Mobile Desoto

Mobile Desoto
Log In

Mobile Desoto (also called deSoto Mobile) is used to determine the availability of Off Page Products and other products specific to certain areas.

Once availablitiy is determined, you can then specify where you want to mail a particular product on a particular date. You will save this scenario and attach it to your insertion order. It is important to note that creating a scenario in Desoto does not reserve those areas for your client. You must have a signed insertion in order for those areas to be reserved.

You can open Mobile Desoto by opening a browser and typing MobileDesoto.cmag.com. (There is also a link available on CMAG.)
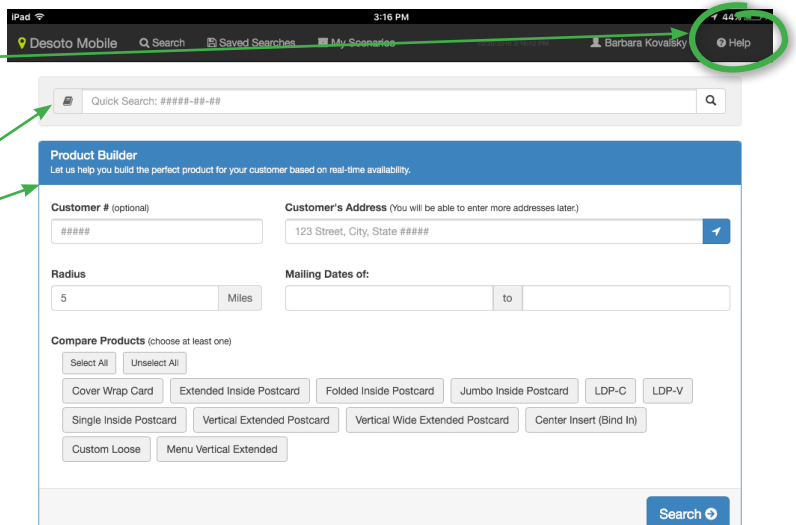
Log in with the same user name (first.last) and your normal CMAG password — the same password that you use for your work email.

There are Desoto help docs and guidebooks available under the HELP button in both Desoto Mobile and Classic Desoto.

There are 2 ways to search:
• Search by area-issue-year (page 2)
• Search by product (page 3)
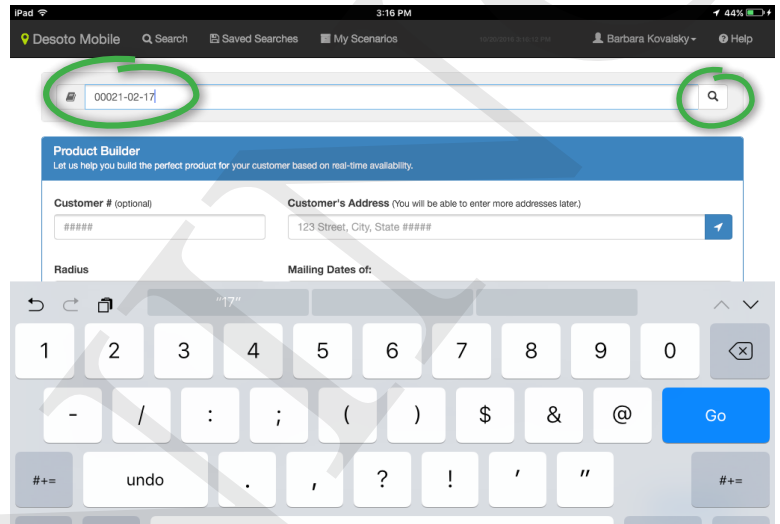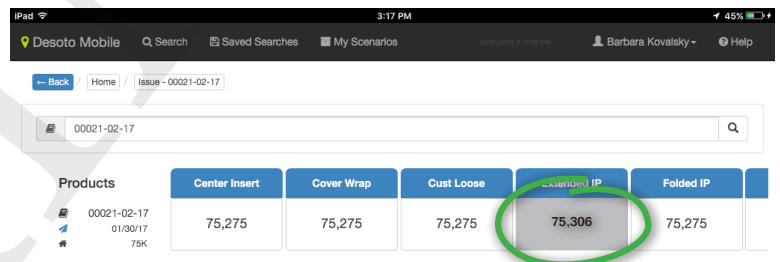
3/23/17

Using the
Quick Search by Issue

1. Type the **area-issue-year.**
   (Make sure that you use hyphens instead of periods.)

   Tap **Go** on the keyboard or tap the **Magnifying Glass** icon.

2. You will see all of the products available for that issue. Tap on the **number available for the desired product.**

   You will also see what has been sold and the scenarios that were made public for this issue. (Tip: Some public scenarios may be rather old and no longer of concern. Scroll to see the more recent scenarios.)

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Search Using the
Product Builder

1. **Specify the criteria** for the following:
   (highlighted in green)

   - **Customer's # or Customer's Address**

   - **Radius appropriate for merchant's need**

   - **Mailing Dates**
     TIP: Use only a few months when first mailing is likely occur.

   - **Products**
     TIP: Select only what is appropriate for merchant's need.

   Tap on the **Search** button.

2. Tap **Yes** if you wish to continue without a customer number.

NOTE:

In the top bar on this page, you can change the radius and/or date range and you can add addresses then hit the refresh icon to get new results.

3. **Select the product** you want for the area.issue.year you want.

   TO SEE THE RESULTING ZIP CODE/CARRIER ROUTE LISTING, GO TO PAGE 5.

3/23/17
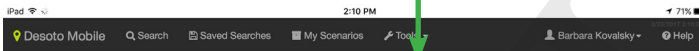
Mobile Desoto

Navigating
ATZ Availability   important tip concerning **ATZs (Advertising Targeting Zones)**

Desoto will display zip code and ATZ listings based on the address and radius you specified.
A larger radius will result in a larger list of available zips and ATZs.
(See below: The larger radius in the sample on the right resulted in a
greater list of available areas, as evident in the map on the bottom right.)
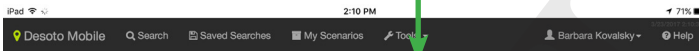
10 MILE RADIUS

20 MILE RADIUS

3/23/17

Navigating the
List View   sample below for products distributed using **CARRIER ROUTES**

Desoto will display the zip code and carrier route listings for your whole book.
Areas that fall within the radius you specified will have a check mark.
You can select/deselect areas as desired.

Qty. — number of homes selected / total number of homes in that book

ALL ZIP CODES for that book

To see all of the carrier routes for that book, select **CARRIER ROUTE.**

iPad 9:56 AM 91%

Desoto Mobile | Q Search | Saved Searches | My Scenarios | Barbara Kovalsky | Help

← Back | Home | Search Result(s) | Creating New Scenario

≡ | Zip | Carrier Route | Apply Filter(s) | Selected

Extended Inside Postcard
00021-02-17 Lancaster-Suburban
Deadline: 12/29/2016
Mail: 1/30/2017
#: 75,306

Qty: 30,004 / 75,306

City	Zipcode	Selected	Available	Total Homes	Income	Home Value
				8,544	$64,871	$196,437
				930	$54,542	$166,942
BAINBRIDGE	17502	0	734	734	$65,767	$187,046
BIRD IN HAND	17505	451	451	451	$59,625	$226,786
BROWNSTOWN	17508	200	200	200	$0	$0
COLUMBIA	17512	1,739	2,333	2,333	$68,013	$191,048
	17517	585	5,472		$67,722	$197,093
EA					$61,295	$233,086
E					$61,072	$195,929
LEOLA	17540	3,692	3,692	3,692	$61,625	$216,389
LITITZ	17543	14,162	16,373	16,373	$74,619	$230,749

Blue check — whole zip code selected
Orange check — part of zip code selected

To see the carrier routes for that city, **TAP ON THE CITY NAME.**

SELECTED ZIP CODES

To view only selected areas, check the **SELECTED** button.

iPad 10:00 AM 90%

Desoto Mobile | Q Search | Saved Searches | My Scenarios | Barbara Kovalsky | Help

← Back | Home | Search Result(s) | Creating New Scenario

≡ | Zip | Carrier Route | Apply Filter(s) | Selected

Extended Inside Postcard
00021-02-17 Lancaster-Suburban
Deadline: 12/29/2016
Mail: 1/30/2017
#: 75,306

Qty: 30,004 / 75,306

City	Zipcode	Selected	Available	Total Homes	Income	Home Value
AKRON	17501	930	930	930	$54,542	$166,942
BIRD IN HAND	17505	451	451	451	$59,625	$226,786
BROWNSTOWN	17508	200	200	200	$0	$0
COLUMBIA	17512	1,739	2,333	2,333	$68,013	$191,048
DENVER	17517	585	5,472	5,472	$67,722	$197,093
EPHRATA	17522	1,152	7,683	7,683	$61,072	$195,929
LEOLA	17540	3,692	3,692	3,692	$61,625	$216,389
LITITZ	17543	14,162	16,373	16,373	$74,619	$230,749
MANHEIM	17545	3,724	8,090	8,090	$67,843	$212,551
MOUNT JOY	17552	3,242	8,370	8,370	$64,950	$184,373
SMOKETOWN	17576	127	127	127	$11,667	$42,500

CARRIER ROUTES for the city selected

iPad 10:19 AM 87%

Desoto Mobile | Q Search | Saved Searches | My Scenarios | Barbara Kovalsky | Help

← Back | Home | Search Result(s) | Creating New Scenario

≡ | Zip | Carrier Route | Apply Filter(s) | Selected

Extended Inside Postcard
00021-02-17 Lancaster-Suburban
Deadline: 12/29/2016
Mail: 1/30/2017
#: 75,306

Qty: 30,004 / 75,306

City	Carrier Route	Zone	Homes Available	Income	Home Value
COLUMBIA	17512R001	A	628	$68,068	$185,390
COLUMBIA	17512R002	A	552	$65,663	$188,542
COLUMBIA	17512R003	A	594	$67,283	$180,592
COLUMBIA	17512R004	A	559	$71,038	$209,667

TO SELECT/DESELECT EVERY ITEM IN THAT LIST

SELECTED CARRIER ROUTES

To view only selected areas, check the **SELECTED** button.

iPad 10:00 AM 90%

Desoto Mobile | Q Search | Saved Searches | My Scenarios | Barbara Kovalsky | Help

← Back | Home | Search Result(s) | Creating New Scenario

≡ | Zip | Carrier Route | Apply Filter(s) | Selected

Extended Inside Postcard
00021-02-17 Lancaster-Suburban
Deadline: 12/29/2016
Mail: 1/30/2017
#: 75,306

Qty: 30,004 / 75,306

City	Carrier Route	Zone	Homes Available	Income	Home Value
AKRON	17501C001	B	469	$56,333	$165,580
AKRON	17501C002	B	461	$52,750	$168,304
BIRD IN HAND	17505R004	B	451	$59,625	$226,786
BROWNSTOWN	17508B004	B	23	$0	$0
BROWNSTOWN	17508B007	B	26	$0	$0
BROWNSTOWN	17508B009	B	26	$0	$0
BROWNSTOWN	17508B010	B	25	$0	$0
BROWNSTOWN	17508B012	B	23	$0	$0
BROWNSTOWN	17508B011	B	16	$0	$0
BROWNSTOWN	17508B013	B	20	$0	$0
BROWNSTOWN	17508B016	B	14	$0	$0
BROWNSTOWN	17508B005	B	27	$0	$0

Tap on the **GLOBE** icon to view a map.

3/23/17

Navigating the
List View   sample below for products distributed using **ATZs**

Desoto will display zip code and ATZ listings based on the address and radius you specified.*
Areas that fall within the radius you specified will have a check mark.
You can select/deselect areas as desired.

Qty. — number of homes selected / total number of homes in that book

ALL ZIP CODES for that book

To see all of the ATZs for that book, select **ATZ.**

LDP-V
00776-21-17 Local Data Postcard Program

Mail: 5/22/2017
#: 145,744

Qty: 51,868 / 145,744

Blue check — whole zip code selected
Orange check — part of zip code selected*

To see the ATZs for that city,
TAP ON THE CITY NAME.

	City	Zipcode	Selected	Available	Total Homes	Income	Home Value	% Seniors	% Children	HoH Age
					41		$185,126	26	24	57
	Campbelltown	17010	0	113	113	$0	$0	0	0	0
☑	Cornwall	17016	303	303	303	$0	$0	0	0	0
☑	Elizabethtown	17022	8,366	11,881	11,881	$63,478	$200,291	24	30	54
☐	Hershe					3	$257,816	24	25	55
☐	Hummels						$252,191	23	34	54
☑	Leban					1	$173,157	28	29	56
☐	Lebanon	17046	0	5,172	5,172	$35,348	$80,359	17	38	50
☐	Middletown	17057	0	4,164	4,164	$49,722	$148,691	23	27	53
☑	Mount Gretna	17064	478	478	478	$0	$0	0	0	0
☐	Palmyra	17078	0	9,518	9,518	$62,103	$200,864	27	30	56

SELECTED ZIP CODES

To view only selected areas, check the **SELECTED** button.

LDP-V
00776-21-17 Local Data Postcard Program

Mail: 5/22/2017
#: 145,744

Qty: 51,868 / 145,744

☑	City	Zipcode	Selected	Available	Total Homes	Income	Home Value	% Seniors	% Children	HoH Age
☑	Cornwall	17016	303	303	303	$0	$0	0	0	0
☑	Elizabethtown	17022	8,366	11,881	11,881	$63,478	$200,291	24	30	54
☑	Lebanon	17042	10,015	15,472	15,472	$60,231	$173,157	28	29	56
☑	Mount Gretna	17064	478	478	478	$0	$0	0	0	0
☑	Quentin	17083	84	84	84	$0	$0	0	0	0
☑	Rexmont	17085	60	60	60	$0	$0	0	0	0
☑	Felton	17322	2,271	2,271	2,271	$62,568	$197,325	25	32	55
☑	Red Lion	17356	9,195	9,195	9,195	$62,661	$178,990	22	34	53
☑	Windsor	17366	2,243	2,243	2,243	$55,404	$152,669	20	38	52
☑	York	17402	7,944	7,944	14,422	$61,934	$183,364	28	28	55
☑	York	17406	5,288	9,832	9,832	$63,039	$165,195	24	30	54

ATZs for the city selected

LDP-V
00776-21-17 Local Data Postcard Program

Mail: 5/22/2017
#: 145,744

Qty: 51,868 / 145,744

☑	City	ATZ	Zone	Homes Available	Income	Home Value	% Seniors	% Children	HoH Age
☐	Elizabethtown	17022B1	ATZ	3,515	$62,677	$191,058	25	28	55
☑	Elizabethtown	17022C1	ATZ	3,772	$64,794	$203,314	21	34	52
☑	Elizabethtown	17022D1	ATZ	4,594	$62,962	$206,500	26	27	55

TO SELECT/DESELECT EVERY ITEM IN THAT LIST

SELECTED ATZs

To view only selected areas, check the **SELECTED** button.

LDP-V
00776-21-17 Local Data Postcard Program

Mail: 5/22/2017
#: 145,744

Qty: 51,868 / 145,744

☑	City	ATZ	Zone	Homes Available	Income	Home Value	% Seniors	% Children	HoH Age
☑	Cornwall	17016	ATZ	303	$0	$0	0	0	0
☑	Elizabethtown	17022C1	ATZ	3,772	$64,794	$203,314	21	34	52
☑	Elizabethtown	17022D1	ATZ	4,594	$62,962	$206,500	26	27	55
☑	Lebanon	17042C1	ATZ	5,335	$67,118	$199,245	31	26	58
☑	Lebanon	17042D1	ATZ	4,680	$70,058	$198,278	31	31	58
☑	Mount Gretna	17064	ATZ	478	$0	$0	0	0	0
☑	Quentin	17083	ATZ	84	$0	$0	0	0	0
☑	Rexmont	17085	ATZ	60	$0	$0	0	0	0
☑	Felton	17322	ATZ	2,271	$62,568	$197,325	25	32	55
☑	Red Lion	17356B1	ATZ	4,020	$73,006	$191,013	23	34	54
☑	Red Lion	17356C1	ATZ	5,175	$52,316	$166,966	22	35	52
☑	Windsor	17366	ATZ	2,243	$55,404	$152,669	20	38	52

*See the next page for further explanation.

Tap on the **GLOBE** icon to view a map.

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Mobile Desoto

Navigating the
Map View

The map view will show a pin of the location(s) specified and the radius around that location(s), along with areas of availability outside of that radius.
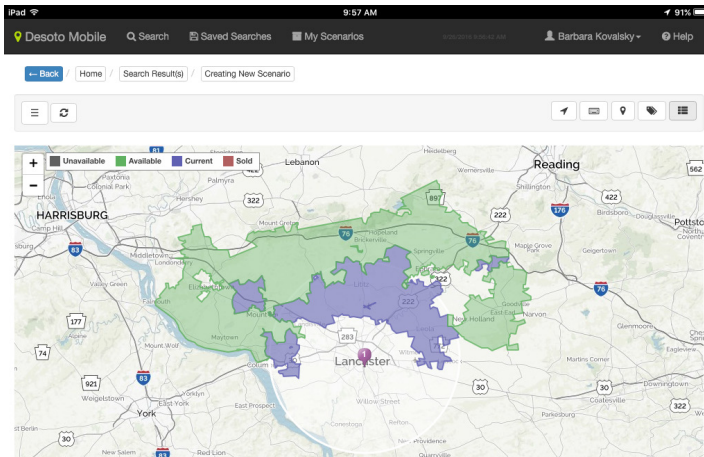
Unavailable — The product you selected is sold out or otherwise unavailable; you may not select these areas for this issue for this product

Available — You may choose to add these areas to your scenario (Use the list view to select areas.)

Current — Areas that are selected for this scenario

Sold — Areas in which the selected product was sold (shown only on scenarios for past issues)

Tap on the **LABEL** icon to see the names of the routes/ATZs

Zoom in/out:

TAP ON + OR - IN THE MAP LEGEND

or

PUT 2 FINGERS ON YOUR IPAD SCREEN AND SLIDE YOUR FINGERS apart to zoom in or together to zoom out.
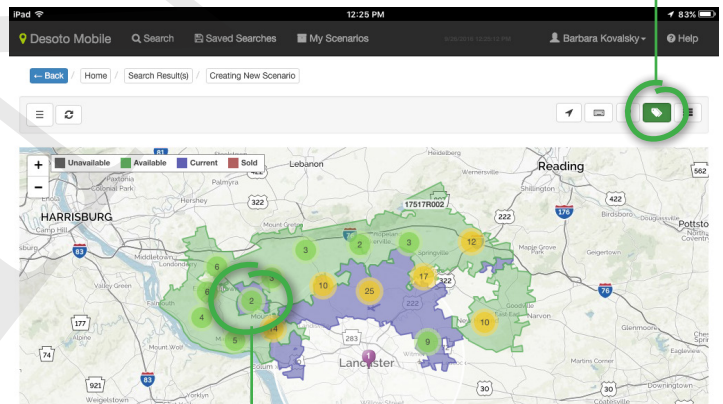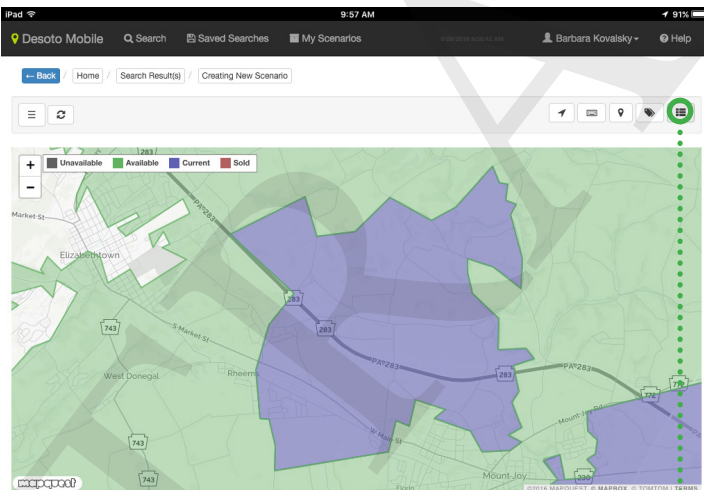
Numbers inside of circles indicate the number of routes/ATZs in that area where the map is too small to show all of the labels.

TAP ON ANY CIRCLE TO ZOOM IN on that area and see the route/ATZ labels.
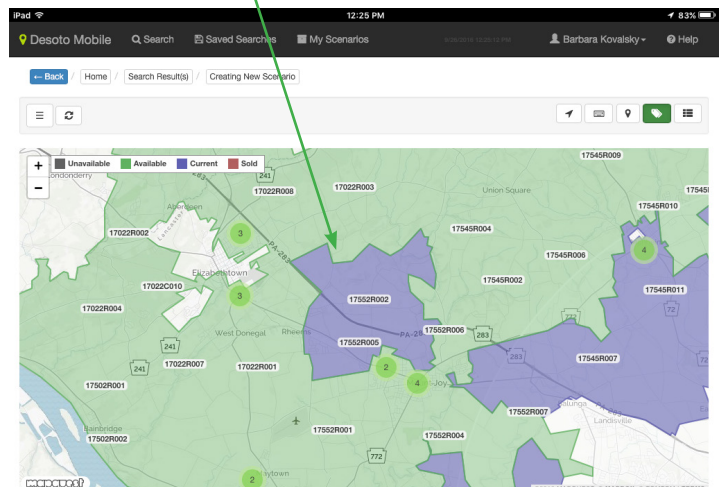
Tap on the **LIST** icon to go back to the list view.

3/23/17

Refining Areas
Using Maps

*Using this map as an example,
the customer doesn't want to mail to the
small area on the east: 17517R001.*
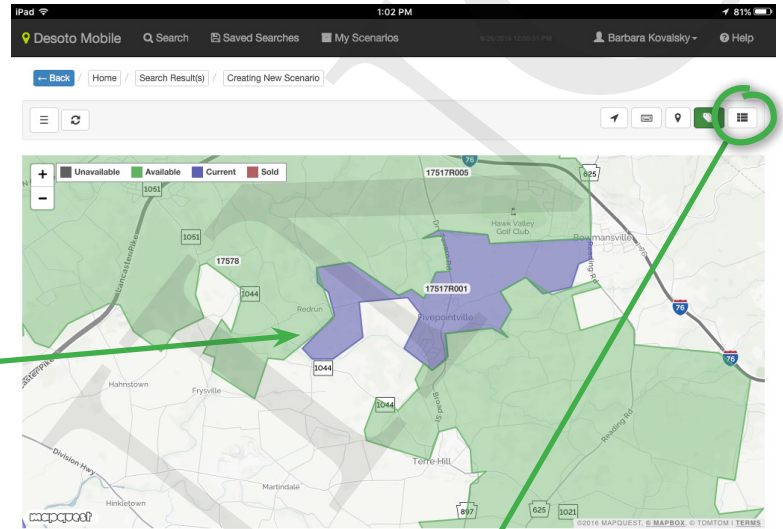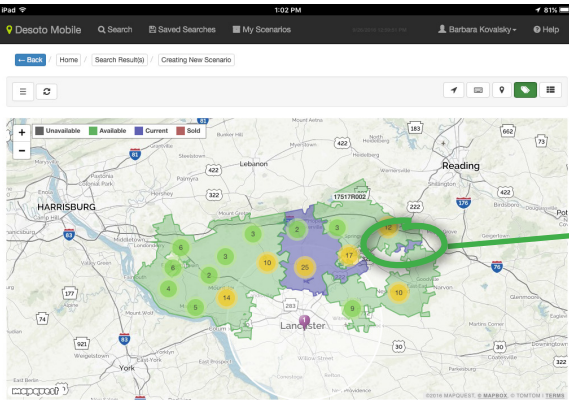
1. With labels showing, **zoom in** to identify the area number, **then go back to the list view.**
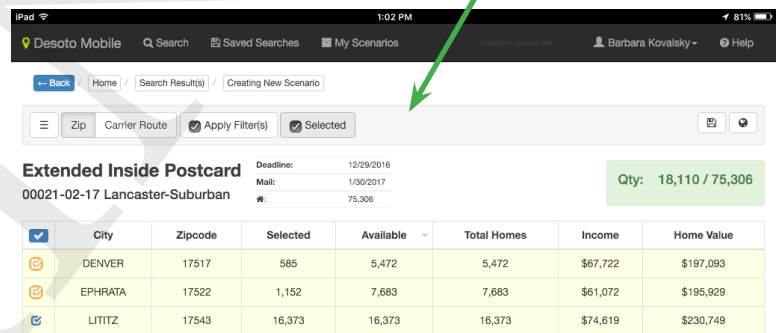
2. **Deselect the undesired route number.**

   You will notice the "Qty." change to reflect that this area is no longer selected.

   Tap on the **GLOBE** icon to view the map and you will see that the area is no longer selected.

3/23/17
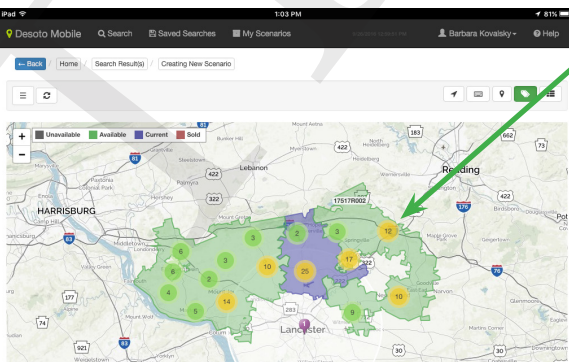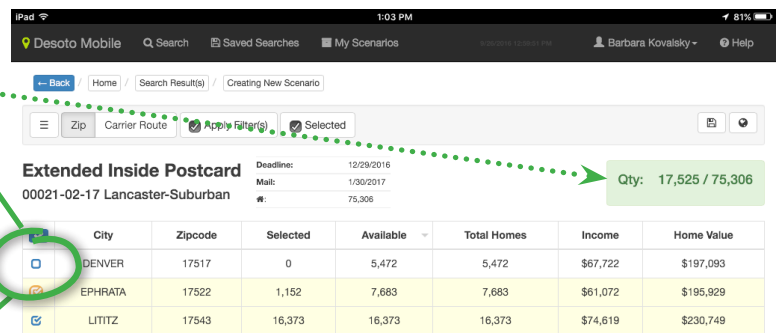
Using
Filters

There may be times when it makes sense to consider demographics to choose the distribution.
In that case, you can select/deselect routes manually or you can apply filters.

Experiment with filters because you will get different results depending on how you use them.

Here are two examples:

1. Select the **Carrier Route** button.
   (Filters only work in the Carrier Route view.)

   If your merchant isn't concerned about a radius and only wants to focus on certain demographics, go to step 2 below.
   OR
   If your merchant wants to focus on certain demographics WITHIN a desired radius, tap on the "Selected" button to display only the routes that are currently selected (shown right), then go to step 2 below.

2. Deselect all of the routes by **tapping once or twice** on the check box above the selected areas.
   (Depending on your list, the first tap will select everything. Tapping again will deselect everything - you should see no check marks in the left column.)

3. **Select the 3 horizontal bars** to open the popup window.

Mobile Desoto

Using
Filters

4. **Tap to expand the Filters window.**
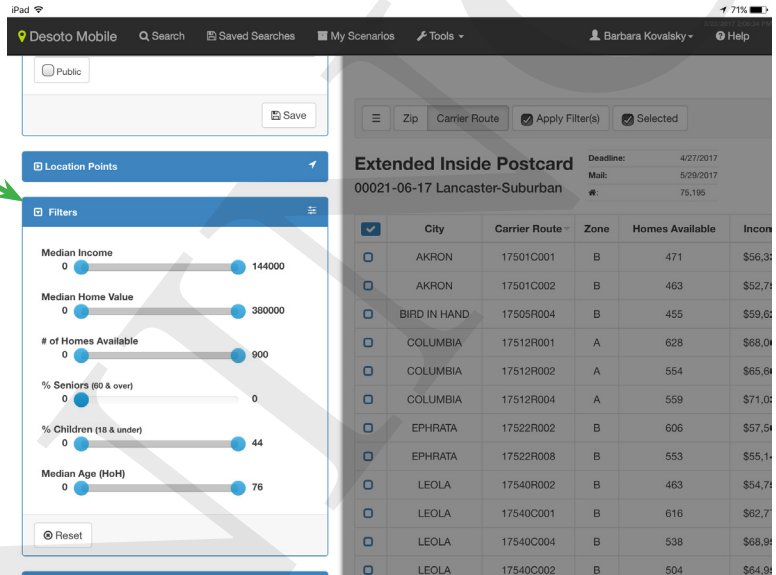
5. **Slide the filters** as desired.

   You will notice the carrier route (or ATZ) list change as you drag the sliders.
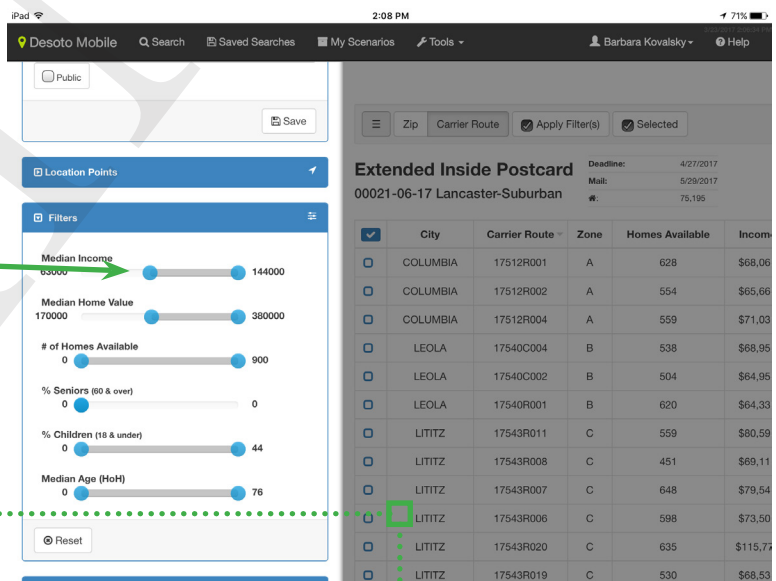
6. **Tap on anywhere outside of the popup window** when you are done to return to the list view.

3/23/17
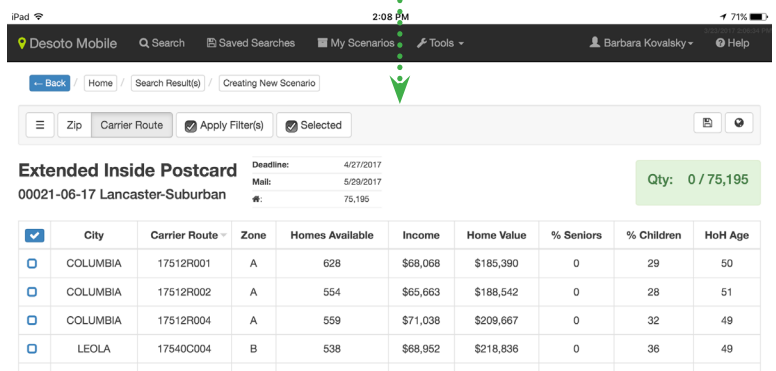
Using
Filters

7. **Tap on the blue check to select all** of the areas selected by the filter criteria you set.

Notice the new quantity based on what you have now selected.

To further refine your search, you may manually select or deselect carrier routes (or ATZs).
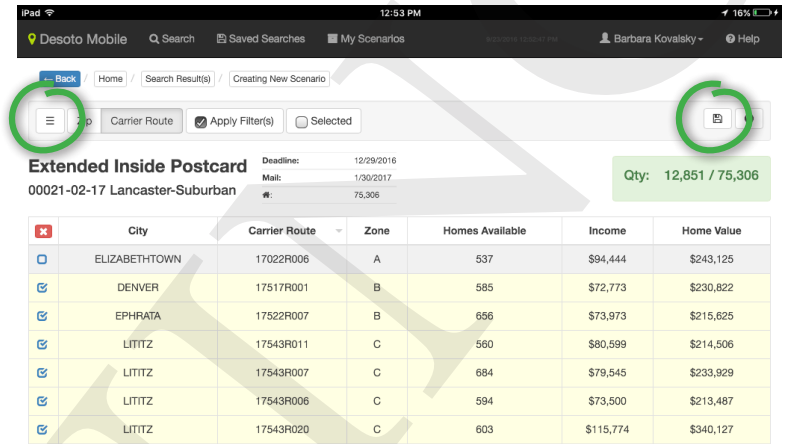
To see a map view of what is now selected, tap on the **GLOBE** icon.

3/23/17
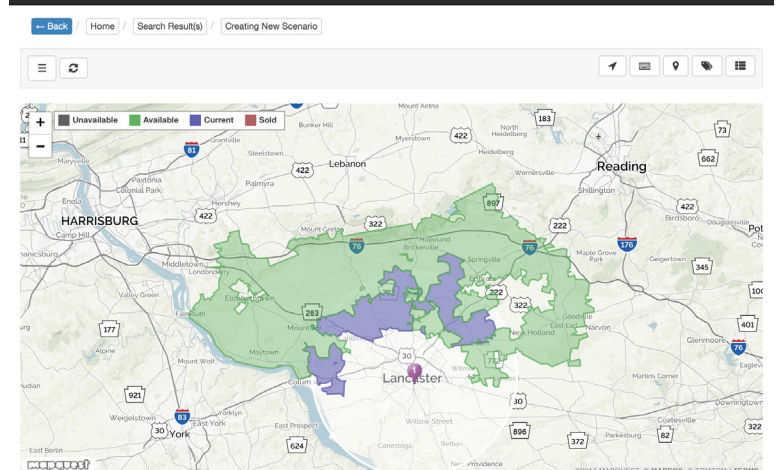
## *Saving*
Scenarios

1. Tap on the icon to open the **popup window or on the Save icon.** (Looks like a floppy disk.)


2. **Name your scenario with the name of the business,** followed by the distribution and your company identity. (The distribution and your ID may have already auto filled.)

   If you want to make this public so that your manager, mailing coordinator and/or other reps can see it, select "Public." Otherwise, you are the only one who will be able to view this scenario.
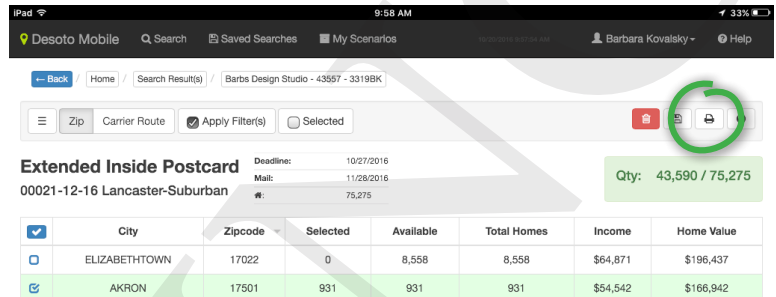
   Tap Save.
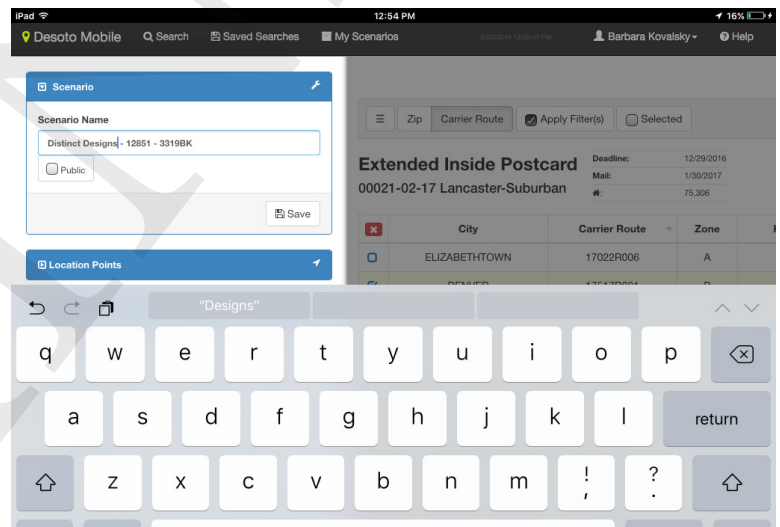
Scenario name will appear here and the scenario will be listed in "My Scenarios" for future reference.

3/23/17
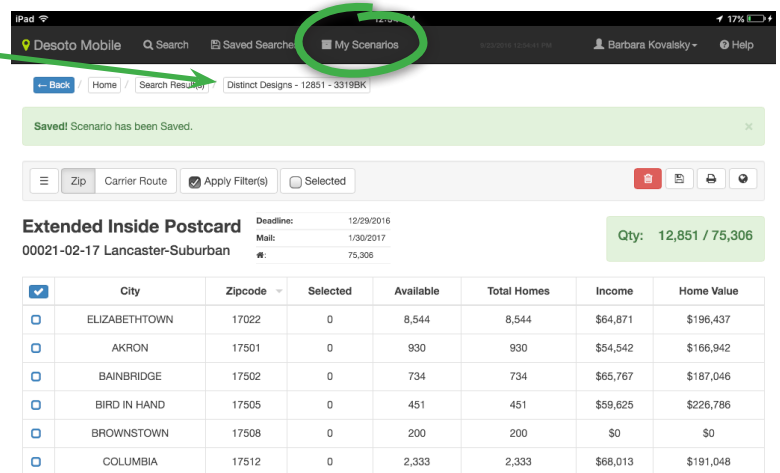
Printing/Emailing
Scenarios

1. Tap on the **Printer icon.**
   (Only available in the list view.)

2. **Select the desired options.**
   Note: *Route Labels do not print well from an iPad. If you want to try, make sure you are on Wi-fi and have a strong signal. It could still take several minutes. (Another option is to take a screen shot of the map with the desired labels and print or email that.)*
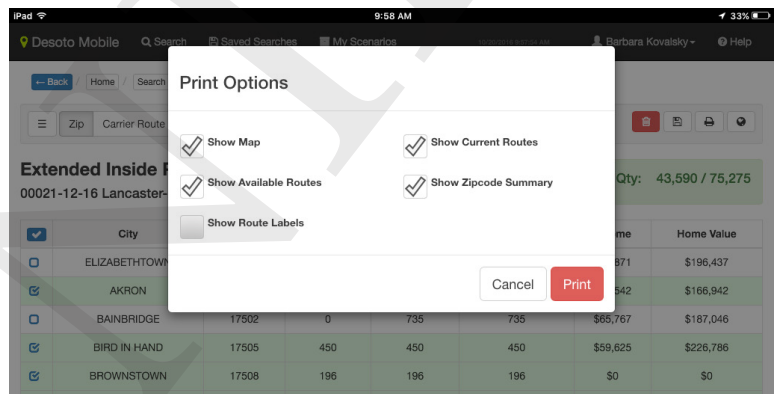
   Tap Print.

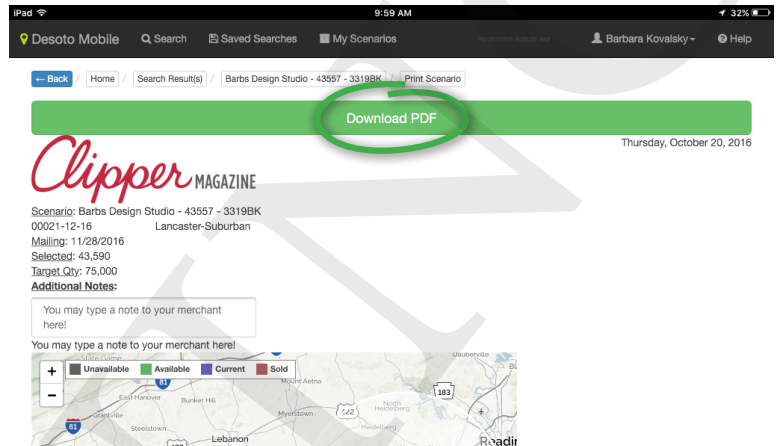3. You may type notes for your merchant if desired.
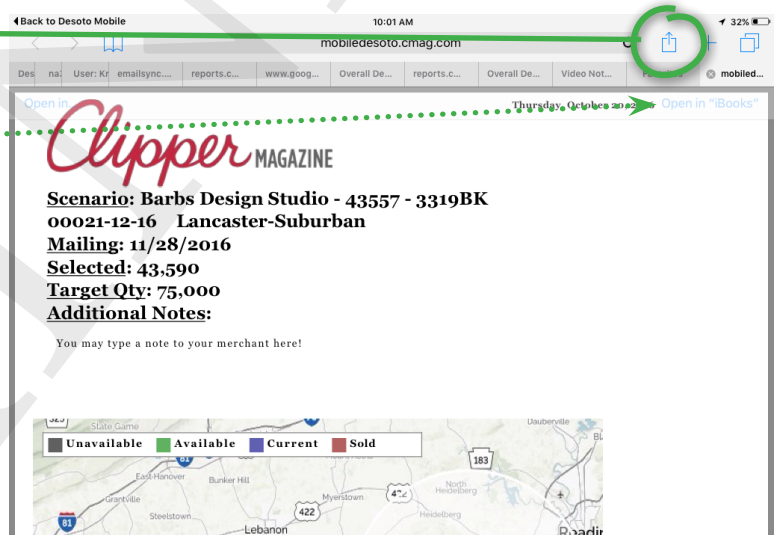
   Tap PDF.
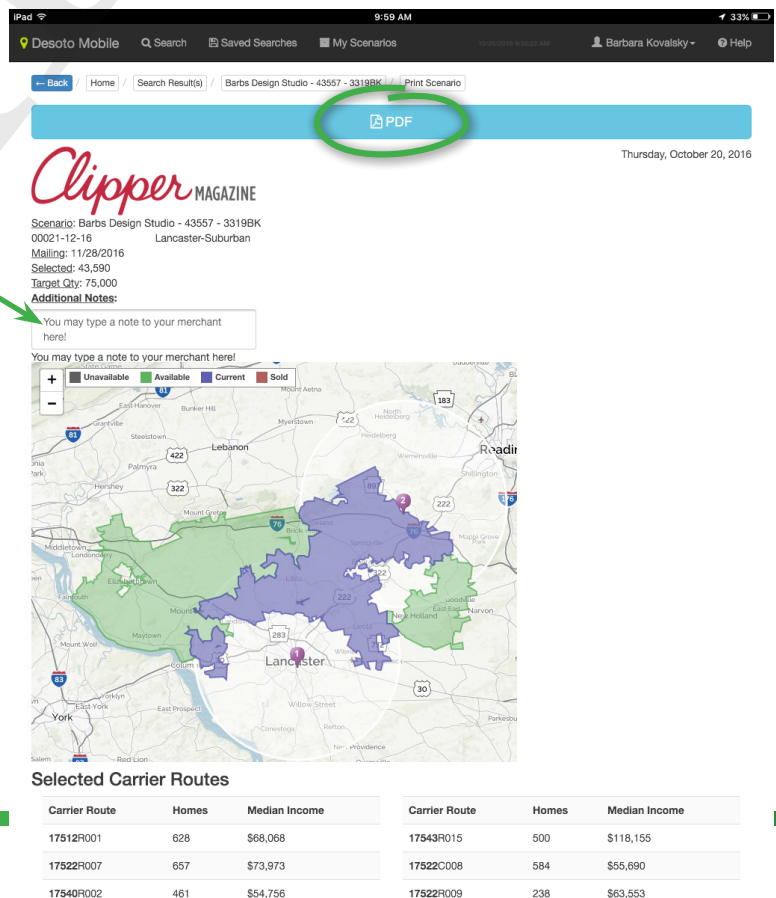
Printing/Emailing
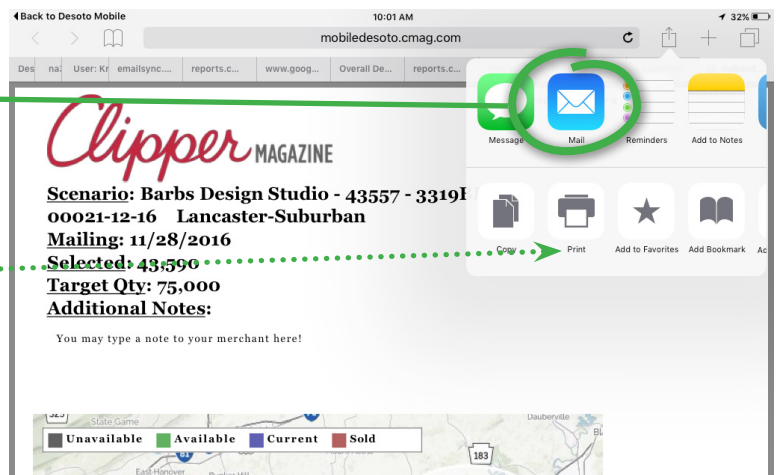# Scenarios

4. Tap **Download PDF.**

5. Tap on the **Share icon.**
   OR
   Tap on the top left and select
   Open in iBooks if desired.

Select to **Mail** to email it to yourself
and/or your merchant. You can then
print it from a computer.
OR
If you are connected to a wireless printer,
you can select **Print.**

3/23/17

Explore
Desoto!

This covered the basics of how to create a scenario.
But there is so much more available —
like the deadline calendar and ROI calculator.

You need to play in Desoto.

3/23/17