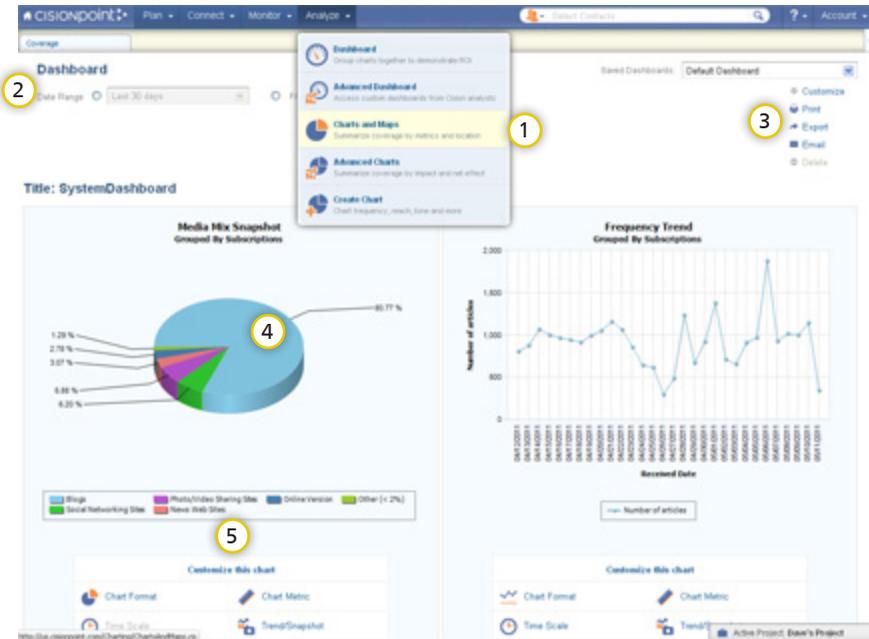


# Overview



You have done the due diligence required for your various PR campaigns you are monitoring for within CisionPoint and now you are ready to communicate the results of your initiative.

CisionPoint's **Dashboard** serves as a flexible evaluation framework to measure communications effectiveness during your campaign process. Use your **Dashboard** to make performance comparisons against objectives, evaluate the significance of your results, and then share and export it in a variety of ways.

- 1 To begin, click on **Analyze** and **Charts and Maps**.
- 2 Instantly refresh your dashboard charts by **Date Range** at any time to see how coverage has changed.
- 3 Use **Customize** to create or customize your dashboards. You can share individual charts or a complete dashboard with whomever you like via **Email**, or **Export** them to be included in presentations or reports.
- 4 Hover over plot points, pie pieces, and individual rows to see the totals that make up each part. Have a spike in coverage and want to see the news items that relate? Simply click on the area within the chart and be taken to your coverage.
- 5 Just because you created a chart one way, does not mean you cannot change it. After all, your coverage is never stagnant why should your charts be. Have a pie chart that you want to change to a trend? Use the **Customize this chart** section to do this and so much more.

# Customizing your Dashboard



Made up of four standard charts, customize your **Dashboard** to enhance your decision making capabilities so you are not bogged down with useless information. To begin, click on **Customize**.

- 1 To customize an already saved **Dashboard**, select its name from the **Saved Dashboard** dropdown and then make changes.
- 2 To save a new **Dashboard**, enter a **Name (required)**.
- 3 Your optional **Title**, **Subtitle**, and **Description** fields further explain your **Dashboard**. By displaying them, these fields can be used to provide greater depth of information about the **Dashboard** contents should you share it.
- 4 Within each chart, use the down arrow to select which charts you would like to display. Your saved CisionPoint charts will be listed in the dropdown.
- 5 It is your choice if you want to Include or exclude a chart altogether. Use Arrows as needed to change a charts position.