Hi! Welcome to the QxMD Analytics by QxMD platform and the Analytics by QxMD Reference Guide. Analytics by QxMD is a powerful tool to leverage the Read by QxMD application to improve digital content utilization among your providers, staff, and students, and improve quality of care by targeting Read by QxMD user groups associated with your institution with practice-changing promoted research.

This document is a handy reference for the ins and outs of using the Analytics by QxMD platform to analyze digital content utilization and maximize exposure of your QxMD Promoted Research Campaigns. Each section contains simple step by step instructions to perform common tasks in the Analytics by QxMD application.

Look out for **PRO TIPS** and **PITFALLS** along the way to go from newbie to expert on the Analytics by QxMD platform in no time.

Last major modification September 18th, 2017.

Notice an error or omission? Awesome! Send us a note at support@qxmd.com. Please reference the name of the guide and the last modified date to help us resolve the issue efficiently.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents</td>
<td>1</td>
</tr>
<tr>
<td>Logging into the Analytics by QxMD Application</td>
<td>3</td>
</tr>
<tr>
<td>Updating Profile Information</td>
<td>4</td>
</tr>
<tr>
<td>Updating your name or email</td>
<td>4</td>
</tr>
<tr>
<td>Updating your password</td>
<td>5</td>
</tr>
<tr>
<td>Managing Accounts</td>
<td>6</td>
</tr>
<tr>
<td>Inviting Colleagues to Analytics by QxMD</td>
<td>6</td>
</tr>
<tr>
<td>Removing Colleagues</td>
<td>7</td>
</tr>
<tr>
<td>Editing Colleagues’ Information</td>
<td>7</td>
</tr>
<tr>
<td>Managing Campaigns</td>
<td>8</td>
</tr>
<tr>
<td>My First Promoted Research Campaign</td>
<td>8</td>
</tr>
<tr>
<td>Creating a Promoted Research Campaign</td>
<td>9</td>
</tr>
<tr>
<td>What is a Promoted Research Campaign?</td>
<td>9</td>
</tr>
<tr>
<td>The Campaign State Pane</td>
<td>9</td>
</tr>
<tr>
<td>The Campaign Work Pane</td>
<td>10</td>
</tr>
<tr>
<td>Step 1: Set a Campaign Name</td>
<td>11</td>
</tr>
<tr>
<td>Step 2: Associate Promoted Content Papers</td>
<td>12</td>
</tr>
<tr>
<td>Step 3: Set Default Profession Filters</td>
<td>13</td>
</tr>
<tr>
<td>Step 4: Set Default Specialty Filters</td>
<td>14</td>
</tr>
<tr>
<td>Step 5: Set Default Search Terms</td>
<td>15</td>
</tr>
<tr>
<td>Step 6: Set a Default Disclosure</td>
<td>16</td>
</tr>
<tr>
<td>Create the Campaign!</td>
<td>17</td>
</tr>
<tr>
<td>Managing a Promoted Research Campaign</td>
<td>18</td>
</tr>
<tr>
<td>Toggling a Campaign Between ‘active’ and ‘inactive’</td>
<td>18</td>
</tr>
<tr>
<td>Testing Promoted Research Campaigns</td>
<td>19</td>
</tr>
<tr>
<td>Managing Promoted Research Campaign Collaborators</td>
<td>20</td>
</tr>
<tr>
<td>Adding Collaborators</td>
<td>21</td>
</tr>
<tr>
<td>Removing Collaborators</td>
<td>21</td>
</tr>
<tr>
<td>Transferring Campaign Ownership</td>
<td>22</td>
</tr>
<tr>
<td>Viewing Promoted Research Campaign Stats</td>
<td>23</td>
</tr>
<tr>
<td>Adding Promoted Research Papers</td>
<td>24</td>
</tr>
</tbody>
</table>
What is a Promoted Research Paper? 24
The Promoted Paper State Pane 24
The Promoted Paper Work Pane 24
Step 1: Select a Paper 25
Step 2: Using Campaign Defaults 26
Step 3: Set Profession Filters 26
Step 4: Set Specialty Filters 26
Step 5: Set Search Terms 27
Step 6: Set a Disclosure 27
Add the Promoted Paper! 27
Testing Promoted Papers 28
Managing Promoted Research Papers 29
   Toggling a Promoted Paper Between ‘running’ and ‘paused’ 29
   Toggling a Promoted Paper ‘Using campaign defaults’ setting 30
Viewing Promoted Research Paper Stats 31
Viewing Your Data 31
   Read Usage Data 32
   Read User Base 32
   Journal Insights 33
   Vendor Insights 35
   User Insights 35
   Accession Data 37
Managing Your Holdings 39
   Viewing Current Indexed Holdings 39
   Uploading a New Holdings List 41
   Managing IP Ranges 43
      Adding an IP Range 43
      Removing an IP Range 43
Getting Help 44
Logging into the Analytics by QxMD Application

2. Enter your email and password and click the ‘SIGN IN’ button.

**PRO TIP**

Don’t want to log in every time you visit analytics.qxmd.com? Click the ‘Stay signed in’ checkbox under the ‘SIGN IN’ button. We’ll remember you and sign you in automatically when you return.

**PITFALL**

Is this your first time signing in? You should have received an invite email with the subject line ‘You’re invited to Analytics by QxMD!’. That email will contain information to help you log into your Read analytics account for the first time. If you believe you did not receive an invite email, you can always contact us at support@qxmd.com.

**PITFALL**

Forgot your password? No worries! Click the ‘Forgot your password’ link under the ‘SIGN IN’ button. Follow the instructions to receive a password reset link via email.
Updating Profile Information

Updating your name or email

1. While logged into Analytics by QxMD, click your name at the top right corner of the screen.
2. From the dropdown menu click ‘Profile’.
3. Find the box titled ‘UPDATE INFORMATION’.
4. Make any needed changes to the ‘Name’ or ‘Email’ fields.
5. Click the ‘Update’ button.
Updating your password

1. While logged into Analytics by QxMD, click your name at the top right corner of the screen.
2. From the dropdown menu click ‘Profile’.
3. Find the box titled ‘CHANGE PASSWORD’.
4. Enter your current password in the ‘Current password’ field.
5. Enter your new password in the ‘Password’ field.
6. Re-enter your new password in the ‘Confirm new password’ field.
7. Click the ‘Change’ button.

**PITFALL**

Make sure your password contains at least 6 characters, including one lowercase letter, one uppercase letter, and one number.
Managing Accounts

Inviting Colleagues to Analytics by QxMD

1. While logged into Analytics by QxMD, click your name at the top right corner of the screen.
2. From the dropdown menu click ‘Account’.
3. Click the green ‘Invite a colleague’ button.
4. Enter the colleague’s name in the ‘Name’ field.
5. Enter the colleague’s email address in the ‘Email’ field.
6. Enter a temporary password for the colleague’s account in the ‘Temporary password’ field.
7. Re-enter the temporary password in the ‘Confirm temporary password’ field.
8. Select a role for the colleague using the radio buttons below the ‘Role’ label.
9. Click the ‘Add member’ button.

Make sure the colleagues’ temporary password contains at least 6 characters, including one lowercase letter, one uppercase letter, and one number.
Removing Colleagues

1. While logged into Analytics by QxMD, click your name at the top right corner of the screen.
2. From the dropdown menu click ‘Account’.
3. Locate the colleague to remove in the list of account members.
4. Click the ‘REMOVE’ button next to the colleague’s information.

Editing Colleagues’ Information

1. While logged into Analytics by QxMD, click your name at the top right corner of the screen.
2. From the dropdown menu click ‘Account’.
3. Locate the colleague to edit in the list of account members.
4. Click the ‘EDIT’ button next to the colleagues information.
5. Update the colleagues’ name, email, and/or role appropriately.
6. Click the ‘UPDATE’ button.

**PITFALL**

Analytics by QxMD users with administrator roles are able to edit information for colleagues that do not have administrator privileges. Only users that can be edited by you will show the ‘EDIT’ button.

Managing Campaigns

My First Promoted Research Campaign

If you’re new to the Analytics by QxMD application or you’re ready to get up and running with your first campaign, you’re in the right place!

1. Confirm the ‘Campaigns’ tab is underlined/highlighted at the top of the page. If not, simply click the ‘Campaigns’ tab.
2. Click the yellow ‘Get Started’ button to begin a tour of Analytics by QxMD Promoted Research Campaigns. The tour will walk you step by step through the features of the Campaigns portion of the Analytics by QxMD portal. When you get to the final step, click the ‘Done’ button.

3. You’re ready to get started! Continue to the ‘Creating a Promoted Research Campaign’ section below.

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**PRO TIP**

Want to stop the tour short? Each tour step has a close button in the top right corner of the info box.

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## Creating a Promoted Research Campaign

### What is a Promoted Research Campaign?

You can use QxMD Promoted Research Campaigns to organize related papers to be promoted to Read by QxMD application users associated with your institution. Default settings can be applied to campaigns, which, when changed, will propagate to all promoted papers configured to use default settings.

### The Campaign State Pane

In the middle of the page, the state pane gives you a quick view of the current state of your Promoted Research Campaign. You can click any step to automatically scroll the Campaign Work Pane to the selected step. Buttons to save the current state of the campaign, discard unsaved changes, or test the campaign live on your mobile device or tablet can be found at the bottom of the campaign state pane.
The Campaign Work Pane

On the right side of the page, the work pane is where you can change the current state of your Promoted Research Campaign. Each step shows next and previous buttons to easily move between steps of the campaign creation or modification process.
To get started, locate the ‘CREATE A CUSTOM CAMPAIGN’ tab in the blue side menu on the left side of the page.

Step 1: Set a Campaign Name

1. Enter a name for the Promoted Research Campaign. This name will never be visible to Read by QxMD application users. Use a name that will identify the theme of the campaign and describes how all of the promoted papers you plan to associate with the campaign are related.
2. When your name is set, click the ‘Next’ button.

**PRO TIP**
Don’t let the campaign name slow you down! The campaign name can be changed at any time.
Step 2: Associate Promoted Content Papers

1. Enter a title, search term, author or PubMed ID in the search box and click the ‘Search’ button. A list of relevant papers will appear below the search box.
2. Find any papers you would like to associate with this campaign and click the yellow ‘ADD PAPER’ button to associate the paper with the campaign.
3. Continue to search for papers to associate with the campaign and click the yellow ‘ADD PAPER’ button to associate.
4. When you’ve associated a few papers with the campaign, click the ‘Next’ button.

**PRO TIP**

Not sure you’ve got the right paper? Click the blue paper title link in the search results list to view the paper and confirm.

**PRO TIP**

It only takes one! You must associate one paper with a campaign to complete the create Promoted Research Campaign process, but you can always add additional papers later. If you still need to finalize your promoted paper list, add the papers you have ready now and return later to finish up.
Step 3: Set Default Profession Filters

A Read by QxMD application user must match one of the set profession filters to be shown a promoted paper. Default profession filters will be applied to any promoted papers associated with the campaign configured to sync with campaign defaults.

1. Use the search box to find the profession filters you would like to apply to all promoted papers associated with this campaign that are configured to sync with campaign defaults.
2. Click the profession to add to profession filters.
3. When you’ve set all profession filters, click the ‘Next’ button to keep moving.

**PRO TIP**

Missed a profession filter? No worries, you can always come back and modify profession filters later on.

**PRO TIP**

This campaigns for everyone! We can do that, just leave profession filters blank to make this campaign eligible for all Read by QxMD application users, regardless of profession.
Step 4: Set Default Specialty Filters

A Read by QxMD application user must match one of the set specialty filters to be shown a promoted paper. Default specialty filters will be applied to any promoted papers associated with the campaign configured to sync with campaign defaults.

1. Use the search box to find the specialty filters you would like to apply to all promoted papers associated with this campaign that are configured to sync with campaign defaults.
2. Click the specialty to add to specialty filters.
3. When you’ve set all specialty filters, click the ‘Next’ button to move on.

**PRO TIP**

Missed a specialty filter? No worries, you can always come back and modify specialty filters later on.

**PRO TIP**

All specialties ok? Not a problem. Simply leave specialty filters blank to make this campaign eligible for all Read by QxMD application users, regardless of specialty.
Step 5: Set Default Search Terms

If a Read by QxMD application user uses the in app search function to search for papers relevant to one of the search terms associated with your campaign, promoted papers synced to campaign defaults are eligible to be shown in search results.

1. Use the search box to find existing search terms relevant for the campaign.
2. Click the term to add to search terms. If the word is not in the list, press enter to add the search term to the list.
3. When you’ve set all search terms, click the ‘Next’ button. One more step!

**PRO TIP**

Missed a search term? No worries, you can always come back and add search terms later on.

**PITFALL**

If you don’t associate any search terms with the campaign, promoted papers configured to sync with campaign defaults will never appear in search results. Go ahead and add a few terms to increase exposure!
Step 6: Set a Default Disclosure

The disclosure is displayed with promoted papers in the Read by QxMD application to notify users that content is promoted. If left blank, the disclosure for all promoted papers configured to sync with campaign defaults will simply be ‘Promoted’. Add a term to the ‘Disclosure’ field to change the default disclosure to ‘Promoted by [YOUR CUSTOM DISCLOSURE]’.
Create the Campaign!

And that’s it! Click the ‘Save’ button under the ‘Disclosure’ field or in the middle Campaign State Pane to get the campaign up and running.

Once you click save, a popup will ask you if you’re ready to go live. Select ‘Go Live’ to start showing promoted papers to Read by QxMD application users associated with your institution right away!

**PRO TIP**

Not quite ready to go live? Simply select ‘I’ll go live later’ from the ‘Go live’ popup and you’re new campaign will be set to inactive upon being created. When you’re ready, you can toggle the campaign to ‘active’ to get associated promoted papers in front of Read by QxMD users.

**PITFALL**

In order to create a campaign, you must set a campaign name and associate at least one promoted paper with the campaign. You will not be able to save the campaign until those two requirements are met.
Managing a Promoted Research Campaign

**PITFALL**

Only campaign collaborators are able to manage Promoted Research Campaigns. See the Managing Promoted Research Campaign Collaborators section for more information about giving colleagues permission to manage campaigns. Users that are not collaborators on a particular campaign can still view campaign details, but will not be able to modify the campaign.

Once a Promoted Research Campaign has been created, changes can be made to the campaign at any time. Changes to default filters, search terms or the default disclosure will automatically propagate to any associated promoted papers configured to sync with campaign defaults.

1. Locate the target campaign in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Underneath the target campaign, click the ‘Manage Campaign’ tab.
3. Make any needed changes to campaign settings.
4. Click the ‘Save’ button in the middle Campaign State Pane to persist the changes made to the campaign.

Toggling a Campaign Between ‘active’ and ‘inactive’

Once a Promoted Research Campaign has been created, the campaign’s state can be toggled between ‘active’ and ‘inactive’. If the campaign state is set to ‘inactive’, none of the promoted papers associated with the campaign will be shown to Read by QxMD application users.

1. Locate the target campaign in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Underneath the target campaign, click the ‘Manage Campaign’ tab.
4. Click the toggle switch to toggle the campaign between ‘active’ and ‘inactive’ states.

**PRO TIP**

No need to hit the ‘Save’ button when toggling the campaign between ‘active’ and ‘inactive’. We’ll save the campaigns state for you right away.
Testing Promoted Research Campaigns

Test promoted papers live in the Read by QxMD application on your mobile device or tablet. Make sure you have the Read by QxMD application installed on your target device and the credentials you used to set up the Read by QxMD application handy.

1. Locate the target campaign in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Underneath the target campaign, click the ‘Manage Campaign’ tab.
3. Locate and click the orange ‘TEST ON MY DEVICE’ button at the bottom of the middle Campaign State Pane.
4. In the middle of the page, select the promoted paper you would like to test.
5. Enter your Read by QxMD application credentials and click the blue ‘START TEST’ button.
6. On the target device, completely close the Read by QxMD application and reopen. You should see the test promoted paper at the top of your Read by QxMD application featured papers feed.
Managing Promoted Research Campaign Collaborators

Colleagues that have administrator accounts on the Read by QxMD application are eligible to collaborate on your campaign. Only collaborators have permission to modify campaign details, otherwise, any user associated with your account can only view campaign info and statistics.
Adding Collaborators

1. Locate the target campaign in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Underneath the target campaign, click the ‘Manage Collaborators’ tab.
3. In the ‘Invite Collaborators’ box, select the colleague you would like to invite and click the green ‘INVITE COLLABORATOR’ button.

PITFALL

Don’t see your colleague in the ‘INVITE COLLABORATOR’ select options? Only account members that have administrator privileges are eligible to collaborate. See the Edit Account Members section for more information on giving a colleague administrator privileges.

Removing Collaborators

1. Locate the target campaign in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Underneath the target campaign, click the ‘Manage Collaborators’ tab.
3. In the ‘Collaborators’ box locate the collaborator to remove and click the red ‘REMOVE’ button.

Transferring Campaign Ownership

The owner of a Promoted Research Campaign can transfer ownership of the campaign to a colleague that is currently a collaborator on the campaign. The new owner will then have permission to manage collaborators associated with the campaign.

1. Locate the target campaign in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Underneath the target campaign, click the ‘Manage Collaborators’ tab.
3. In the ‘Owner’ box, click the red ‘Transfer Ownership’ button.
4. Confirm your Analytics by QxMD password.
5. Select a new owner for the campaign and click the ‘TRANSFER OWNERSHIP’ button.
Viewing Promoted Research Campaign Stats

Near real-time statistics for Promoted Research Campaigns provide information to help you refine a campaign to increase exposure and conversions.

1. Locate the target campaign in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Underneath the target campaign, click the ‘Campaign Stats’ tab.

**PRO TIP**

Statistics associated with each Promoted Research Campaign will update at least every 60 minutes, so rollout stats for a new campaign will start to become available within an hour.

**PRO TIP**

Make data-driven decisions! Near real-time stats allow you to identify where campaign filters, search terms or papers can be modified to improve exposure and increase conversions.
Adding Promoted Research Papers

What is a Promoted Research Paper?

QxMD Promoted Research Papers are practice-changing research delivered directly to providers via the Read by QxMD application. Configure profession and specialty filters to target particular papers to specific Read by QxMD user groups. Set search terms to make sure your promoted papers are eligible to appear in search results for particular search terms.

The Promoted Paper State Pane

In the middle of the page, this Promoted Paper State Pane gives you a quick view of the current state of your Promoted Research Paper. You can click any step to automatically scroll the Promoted Paper Work Pane to the selected step. Buttons to save the current state of the campaign, discard unsaved changes, or test the promoted paper live on your mobile device or tablet can be found at the bottom of the Promoted Paper State Pane.

The Promoted Paper Work Pane

On the right side of the page, Promoted Paper Work Pane is where you can change the current state of your Promoted Research Paper. Each step shows next and previous buttons to easily move between steps of the promoted paper creation or modification process.
- Locate the target Promoted Research Campaign to add a promoted paper to in the blue menu pane on the left side of the page. Click to show resources for campaign management.
- Underneath the campaign, click the ‘Add New Promoted Paper’ tab.

**Step 1: Select a Paper**

1. Enter a title, search term, author or PubMed ID in the search box and click the ‘Search’ button. A list of relevant papers will appear below the search box.
2. Find the paper you would like to associate with this campaign and click the yellow ‘ADD PAPER’ button to associate the paper with the campaign.

**PRO TIP**

Not sure you’ve got the right paper? Click the blue paper title link in the search results list to view the paper and confirm.

**PITFALL**

Picked the wrong paper? Simply click the yellow ‘Change Paper’ button under your selected paper and try again.
Step 2: Using Campaign Defaults

Promoted Research papers default to sync with campaign defaults. This means that any default filters, search terms or the default disclosure set on the campaign this paper is associated with, will also apply to this promoted paper.

If you would like to target this paper at a specific user group, simply click the 'Use Campaign Defaults' to toggle to ‘No’ and continue to ‘Step 3: Set Profession Filters’ below.

Otherwise, you’re ready to go! Skip straight to the ‘Add the Promoted Paper!’ step below.

Step 3: Set Profession Filters

A Read by QxMD application user must match one of the set profession filters to be shown this promoted paper.

1. Use the search box to find the profession filters you would like to apply to this promoted paper.
2. Click the profession to add to profession filters.
3. When you've set all profession filters, click the ‘Next’ button to keep moving.

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**PRO TIP**

Missed a profession filter? No worries, you can always come back and modify profession filters later on.

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**PRO TIP**

This promoted paper's for everyone! We can do that, just leave profession filters blank to make this promoted paper eligible for all Read by QxMD application users, regardless of profession.

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Step 4: Set Specialty Filters

A Read by QxMD application user must match one of the set specialty filters to be shown this promoted paper.

1. Use the search box to find the specialty filters you would like to apply to this promoted paper.
2. Click the specialty to add to specialty filters.
3. When you've set all specialty filters, click the ‘Next’ button to move on.
Step 5: Set Search Terms

If a Read by QxMD application user uses the in app search function to search for papers relevant to one of the search terms associated with this promoted paper, this promoted paper is eligible to be shown in search results.

1. Use the search box to find existing search terms relevant for the promoted paper.
2. Click the term to add to search terms. If the word is not in the list, press enter to add the search term to the list.
3. When you’ve set all search terms, click the ‘Next’ button. One more step!

- PRO TIP
  Missed a specialty filter? No worries, you can always come back and modify specialty filters later on.

- PRO TIP
  All specialties ok? Not a problem. Simply leave specialty filters blank to make this promoted paper eligible for all Read by QxMD application users, regardless of specialty.

- PRO TIP
  Missed a search term? No worries, you can always come back and add search terms later on.

- PITFALL
  If you don’t associate any search terms with the promoted paper, it will never appear in search results. Go ahead and add a few terms to increase exposure!

Step 6: Set a Disclosure

The disclosure will be displayed with the promoted paper in the Read by QxMD application to notify users that this content is promoted. If left blank, the disclosure for this promoted paper will simply be ‘Promoted’. Add a term to the ‘Disclosure’ field to change the disclosure to ‘Promoted by [YOUR CUSTOM DISCLOSURE]’.

Add the Promoted Paper!

And that’s it! Click the ‘Save’ button under the ‘Disclosure’ field or in the middle Promoted Paper State Pane to get the promotion up and running.
Once you click save, a popup will ask you if you're ready to go live. Select 'Go Live' to start showing this content to Read by QxMD application users right away!

**PRO TIP**

Not quite ready to go live? Simply select ‘I'll go live later’ from the ‘Go live’ popup and you're promoted paper will be set to ‘paused’ upon being created. When you’re ready, you can toggle the promoted paper to ‘running’ to get this content in front of Read by QxMD users.

**PITFALL**

In order to create a promoted paper, you must specify the paper to promote! You will not be able to save the promoted paper until a paper is designated.

**Testing Promoted Papers**

Test promoted papers live in the Read by QxMD application on your mobile device or tablet. Make sure you have the Read by QxMD application installed on your target device and the credentials you used to set up the Read by QxMD application handy.

1. Locate the campaign the target promoted paper is associated with in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Locate the target promoted paper under the '[CAMPAIGN NAME] PROMOTED CONTENT' section title in the blue menu page on the left side of the page.
3. Underneath the target promoted paper, click the 'Manage Promotion' tab.
4. Locate and click the orange ‘TEST ON MY DEVICE’ button at the bottom of the Campaign State Pane.
5. Enter your Read by QxMD application credentials and click the blue ‘START TEST’ button.
6. On the target device, completely close the Read by QxMD application and reopen. You should see the test promoted paper at the top of your Read by QxMD application featured papers feed.

**PITFALL**

The credentials used to start a promoted paper test may not be the same credentials used to log into the Analytics by QxMD application. Make sure to use the email and password you used when you first installed the Read by QxMD application on the target device.
Managing Promoted Research Papers

Once a Promoted Research Paper has been created, changes can be made to the promoted paper at any time.

1. Locate the campaign the target promoted paper is associated with in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Locate the target promoted paper under the '[CAMPAIGN NAME] PROMOTED CONTENT' section title in the blue menu page on the left side of the page.
3. Underneath the promoted paper, click the 'Manage Promotion' tab.
4. Make any needed changes to promoted paper settings.
5. Click the 'Save' button in the middle Promoted Paper State Pane to persist the changes made to the promoted paper.

Toggling a Promoted Paper Between 'running' and 'paused'

Once a Promoted Research Paper has been created, the promoted paper's state can be toggled between 'paused' and 'running'. If the promoted paper's state is set to 'paused', the promoted paper will not be shown to Read by QxMD application users.

1. Locate the campaign the target promoted paper is associated with in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Locate the target promoted paper under the '[CAMPAIGN NAME] PROMOTED CONTENT' section title in the blue menu page on the left side of the page.
3. Underneath the promoted paper, click the 'Manage Promotion' tab.
4. Locate the ‘Run/pause’ promoted paper toggle.
5. Click the toggle button to toggle the promoted paper between ‘running’ and ‘paused’ states.

**PRO TIP**

No need to hit the ‘Save’ button when toggling a promoted paper between ‘running’ and ‘paused’. We’ll save the promoted paper state for you right away.

**PITFALL**

Accidentally hit the toggle button? No problem, we’ll show a confirmation popup to make sure you’re ready to run or pause the promoted paper.

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Toggling a Promoted Paper ‘Using campaign defaults’ setting

Papers that are set to use campaign defaults will automatically sync when settings are changed for the campaign that the promoted paper belongs to. When toggled from not using campaign defaults to using campaign defaults, settings for the promoted paper will be immediately synced with default settings for the campaign that the promoted paper belongs to.
1. Locate the campaign the target promoted paper is associated with in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Locate the target promoted paper under the ‘[CAMPAIGN NAME] PROMOTED CONTENT’ section title in the blue menu page on the left side of the page.
3. Underneath the promoted paper, click the ‘Manage Promotion’ tab.
4. Locate the ‘Using campaign defaults’ promoted paper toggle.
5. Click the toggle button to toggle the campaign between using campaign defaults and not using campaign defaults.

**PRO TIP**

No need to hit the ‘Save’ button when toggling a promoted paper between using campaign defaults and not. We’ll save the promoted paper state for you right away.

**PITFALL**

Accidentally hit the toggle button? No problem, we’ll show a confirmation popup to make sure you’re ready to change the using campaign defaults state.

**Viewing Promoted Research Paper Stats**

Near real-time statistics for Promoted Research Papers provide information to help you refine a promoted paper settings to increase exposure and conversions.

1. Locate the campaign the target promoted paper is associated with in the blue menu pane on the left side of the page and click to show resources for campaign management.
2. Locate the target promoted paper under the ‘[CAMPAIGN NAME] PROMOTED CONTENT’ section title in the blue menu page on the left side of the page.
3. Underneath the promoted paper, click the ‘Promotion Stats’ tab.

**PRO TIP**

Statistics associated with each Promoted Research Paper will update at least every 60 minutes, so rollout stats for new promoted papers will start to become available within an hour.
Viewing Your Data

1. Confirm the ‘Data’ tab is underlined/highlighted at the top of the page. If not, simply click the ‘Data’ tab.

Read Usage Data

1. Select the ‘USAGE’ tab in the blue menu on the left side of the page.
2. Read application usage data will appear for users associated with your institution.

Read User Base

1. Select the ‘USERS’ tab in the blue menu on the left side of the page.
2. A breakdown of Read users associated with your institution will appear broken down by profession or specialty.
Journal Insights

1. Select the ‘JOURNAL INSIGHTS’ tab in the blue menu on the left side of the page.
2. Select the ‘Top Performers’ button to view journals that are particularly influential among Read users associated with your institution.
3. Select the ‘Candidates’ button to view journals that are not currently indexed in your institution’s holdings that users are attempting to access frequently, but are being turned away due to lack of access to paywalled content. These journals may be good candidates for further investigation and potential subscription.
4. Select the ‘Poor Performers’ button to view journals that are currently indexed in your institutions holdings that perform poorly among Read users associated with your institution. These journals may be good candidates for further investigation, as your institution’s digital content resources may provide better value being invested in other subscriptions.
5. Click any Journal Insight to view more information about that journal.
Vendor Insights
1. Select the ‘VENDOR INSIGHTS’ tab in the blue menu on the left side of the page.
2. This will display top performing publishers providing content to Read application users associated with your institution.
3. Click any Vendor Insight to view more information about that vendor.

User Insights
1. Select the ‘USER INSIGHTS’ tab in the blue menu on the left side of the page.
2. This will display insights regarding usage of the Read application by users associated with your institution.
3. Click any User Insight to view more information about that user group.

Analytics by QxMD data - user insights

QxMD University users that designate their specialty as Family Medicine read a particularly low number of abstracts every month. On average, these users read 5.32 abstracts monthly. That compares poorly to the 24.16 abstracts that users associated with other user groups read monthly.

QxMD University users that designate their specialty as Family Medicine read a particularly low number of papers every month. On average, these users read 4.97 papers monthly. That compares poorly to the 11.13 papers that users associated with other user groups read monthly.

<table>
<thead>
<tr>
<th>AVERAGE</th>
<th>AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 abstract views every month</td>
<td>4 paper views every month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USERS VIEWED BOTH ABSTRACT AND PAPER 47% OF THE TIME</th>
<th>ON AVERAGE SPEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>119 viewing each paper</td>
<td>1.12</td>
</tr>
</tbody>
</table>

*We consider only users with institutional access properly configured for insights determination.
Accession Data

1. Select the ‘ACCESSION DATA’ tab in the blue menu on the left side of the page.
2. This will display accession data with no journal, profession, or specialty filters set.
3. Click any data row to see additional information about the particular accession data.
4. Use the select start/end date dropdowns to view accession data for a particular date range. The visible data will update as soon as you press the yellow ‘Update Filters’ button.
5. Click the ‘Advanced Filters’ tab to display journal, profession, and specialty filters.

6. Use the ‘Journals’, ‘Professions’, and ‘Specialties’ tabs to select journal, profession, and specialty filters. The visible data will update as soon as you press the ‘Update Filters’ button.

Managing Your Holdings

1. Confirm the ‘Holdings’ tab is underlined/highlighted at the top of the page. If not, simply click the ‘Holdings’ tab.

Viewing Current Indexed Holdings

1. Select the ‘VIEW HOLDINGS’ tab in the blue menu on the left side of the page.
2. Current indexed holdings associated with your institution will appear.
3. Click any journal or vendor to display only holdings associated with that journal or vendor.

4. Use the search box to find holdings associated with a particular journal or vendor.
Uploading a New Holdings List

1. Select the ‘MANAGE HOLDINGS’ tab in the blue menu on the left side of the page.
2. To download a template for the current holdings list associated with your institution, click the ‘Get Holdings Upload Template’ button.
3. Use the 'Upload Holdings' box to upload a new holdings file to be indexed.
Managing IP Ranges

1. Select the ‘IP RANGES’ tab in the blue menu on the left side of the page.

Adding an IP Range

1. Simply enter all values of the Ip Range in the provided boxes and click the green ‘+’ button.

Removing an IP Range

1. Simply click the red trash can icon next to the Ip Range you would like to remove.
Getting Help

1. While logged into Analytics by QxMD, click your name at the top right corner of the screen.
2. From the dropdown menu click ‘Help’.
3. Fill out the ‘Subject’ and ‘Note’ fields in the ‘New Support Ticket’ box.
4. Click the ‘Submit Support Ticket’ button
5. We’ll be in touch!

**PRO TIP**

Of course, we’re always available to help with questions or issues associated with any QxMD products at support@qxmd.com.
Analytics by QxMD help