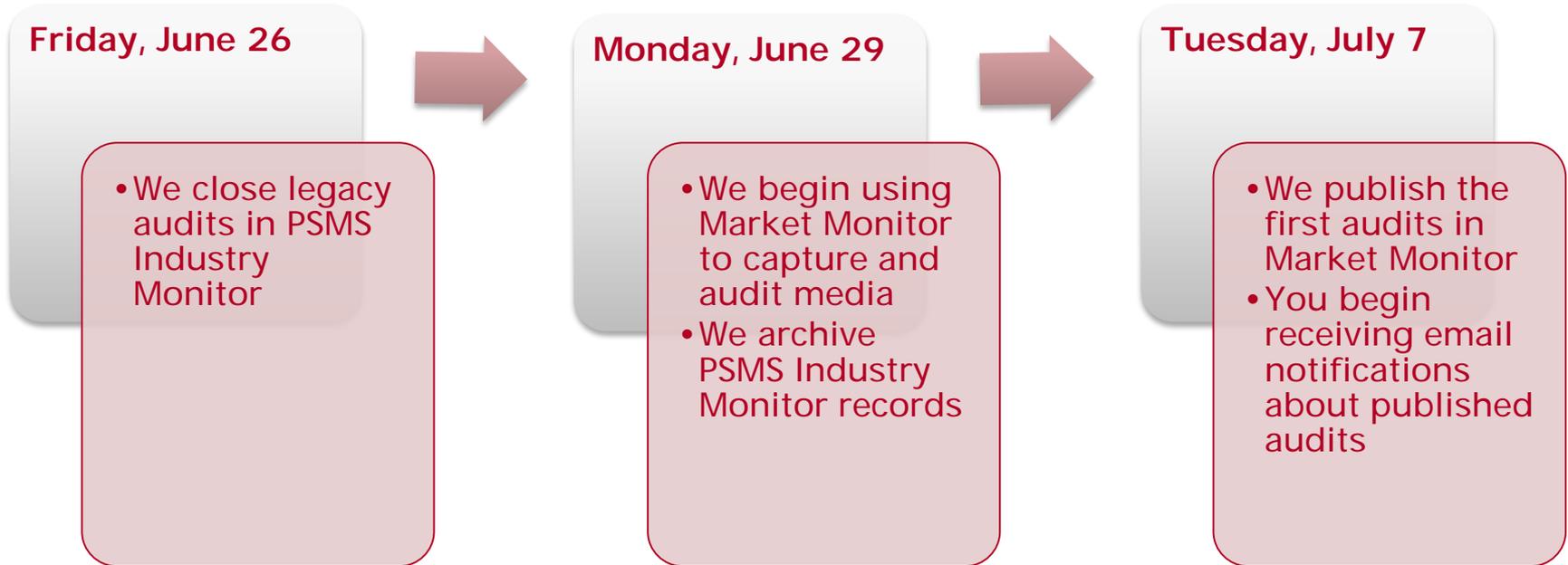
## Quick Tour

June 2015

# BACKGROUND

- After six years, we, at WMC Global, decided to replace our legacy PSMS Industry Monitor with a more robust solution
- Our new compliance management portal, Market Monitor, functions similarly to PSMS Industry Monitor, but it's more adaptable to a changing environment
- We'll use Market Monitor to capture media, perform audits, issue audit notices, and carry out enforcement work

# TIMELINE

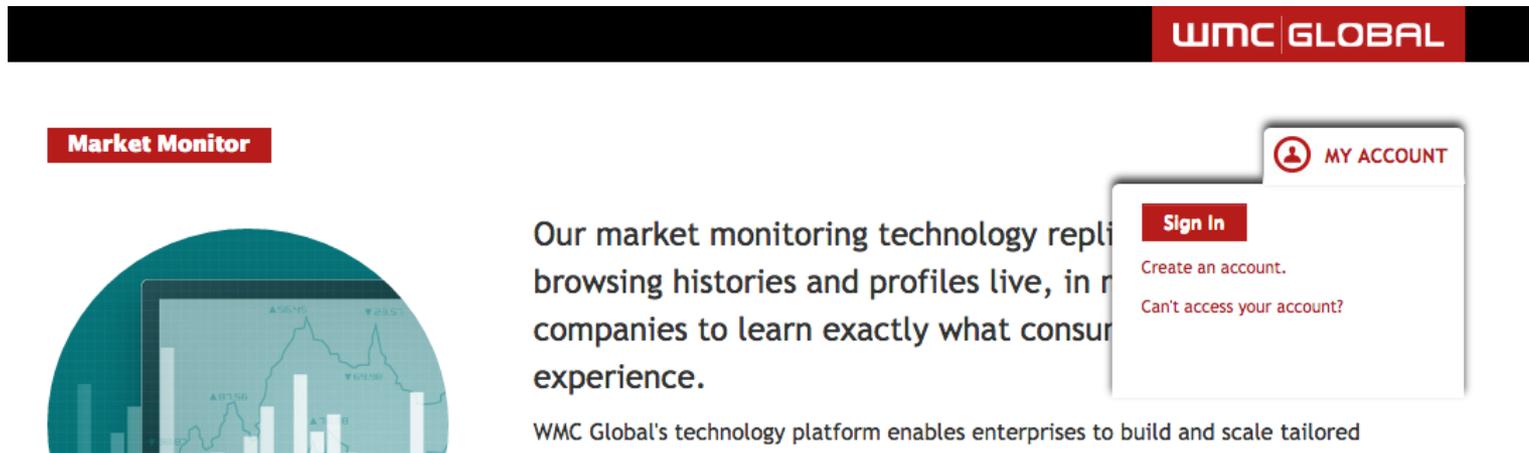


# ACCOUNT SETUP

- Prior to launch, WMC Global will create accounts for existing PSMS Industry Monitor users with updated contact information
- If we create your account, you receive an email from [noreply@wmcglobal.com](mailto:noreply@wmcglobal.com) with instructions describing how to change your password
- New users can create an account at [usportal.wmcglobal.com/ims](https://usportal.wmcglobal.com/ims) or contact us to request account setup
- We encourage you and others at your company to create individual accounts for *all* users accessing the portal

# LOGIN INSTRUCTIONS

1. Open [usportal.wmcglobal.com/ims](https://usportal.wmcglobal.com/ims)
2. Select MY ACCOUNT
3. Click the **Sign In** button
4. Enter your username (email address) and password



The screenshot displays the WMC Global website interface. At the top right, the WMC GLOBAL logo is visible. Below it, the 'Market Monitor' section is highlighted with a red header. The main content area features a teal graphic of a laptop displaying a line and bar chart, with the text: 'Our market monitoring technology repli... browsing histories and profiles live, in m... companies to learn exactly what consum... experience.' To the right, a 'MY ACCOUNT' menu is open, showing a 'Sign In' button and two links: 'Create an account.' and 'Can't access your account?'. Below the main text, a line of text reads: 'WMC Global's technology platform enables enterprises to build and scale tailored'.

# DASHBOARD SEARCH

1. Search for audit notices using the dashboard search options
2. Filter the results table using the dashboard column headers
3. Click the individual audit notice hyperlinks in the "Form ID" column

**WMC GLOBAL** Welcome, projecttest.wmc@gmail.com

**Market Monitor**

**DASHBOARD** **NOTIFICATION**

**Search:** Enter a Form ID or Program ID

**Enforcement Status:** Open

**Sort by:** Notice Date **From:** **To:**

**Clear** **Search** **Remove Filter**

Feedback	Network Path	Form ID	Enforcement Status	Audit Type	Program ID	Severity	Notice Date	Cure Date
Unread	NET00001	CT-0001	Open	Advertisement	23456	1	2015-06-17	2015-06-19

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

# AUDIT NOTICES OVERVIEW

Market Monitor Audit Notices are divided into three sections

Audit Notice Section	Description
Summary Details	Includes Form ID, Program (short code), Enforcement Status, relevant dates, information about where media was captured, and associated companies
Compliance Details	Includes Audit Type, media details thumbnails, and applied audit standards
History Log	Includes comments from users listed by date

# AUDIT NOTICES OVERVIEW *continued*

Sample Company, provide feedback on this form.

Select Comment

Submit

## Summary Details

Form ID:	CT-0001	Overall Severity:	1
Profile Details:	Sample Company Sample Company 1	Acquisition Date:	2015-06-17
Enforcement Status:	Open	Notice Date:	2015-06-17
Market:	Mobile, Standard Rate	Cure Date:	2015-06-19
ID:	Shortcode, 23456		
Call-to-Action:	Landing Page		
Language:	English		
Source:	Online		
Location:	<a href="http://yahoo.com">http://yahoo.com</a>		

### Network Path

- NA-->Sample Client-->Sample Company 1-->Sample Company 2

# AUDIT NOTICES OVERVIEW *continued*

## Compliance Details: Advertisement

### Advertisement



<http://yahoo.com>

Audit Standard	Severity	Action Required
No opt-out information	1	Display STOP command

# AUDIT NOTICES OVERVIEW *continued*

## History Log

Date	Username	Notes
2015-06-17	Admin	Please note that the word STOP must appear on the advertisement.
2015-06-17	Sample Company	I made updates; please review.



# AUTOMATED EMAIL NOTIFICATIONS

- You receive email notifications from Market Monitor when
  - Your account is created;
  - Your password is reset (by you or by WMC Global);
  - Audit notices associated with your company are published; and
  - Statuses associated with your company's audit notices are updated
- Do not reply to automated emails from [noreply@wmcglobal.com](mailto:noreply@wmcglobal.com)

**This message is automated; please do not reply to this email.**

Hello, **Emily Fackrell**.

Today, we delivered 2 audits associated with your network.

FID	ID	Content Provider	Aggregator	Mobile Type	Audit Type	Source	Cure date
<a href="#">CT-0069</a>	19111111	CP 2	AG 2	Premium Rate	Advertising Audit	Online	2015-05-20
<a href="#">CT-0069</a>	19111111	CP 2	AG 2	Premium Rate	Advertising Audit	Online	2015-05-20

Regards,

WMC Global Support Team

Need technical or system support? Contact us at [support@wmcglobal.com](mailto:support@wmcglobal.com).

# WMC GLOBAL SUPPORT TEAM

- Contact the WMC Global Support Team via email using [us.support@wmcglobal.com](mailto:us.support@wmcglobal.com), referencing any relevant audit notice Form IDs
- Call us at 1-855-272-8182, Monday through Friday, from 9:00 A.M. to 5:00 P.M. EST

**THANK YOU.**

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