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Manage the connection with your Facebook Business Manager / Ads Manager account?

Facebook Business Manager / Ads Manager connection

You can use Profiler in two set-up modes:

1) Basic: With this option, you do not have to connect your Facebook Business Manager / Ads Manager account. You have a pre-set list of interests among which you can choose to create a study. You can only choose one country, one age range and one interest (for example: cooking). Profiler will then automatically use Facebook's data to identify people with that interest to feed your study.

Although quick, this approach is limiting, as you will not be able to combine interests and build complex audiences.

1

2

3

DEFINE YOUR AUDIENCE

Choose your Target and Reference Audiences

NEXT >

Study name

My Study

TARGET AUDIENCE ⓘ

REFERENCE AUDIENCE ⓘ

Basic ⓘ

LocationUnited States

Age18 - 65+

InterestLeonardo DiCaprio

Target audience count: 6,000,000 people

Advanced ⓘ

<

Basic ⓘ

LocationUnited States

Age18 - 65+

Reference audience count: 220,000,000 people

Advanced ⓘ

<

More questions about this step? Check out the FAQ

NEXT >

2) Advanced: With this option, you need to connect your Facebook Business Manager / Ads Manager account to your Profiler account. To do so, when creating a study, click on the "Advanced (Facebook connect mandatory)" button. This will directly lead you to Facebook's log-in page where you can connect to your Business Manager account.

You will see a message stating that Karma Ads wants to access your data. Karma Ads is Synthesio's Facebook Manager account used to pull in your audience's data into Profiler. Authorizing Karma Ads' access to your data is necessary to use the advanced set-up version of Profiler.

1 2 3

DEFINE YOUR AUDIENCE

Choose your Target and Reference Audiences

NEXT >

Study name: My Study

TARGET AUDIENCE

Basic

Location: Select country

Age: 18 - 65+

Interest: Search interest

Target audience count:

Advanced (Facebook connect mandatory)

REFERENCE AUDIENCE

Basic

Location: Select country

Age: 18 - 65+

Interest: Search interest

Reference audience count:

Advanced (Facebook connect mandatory)

More questions about this step? Check out the [FAQ](#)

NEXT >

Why you should connect your Facebook account

By linking your Facebook Account Manager account to your Profiler account, you can access the full depth of Facebook's data directly in Profiler. For example, this means that you can use all the historical audiences you have created within Facebook Business Manager to create studies in Profiler.

You can also create new audiences within Facebook Business Manager specifically in order to analyze them in future Profiler studies. In fact, building audiences within Facebook Business Manager is the best way to build granular audiences to use within Profiler!

Using the basic set-up mode only allows you to build simple audiences.

Level of access needed from Facebook to Profiler

To best use Profiler, we ask that you grant Profiler access to "manage your ads, access your Page and App insights and access your Facebook ads and related stats". This level of access is necessary to access Profiler's full functionality, as Profiler leverages the Facebook Business Manager API and therefore requires access to your Business Manager insights and ability to create Audiences.

We will never use this data to change anything on your Facebook account.

Synthesio takes your privacy seriously and we will never resell or reuse your data.

For more information please refer to our [Privacy Policy](#).

Creating an audience in Facebook Business Manager / Ads Manager

If you are a beginner with Facebook Business Manager, we highly recommend you to go through [Facebook's user guide right here](#).

Creating a Study

3 steps to creating a study

On the home page, once you clicked on the "Create a study" button, you have to go through 3 steps to launch a new study.

The screenshot shows the Facebook Business Manager interface for creating a study. At the top, there is a search bar labeled 'Search a study'. Below it, a grid of study cards is displayed. The first card, 'RUGBY WORLD CUP', is highlighted with a red box and a red arrow pointing to the 'CREATE A STUDY' button. The other cards include 'TEST ROBOT', 'SCHOLAR ADVANCED STUDY 00', 'CELERY ADVANCED STUDY 002', and 'CELERY ADVANCED STUDY 001'. Each card shows details about the study, including the target audience, reference audience, location, age, and interests. The 'RUGBY WORLD CUP' card shows a target audience of 'France - 18-65' and a reference audience of 'France - 18-65'. The 'TEST ROBOT' card shows a target audience of 'Christian Dior - France' and a reference audience of 'France - 18-65'. The 'SCHOLAR ADVANCED STUDY 00' card shows a target audience of 'CARS IN US/FR/INDIA' and a reference audience of 'REFERENCE IN US/FR/INDIA'. The 'CELERY ADVANCED STUDY 002' card shows a target audience of 'CARS IN US/FR/INDIA' and a reference audience of 'REFERENCE IN US/FR/INDIA'. The 'CELERY ADVANCED STUDY 001' card shows a target audience of 'Photo in US & FR' and a reference audience of 'Reference audience US & FR'. Each card also displays the number of insights available for the study.

-Step 1: This is where you choose a name for your study and determine your target and reference audiences:

This is also the step where you choose to launch a basic or advanced study. For more details, please see the "Manage your Facebook Business Connection" section of this FAQ.

The screenshot shows the 'DEFINE YOUR AUDIENCE' step, which is the first of three steps in the process. The header bar is blue with the title 'DEFINE YOUR AUDIENCE' and the subtitle 'Choose your Target and Reference Audiences'. A 'NEXT >' button is in the top right. Below the header, there is a 'Study name' field with the text 'My Study'. The main content area is divided into two columns: 'TARGET AUDIENCE' and 'REFERENCE AUDIENCE'. Each column has a 'Basic' section with a dropdown arrow. The 'Basic' section for 'TARGET AUDIENCE' includes 'Location' (United States), 'Age' (18 - 65+), and 'Interest' (Leonardo DiCaprio). Below this, it says 'Target audience count: 6,000,000 people'. The 'Basic' section for 'REFERENCE AUDIENCE' includes 'Location' (United States), 'Age' (18 - 65+), and 'Reference audience count: 220,000,000 people'. Below each 'Basic' section is an 'Advanced' section with a dropdown arrow. At the bottom, there is a link 'More questions about this step? Check out the FAQ' and a 'NEXT >' button.

-Step 2: This is where you can choose to add specific interests to your study. In the previous step, you chose the country you want to explore. Here you will choose audiences with specific interests you would like your study to focus on. In our example above, the country of interest was chosen to be the United States of America. However, there are interests associated with specific countries. For example, Indian TV stars are associated with India. Thus, if you want to know whether American people have an interest in Indian TV stars, you could add India in "Localized Interests".

The screenshot shows the 'CHOOSE CRITERIA' step, which is the second of three steps in the process. The header bar is blue with the title 'CHOOSE CRITERIA' and the subtitle 'Select the criteria to use for the analysis'. A '< PREVIOUS' button is in the top left, and a 'NEXT >' button is in the top right. Below the header, there is a 'Localized interests' field with a dropdown menu showing 'India'. Below this field, there is a note: 'Unlock country-specific criteria. You can select multiple countries. Spain will unlock Spanish newspapers, Spanish TV shows, Spanish musicians, etc.' Below the note, there is a 'Selected criteria' section showing '13777 criteria' and a 'View details' link. At the bottom, there is a '< PREVIOUS' button and a 'NEXT >' button. The footer of the page says 'Crafted with ❤ at Synthesio'.

-Step 3: This is a summary of the study you are about to launch. If you want to change something before launching your study, click on the "Previous" button to go back to step 1 or 2. When you are ready, click on "Create Study". Please note, each study you launch takes one credit out of the total credits you have purchased.

Defining a target / reference audience

-Target audience: these are the people you want to learn more about. There are two scenarios. In the first scenario, you are in an exploratory stage and want to discover what kind of people could be interested in your brand. In this case, you can create your target audience with simple criteria. For example, people in the US between 25 and 35 who show an interest in football. In the second scenario, you are in an adjustment stage. You know who your audience is and want deeper information to better target and understand them. If this is the case, you will have to translate your audience into Facebook Business Manager criteria. For example, if you are a luxury brand and know that your main consumers are women from a specific social class, you could choose the following criteria in Facebook Business Manager: woman, living in France, over 35, with interests in luxury and luxury brands, married with children, high-education diploma, middle or top management etc...

-Reference audience: These are the people you want to compare your audience to. Your reference audience depends on your target audience. This should be a larger group of people than your target audience; ideally, it is a group that includes your reference audience as well. For example, comparing married women who love luxury brands with young men who love football might seem interesting, but it isn't likely to yield any useful insights. However, comparing married women who love luxury goods in France (target audience) with a general audience of women of the same age range in France (reference audience), could provide meaningful insights by exposing the interests that are unique unto the target audience.

As a general guideline, a good place to start when choosing a reference audience is to choose the overall population of the country within which you built your target audience. Getting more granular, it is also useful to compare your target with a larger audience who share the same type of interests. For example, you can compare

people who like a particular luxury brand with people interested in luxury brands in general.

Criteria definition

A criteria represents any demographics, behaviors or interests available. A criteria could be BMW, Tennis or Gastronomy but also Rihanna, Iphone or even an age range. Actually almost every term that you can think of is a criteria. However, some are not yet added by Facebook, especially for smaller or niche brands.

Set advanced criteria for your study

Clicking on the "View details" button found on the second step of your study setup will allow you to be even more specific when choosing criteria. As mentioned in the "How to create a study" question, some interests are associated with specific countries. For example, if you choose Spain in the localized interests, the associated interests will be Spanish newspapers, Spanish TV shows, Spanish musicians... However, depending on your area, you may not want to display ALL the associated interests. This is what you can customize in the "View details" section. For example, if you work in a French travel industry, it can make sense to add United States in localized interests to see if your audience has affinities with American festivals. It may be less interesting to know if your audience has affinities with American singers. You can then choose in the "View details" section to display American festivals and to hide American writers.

Analyzing via a customer database

Select Create Audience > Custom Audience > Customer File

- Email addresses
- Phone numbers

When should it be used?

We advise you to have a customer list of at least 2000 people before using this option (if you have a list of less than 2000 people, go to "How to use lookalike audience").

Warning: You cannot use a Custom Audience directly after connecting to Profiler. You must first create the Custom Audience and then include it into a Saved Audience (select Create Audience > Saved Audience).

To read the detailed how-to, [click right here](#).

Analyzing your website visitors

To analyze your website visitors, you should directly set it up in your Facebook Business Manager / Ads Manager account.

Select Create Audience > Custom Audience > Website Traffic

Below you find the kind of website visitors you can use to create a custom audience:

-All visitors

-Visitors of a specific page/section

Warning; Before doing so, you will need to implement a pixel on your website (re-targeting pixel). If you don't know how to add a pixel to your website, [have a look at this page](#).

When should it be used?

Choose this option if you want to analyze all the people that visited your website or a specific page on your website.

To read the detailed how-to, [click right here](#).

Warning: You can't use a Custom Audience directly. You must first create the Custom Audience, then include it into a Saved Audience (Select Create Audience > Saved Audience).

Analyzing your fans or event attendees

In order to analyze your fans or event attendees, select Create Audience > Saved Audience > Connections: facebook Pages or Events

- Your Facebook Fans
- People that attended one of your events

When it should be used?

Choose this option if you want to analyze your Facebook fans or the people that are interested in your event or attended your event.

To perform these actions, you need to be admin of the Facebook page.

Creating a custom audience

Select Create Audience > Saved Audience

- Analyze any group based on Age, Location and Interests
Ex: people between 18 and 25 years old, living in the UK and interested in Coca-Cola.
- People interested in your competitors

When should it be used?

This option allows you to filter through all the Facebook users to achieve your desired audience. The different filters are: Demographic (age, location, gender, job,...), Behavior (travelers, mobile devices,...) and Interests (extreme sports, Cristiano Ronaldo, Instagram, H&M,...). You have the ability to combine different filters together and even narrow or extend your audience by excluding and including demographics, behaviors and interests.

Detailed how-to: <https://www.facebook.com/business/help/182371508761821>.

It is worth noting that a Reference Audiences is always created with this option.

The importance of using a reference audience

Whenever you conduct a market research or a quantitative study, it is important to compare your **target audience** with another group, also known as **control group**. This control group (aka. reference group) has to be larger and must contain your target audience, which allows us to compare both results and make sense of the data retrieved.

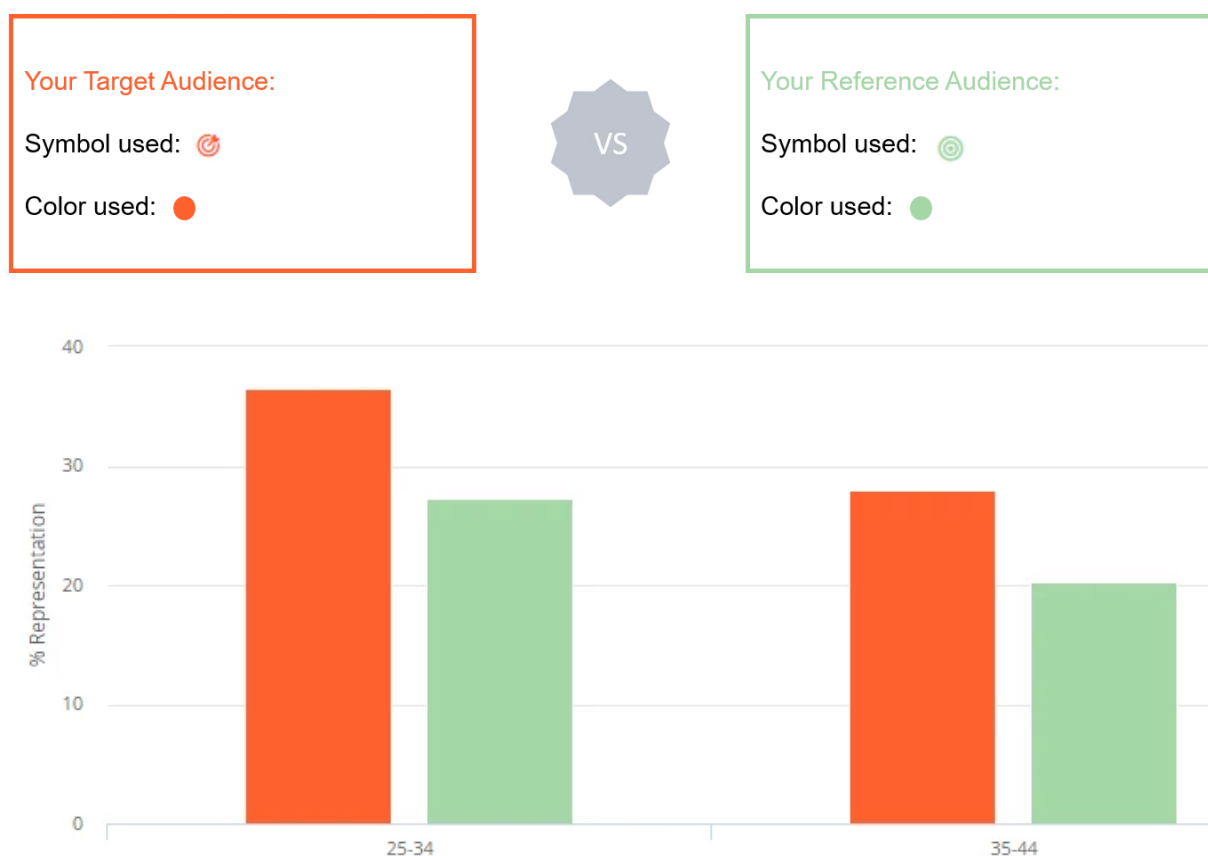
A simple example: You own a company and you want to analyze your customers in France. So you take your own French customers as target audience and select the

French population as your reference audience. The study shows that 34% of your customers show an interest for basketball, therefore you might jump to conclusion that this is very interesting. However, if we look at the reference audience we can see that 41% of the French population also shows an interest for basketball. Suddenly basketball is much less interesting because your customers are less interested in this sport compared to the French population.

You can make your reference audience with the saved audience option. For more information, go to "How to analyze any group based on filters?"

Reading and analyzing your study

Understand your target / reference audience



37.5% of the people in your Target audience are between 25 and 34 years old.

20% of the people in your Reference audience are between 35 and 44 years old.

☆	Name			
☆	25-34	36.5 %	27.3 %	...
☆	35-44	28.0 %	20.2 %	...

Customize your study's layout

When you start exploring your study, you can personalize a few settings:

- Name of your study
- Colors displayed for target and reference audiences
- Pick an image to represent your study
- Name your target and reference audiences

STUDY SETTINGS
Personalize your study.

Name: Nespresso - Case Study

Study colors

Target color: [Orange] Reference color: [Green] [Reset]

Study image

Upload an image from your computer. [Select]

Audience names

Target name: Nespresso

Reference name: France - 18-65

[CANCEL] [SAVE]

Insight ranking and affinity score

The insights you will see are not randomly displayed. They are automatically ranked based on an Affinity score.

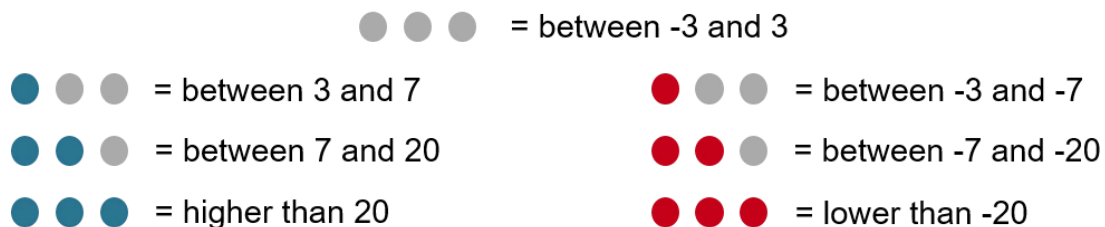
What is the Affinity score?

This is a ratio between the weight of your target audience compared to your reference audience. In a nutshell, the more over-represented your target audience is compared to your reference audience, the higher the Affinity score will be.

For Example, if you have 30% of your target audience active on Instagram, you might think this is not that much. But this always has to be compared to a reference audience. Because, for example, if 15% of your reference audience is active on Instagram, your 30% suddenly becomes more interesting. Thus, in this case, the affinity score of your audience with Instagram will be high.

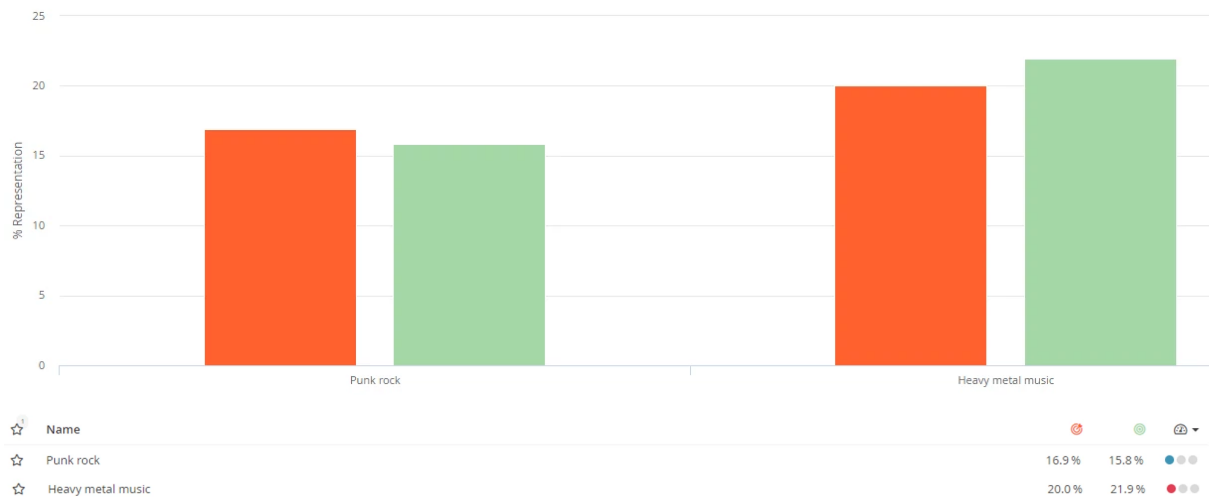
This affinity score is an absolute number that allows us to rank the different insights. It allows us to display for you the most interesting findings within your target audience.

To make it easily readable for you, we translated the absolute number into 7 different symbols. Blue means that your target audience has a higher affinity toward an interest than your reference audience (i.e, is over-represented with an interest category). Red means that your target audience has a lower affinity toward an interest than your reference audience.



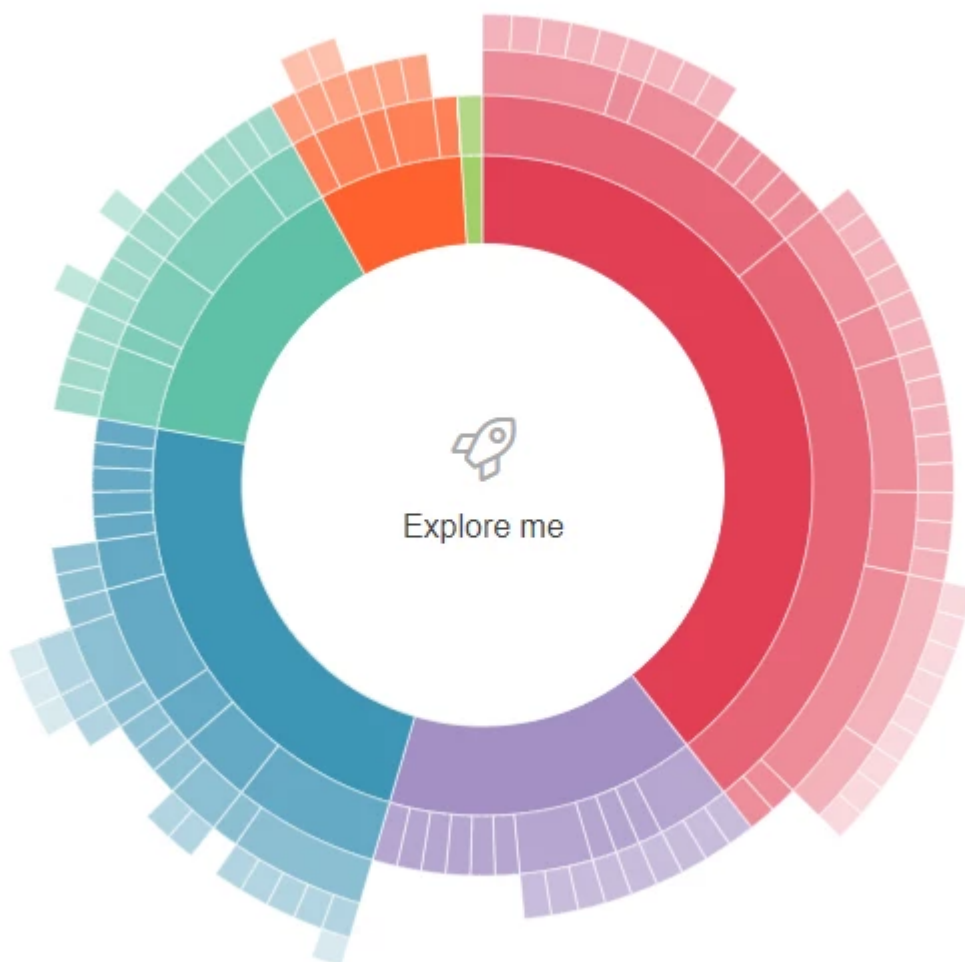
Example:

Punk rock is ranked higher than Heavy metal because your target audience is over-represented within Punk rock. This music style could be used to attract your audience.



The different categories of interests

In the Explorer tab of your study, you now have access to a whole new data visualization. This type of visualization is called a Sunburst.

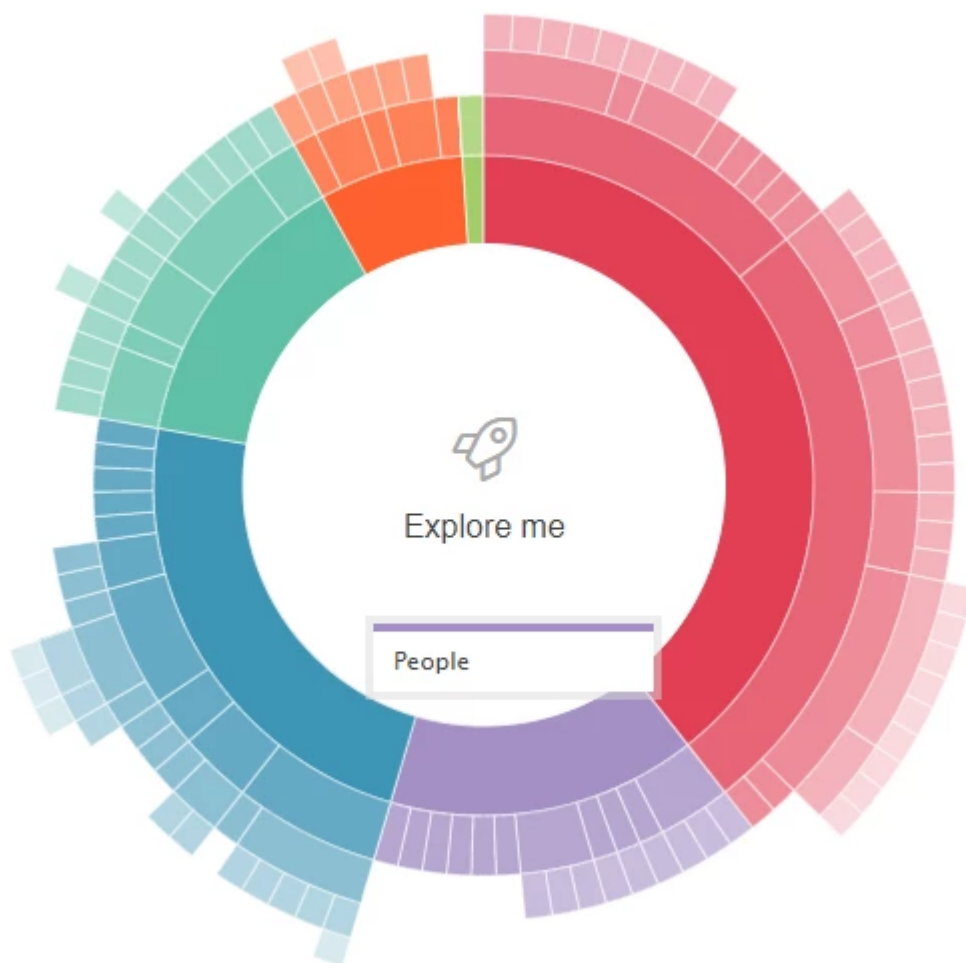


This sunburst displays all of your target audience's interests.

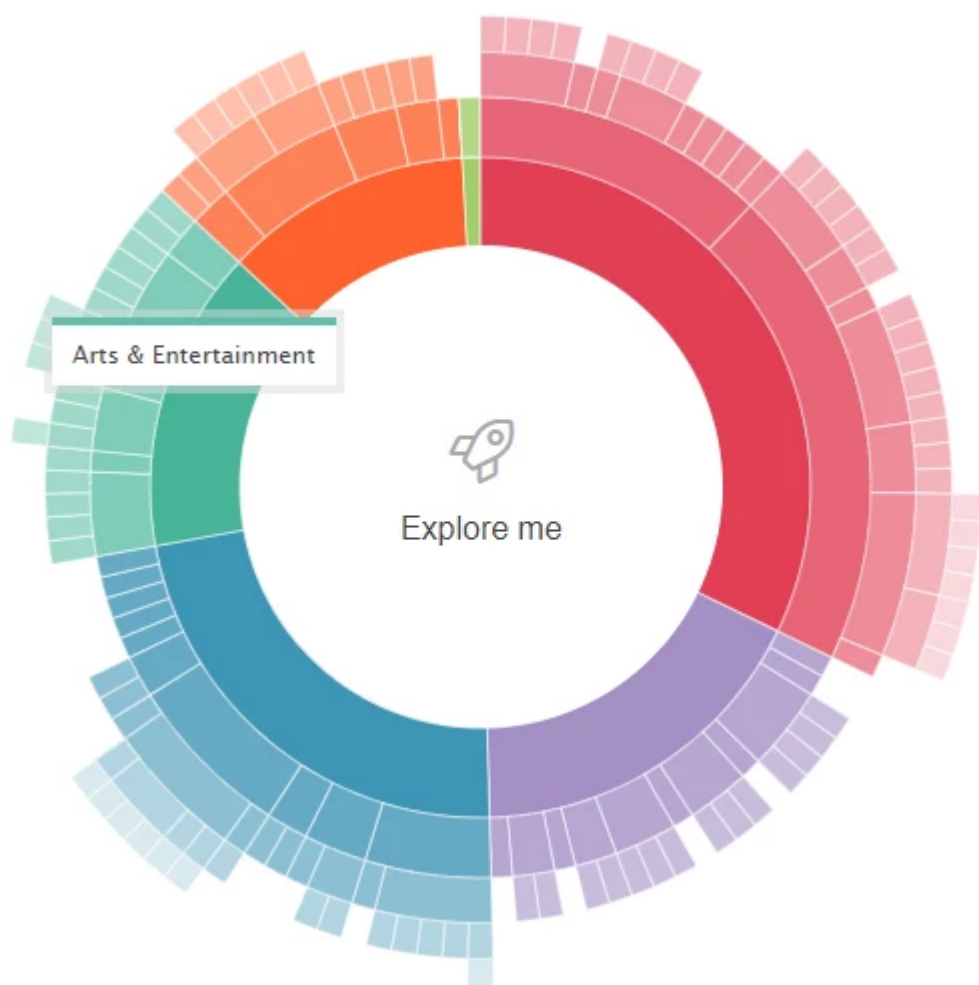
The interests themselves are classified into 6 main categories :

- Red = Brands
- Purple = People
- Blue = Hobbies & Activities
- Turquoise = Arts & Entertainments
- Orange = Media
- Green = Behaviors













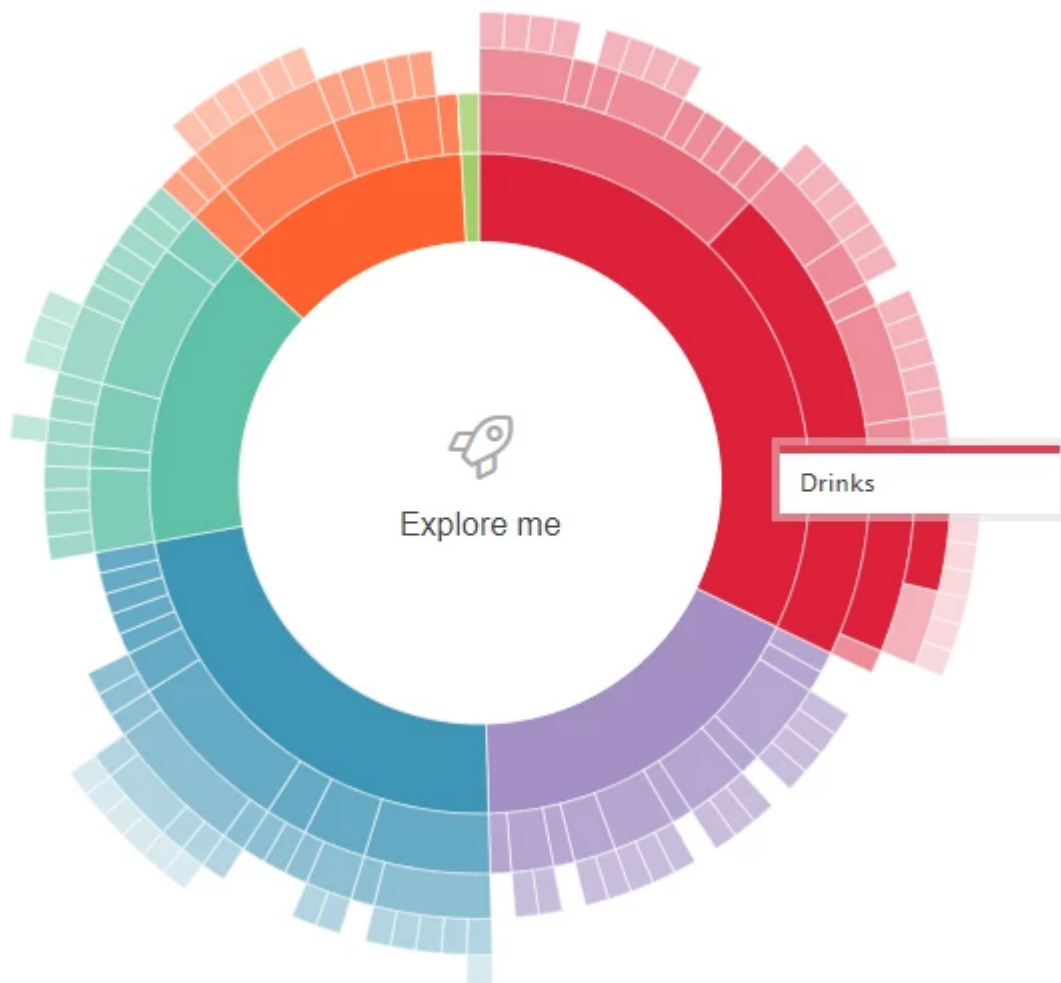
The 6 main categories are then divided into subcategories.

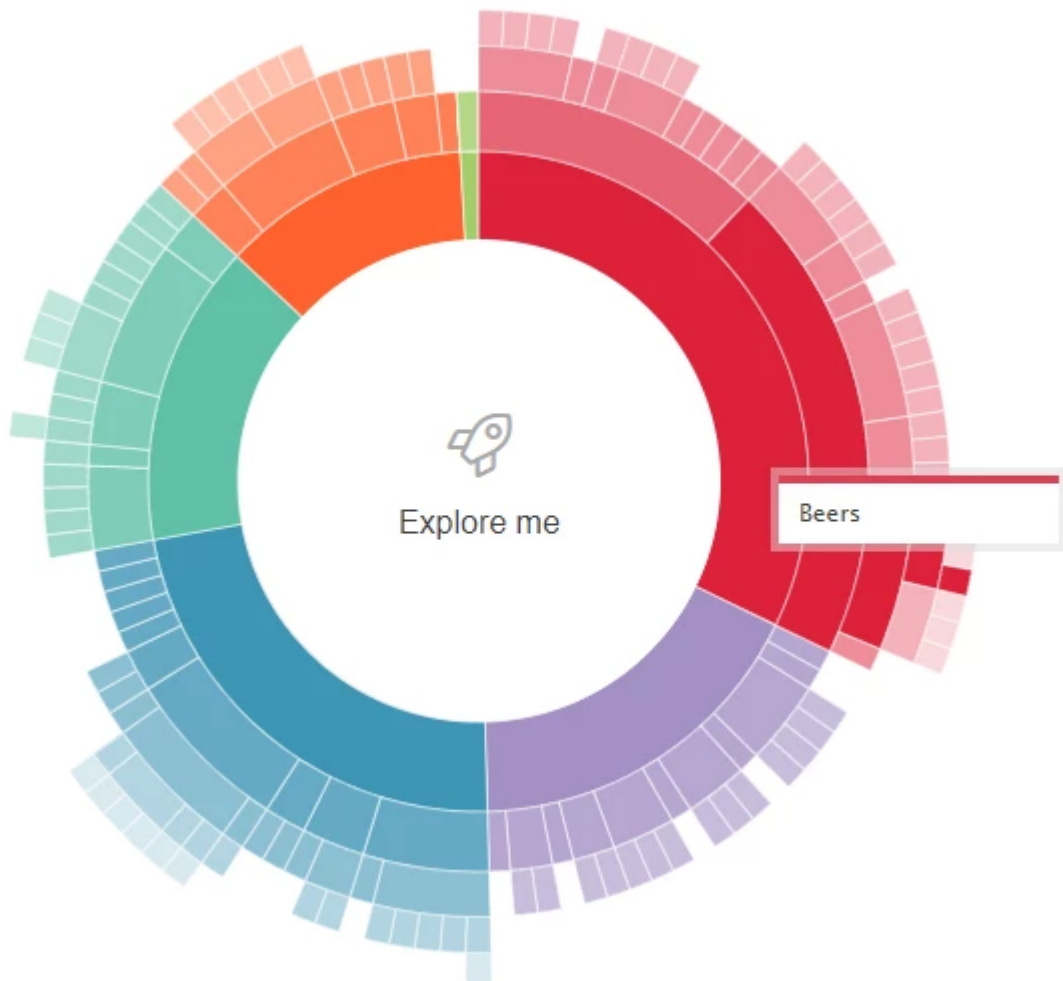
Take a look at this example:











There are up to 5 subcategory levels per interest.

3 different ways to browse the sunburst

You have 3 different modes to browse the sunburst. Depending on the mode, the way you should read it will also change.

Below you will find the different browsing options:



Browse by

Categories
Positive affinity
Negative affinity

- **Browse by Categories mode:**

Here, the data is strictly displayed by categories. The size of the category, as displayed in the sunburst, is determined by the number interests and sub-categories that fall within it. Using the example below, the 'Behaviors' category has a very small number of interests. By comparison, the 'Brands' category has a much larger number of interests. It does not mean, however, that your audience has more affinity with brands than with behaviors.





- **Browse by Positive affinity categories mode:**

Here the information is displayed to allow you to detect strengths or categories where you have a significant affinity. The bigger the sunburst leafs are, the higher affinity you have with this category.



Browse by

▼

Categories

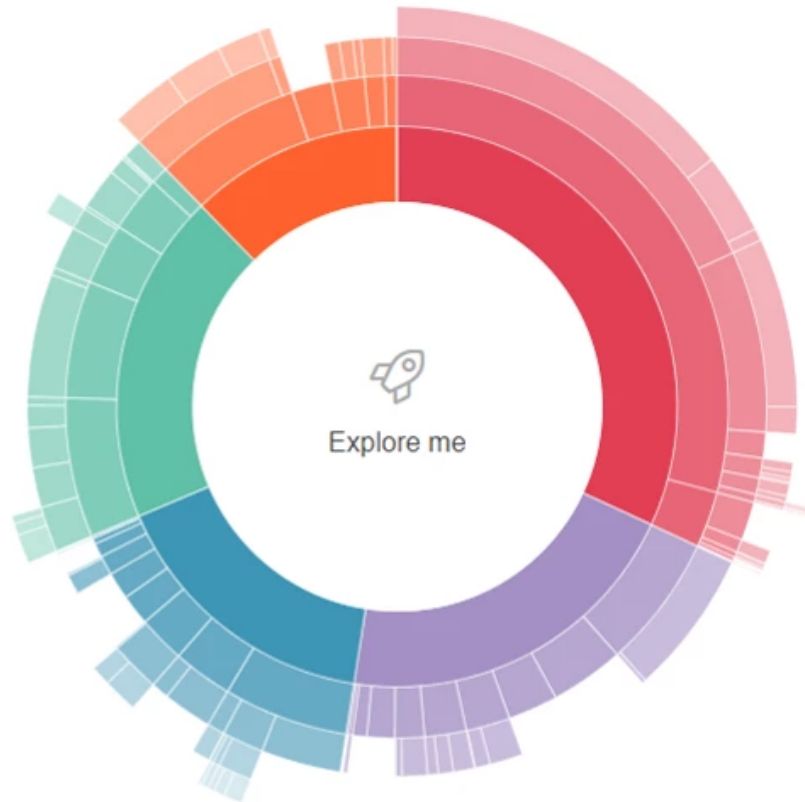
Positive affinity

Negative affinity



- **Browse by Negative affinity categories mode**

Here the information is displayed to allow you detect potential weaknesses or categories where you have a low affinity. The bigger the sunburst leafs are, the lower affinity you have with this category.



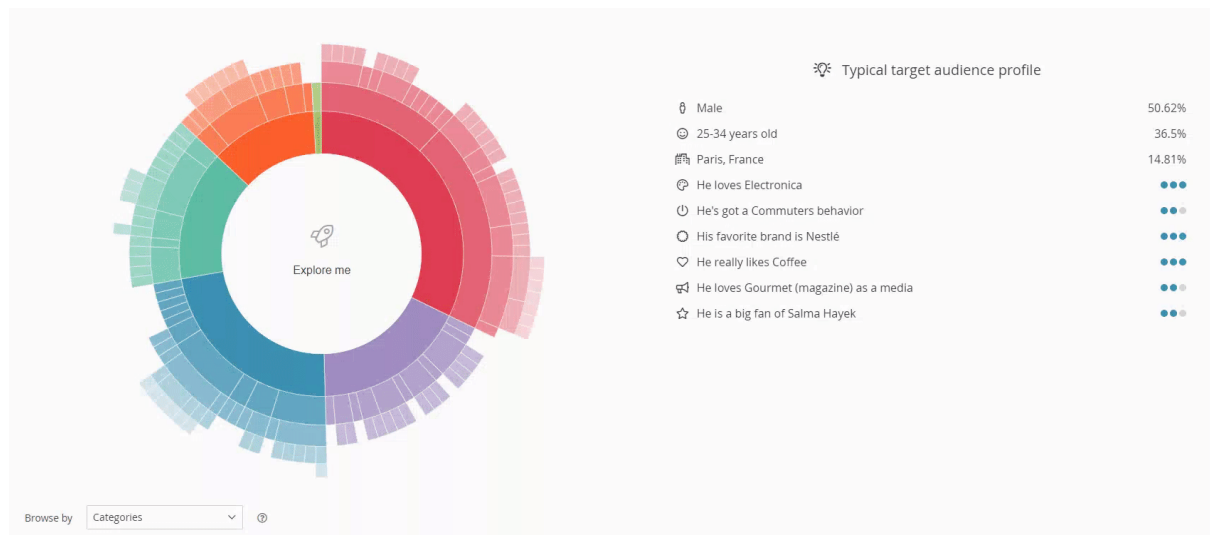
Browse by ?

- Categories
- Positive affinity
- Negative affinity

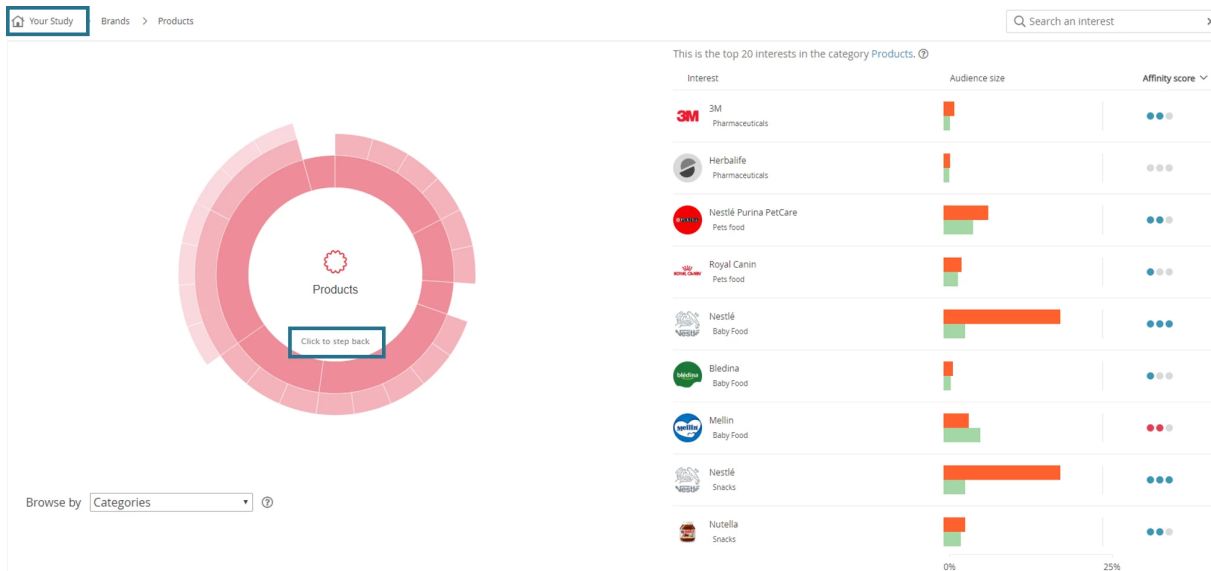
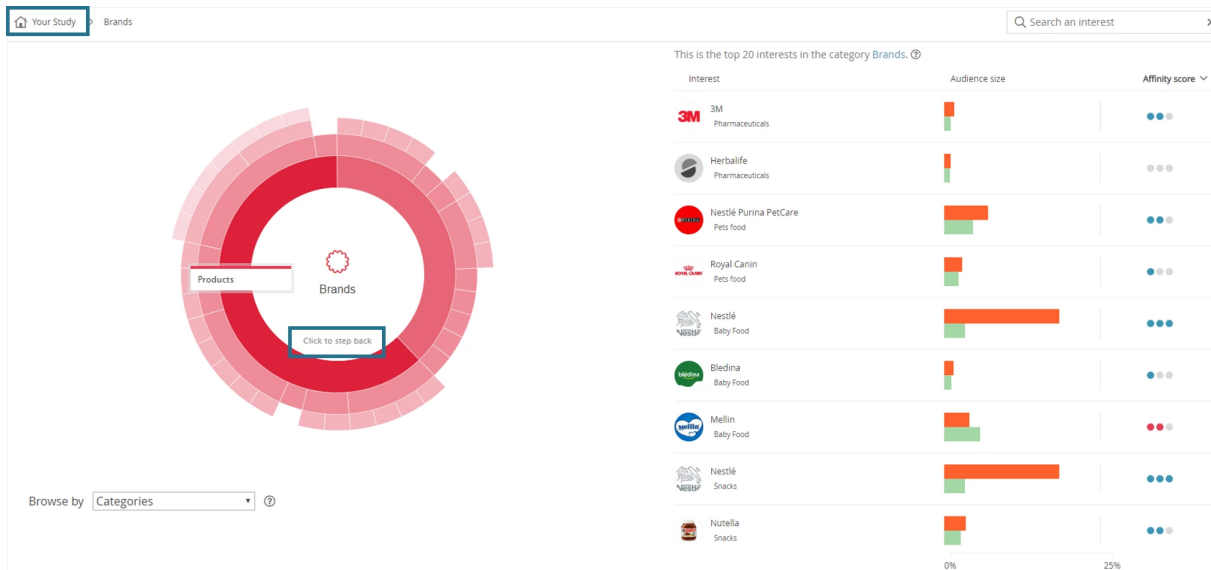
Browse the results of your study using the sunburst bubble

The sunburst allows you to dive deep into your audience. You can choose the category you want.

For example, if you click on "Brands", it brings you to the overview of brands and displays the 20 first brands with the highest affinity scores.

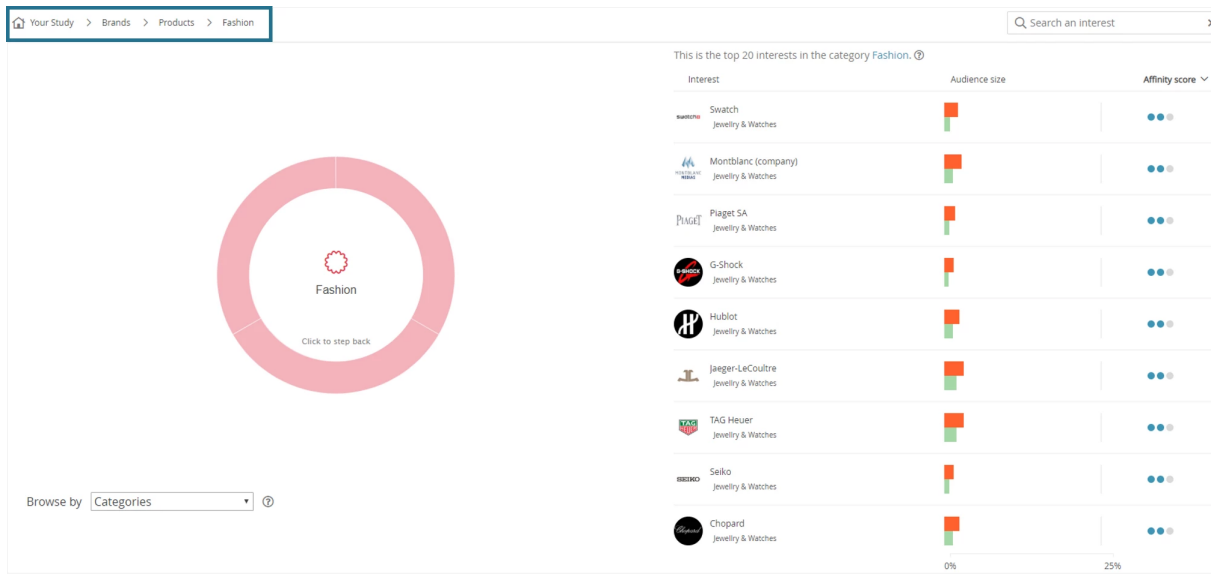


At each step, you can choose to go back. If you click "Click to step back", it brings you back to your previous category or subcategory. If you click on "Your study" in the breadcrumb, it brings you back to the overview.

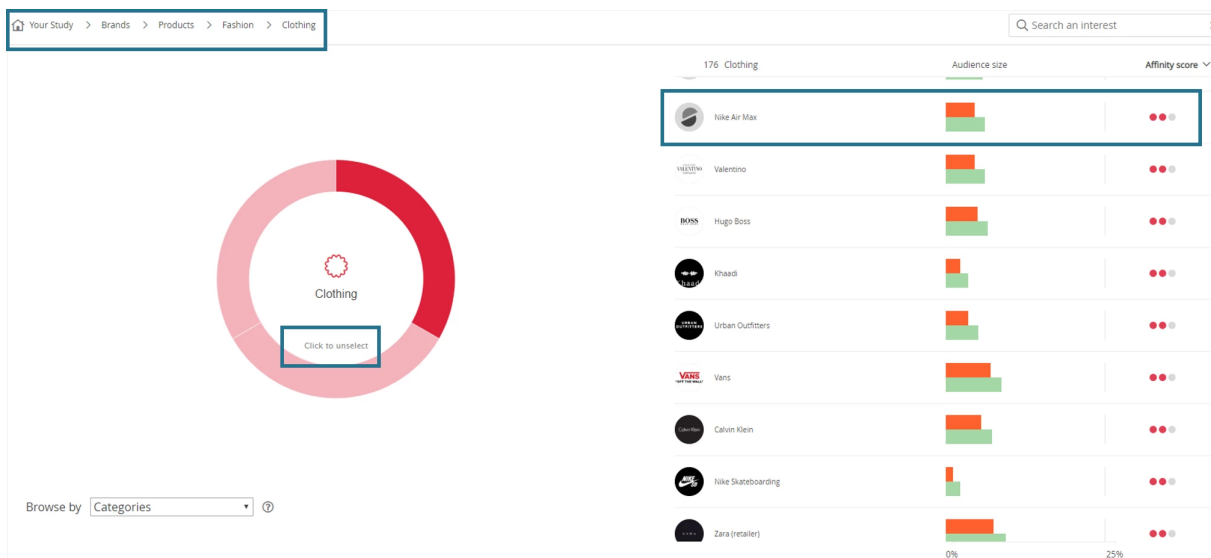
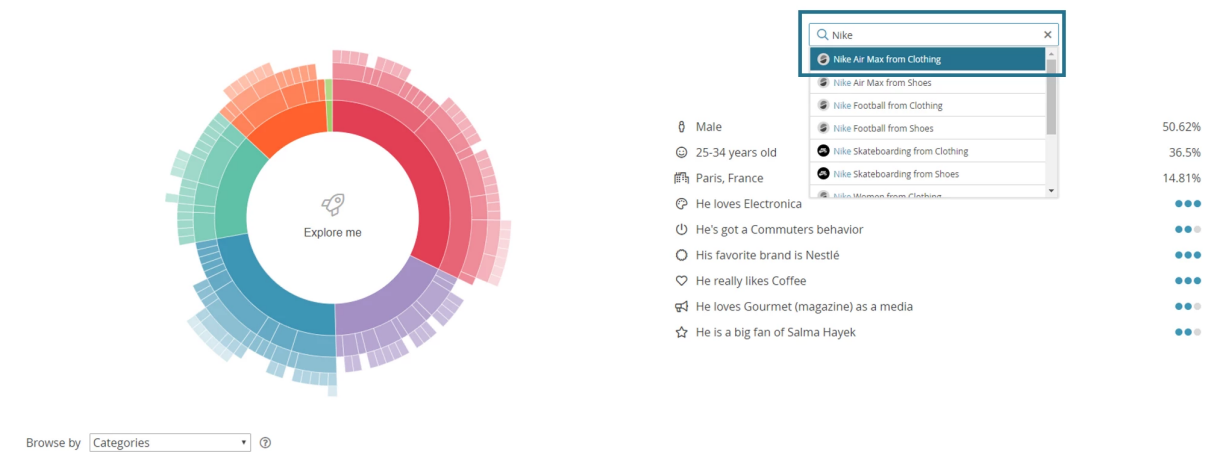


If you look for an interest directly in the search bar, it brings you to the subcategory the interest belongs to.

You can then choose "Click to unselect", which brings you to the previous subcategory, or click on "Your study" on the breadcrumb.



Overview of your study ⓘ



Understand your typical target audience profile

Just next to the sunburst you will find a summary of the most represented criteria in your study. It gives you a glance of what your typical audience looks like.

The following information is displayed:

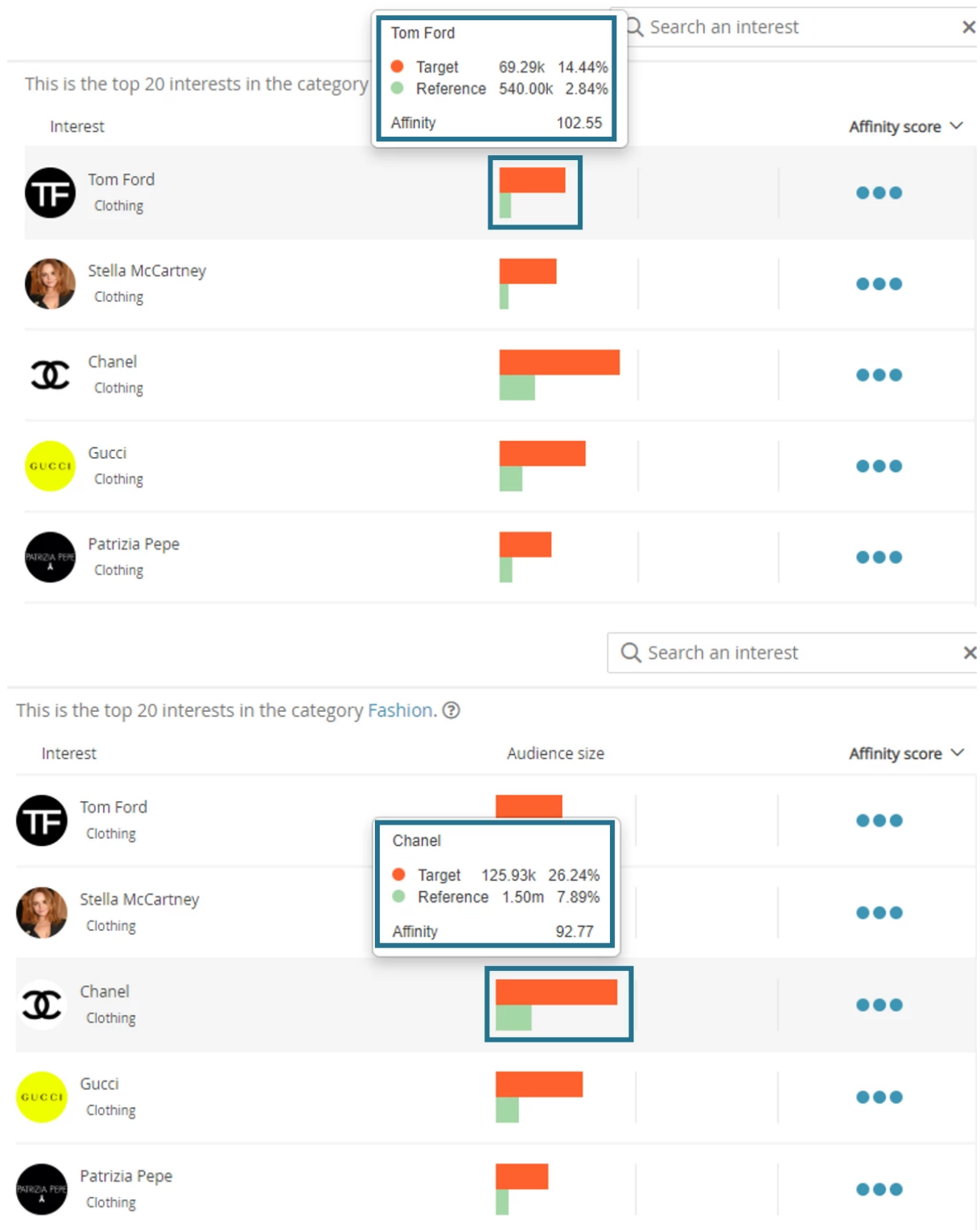
- Gender: indicates if male or female are over-represented in the study and associated rate
- Age: indicates the over-represented age bracket in the layout and associated rate
- Cities: indicated the city where your highest audience rate lives in
- Arts & Entertainment: indicates the interest your audience is the most interested in within Arts & Entertainment subcategories (Music, Games, Literature, Live Events and Movies & Television)
- Behaviors: indicates the most represented behavior within your audience.
- Brands: indicates the brand your audience has the highest affinity with.
- Hobbies & Activities: indicates the interest your audience is the most interested in within Hobbies & Activities subcategories.
- Media: indicates the favorite media of your audience.
- People: indicates the celebrity with which your audience has the highest affinity.

Typical target audience profile

 Female	88.05%
 35-44 years old	52.08%
 Paris, France	16.67%
 She loves Lakme Fashion Week	
 She's got a Frequent international travelers behavior	
 Her favorite brand is Tom Ford	
 She really likes Fragrances	
 She loves Vogue (magazine) as a media	
 She is a big fan of Stella McCartney	

Note that the displayed criteria are the ones with the highest affinity score, meaning it is those with highest audience rates compared to the reference audience.

Take a look at this example:



You can observe that there are more people in your target audience who have an interest in Chanel than in Tom Ford. But remember, the affinity score is a comparison between the target audience's interest in "Brand A" and the reference audience's interest in "Brand A". It is measuring the gap between the two. The Affinity Score is NOT a comparison of the target audience's interest level in "Brand A" compared to the target audience's interest in "Brand B". Thus, in the Chanel and Tom Ford example, we could say that your target audience's interest in Tom Ford is "more over-represented" - as compared to the reference audience - than that of its interest in Chanel.

Go deeper in your target audience profile

If you click on one of the three first items you get complete information about who your target audience is.

💡 Typical target audience profile

👤 Female	88.05%
🎂 35-44 years old	52.08%
🏠 Paris, France	16.67%
👉 She loves Lakme Fashion Week	● ● ●
⚙️ She's got a Frequent international travelers behavior	● ● ●
👑 Her favorite brand is Tom Ford	● ● ●
♥️ She really likes Fragrances	● ● ●
📰 She loves Vogue (magazine) as a media	● ● ●
👥 She is a big fan of Stella McCartney	● ● ●

🎯 Target audience

480,000 people

🎯 Reference audience

19,000,000 people

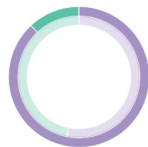
Created by François Thiebaut on Oct 11, 2019

Personalize

Export Data

Share

GENDER

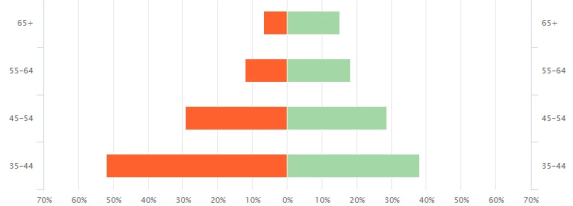


♀ Female
♂ Male

Target 88.1%
Reference 53.2%

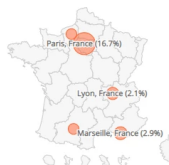
Target 11.9%
Reference 46.8%

AGE



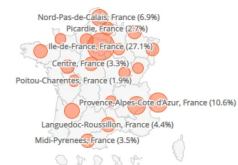
CITIES

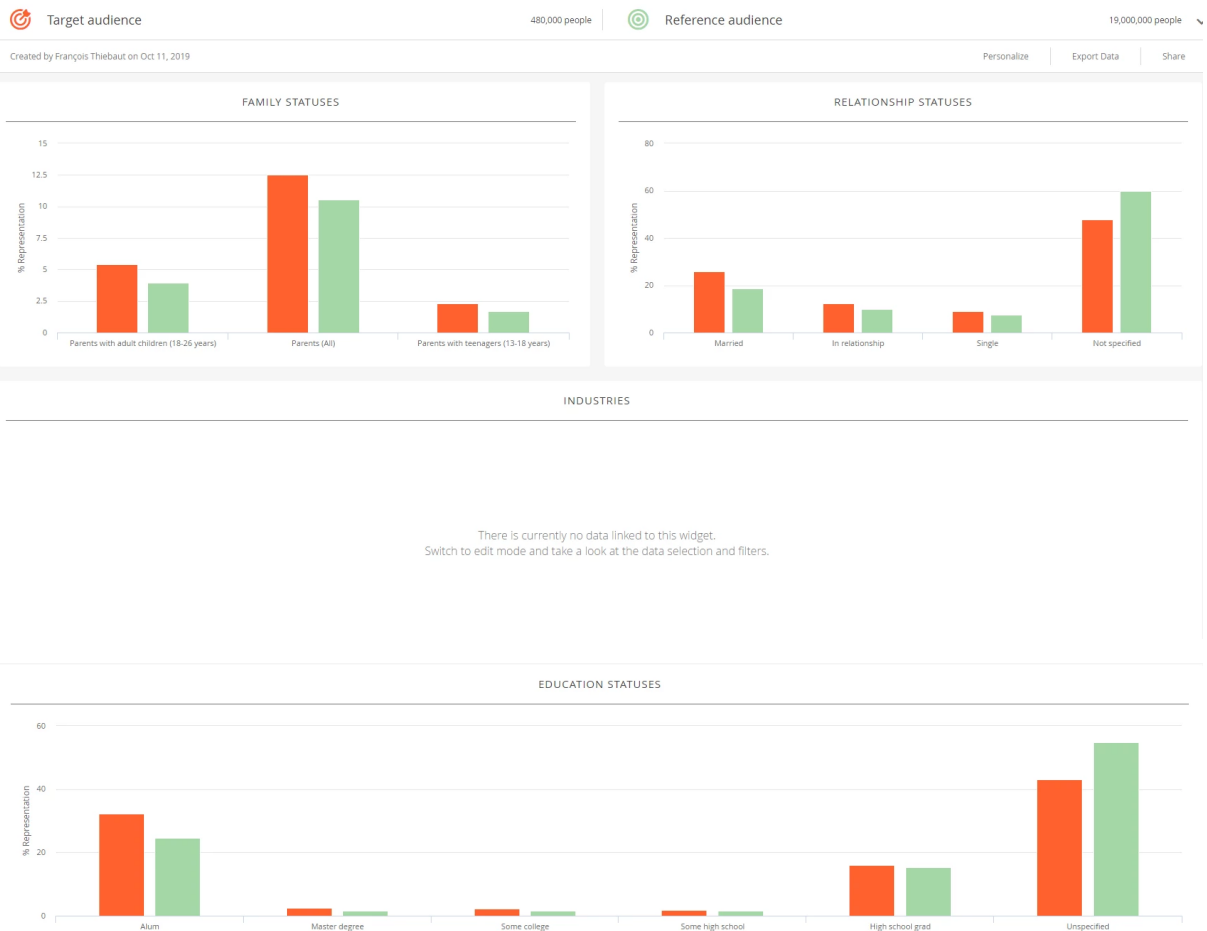
Volume Affinity



REGIONS

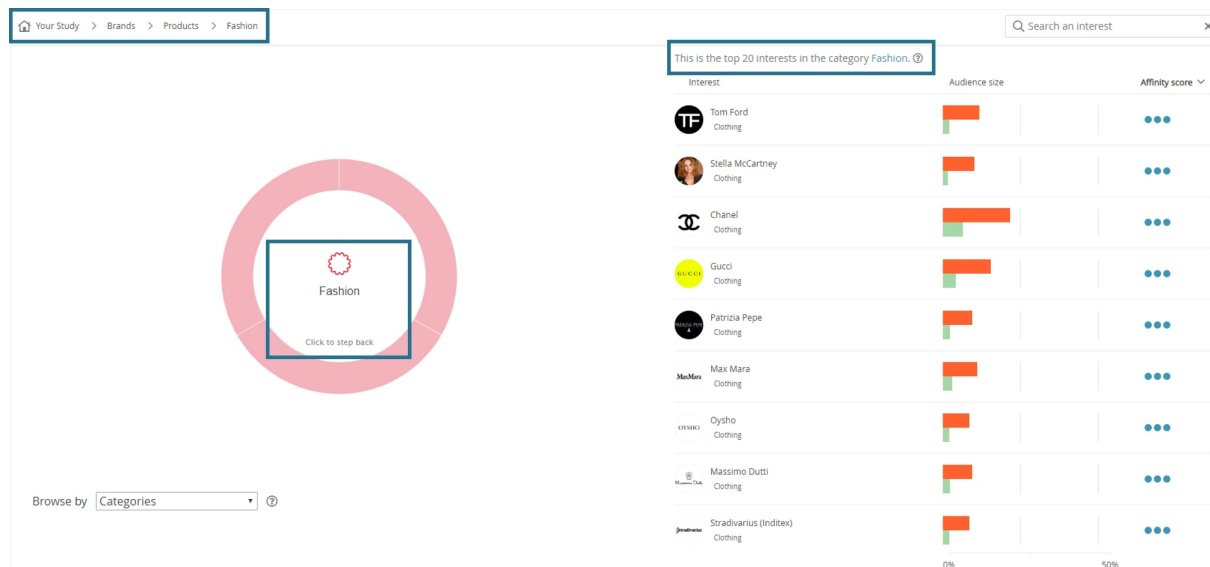
Volume Affinity





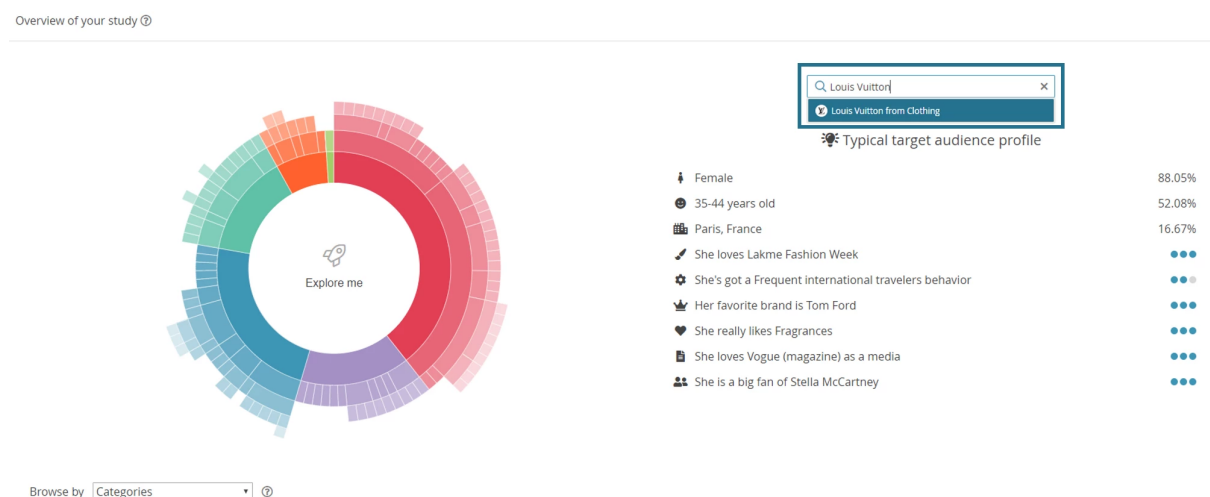
If you click on one of the six main interest categories, you access the top 20 interest list of the corresponding subcategory.

In our example, as Tom Ford is a fashion brand, if you click on it, you access all the fashion brands listed in your study.



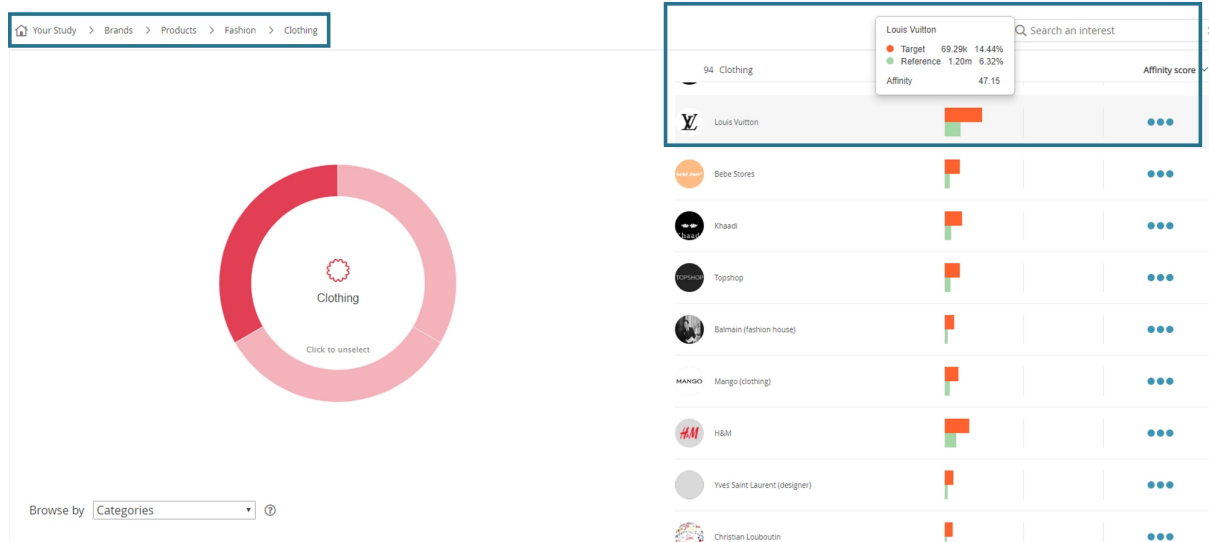
Look for specific interests in your study

If you have specific interests in mind that you want to investigate, you can directly look for them in the search bar.



It directly drives you to this interest and displays the other interests from the sub-category your interest belongs to.

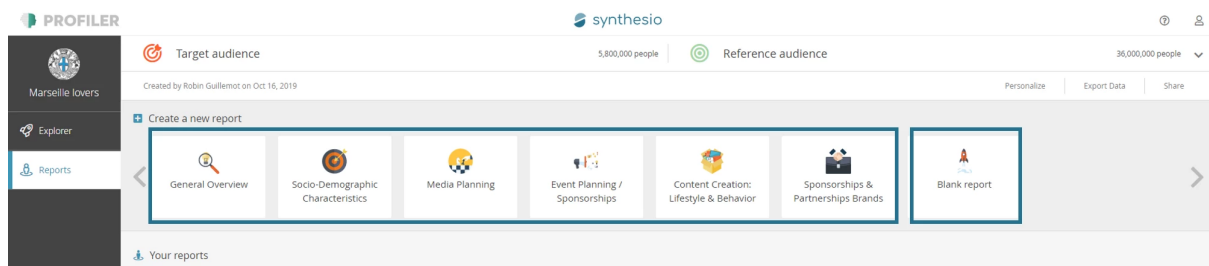
In our example, Louis Vuitton belongs to the following subcategory: Brands > Products > Fashion > Clothing.



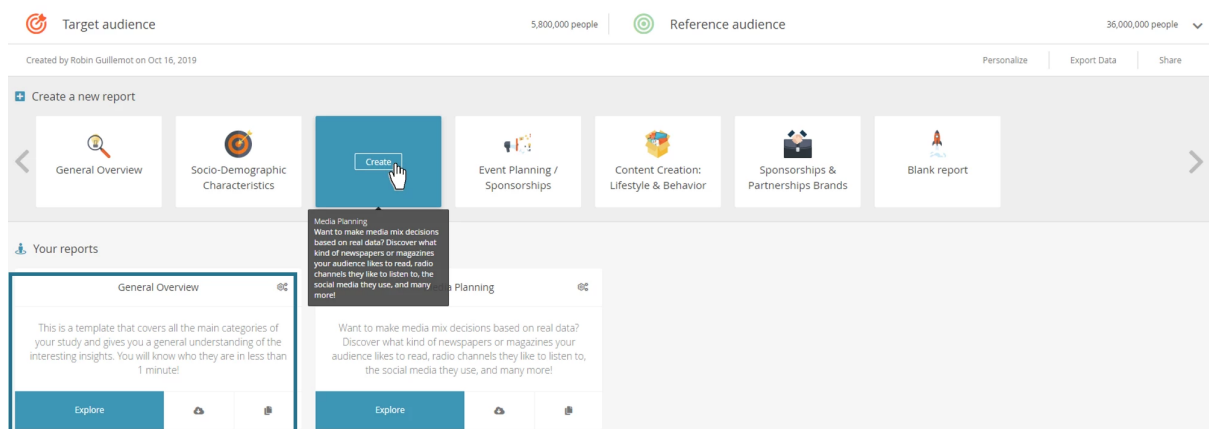
Generate, browse and customize ready-to-use reports

The report page allows you to generate specific reports to get deeper insights about your audience.

You have the choice between ready-to-use and blank reports.



First, you can choose which ready-to-use report you want to generate. There are 6 available with relevant data points depending on the purpose.



Once generated, you can then go through all the selected information that has been chosen for your report.

Marseille lovers

Explorer

Reports

Target audience

5,000,000 people

Reference audience

36,000,000 people

Created by Robin Guilbert on Oct 16, 2019

Personalize Export Data Share

Edit: "General Overview"

Download report PDF



YOU ANALYZED (TARGET AUDIENCE):

Marseille lovers: 5,000,000 people

COMPARED TO (REFERENCE AUDIENCE):

France - 1845: 36,000,000 people

SOCIO-DEMOGRAPHIC OVERVIEW

AGE BREAKDOWN



GENDER



WORKING INDUSTRIES

There is currently no data linked to this widget. Switch to edit mode and take a look at the data selection and filters.

EDUCATION STATUS

4.2%
Some high school

FAMILY STATUS

There is currently no data linked to this widget. Switch to edit mode and take a look at the data selection and filters.

RELATIONSHIP STATUS

24.1%
Single

IN WHAT REGIONS DO THEY LIVE?



IN WHAT CITIES DO THEY LIVE?

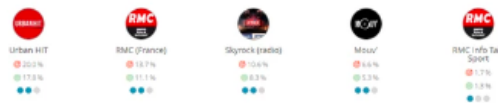


MEDIA OVERVIEW

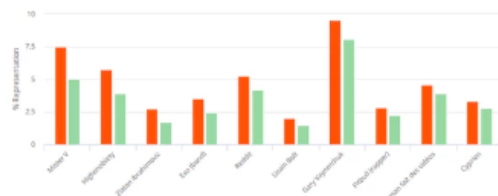
PRESS: NEWSPAPERS & MAGAZINES



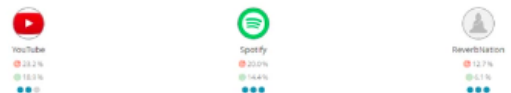
RADIO



WEB: BLOGS, COMMUNITIES & INFLUENCERS



SOCIAL NETWORK



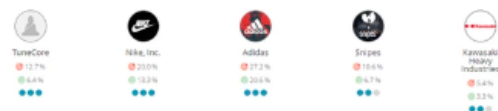
TELEVISION CHANNEL



BRANDS AFFINITIES

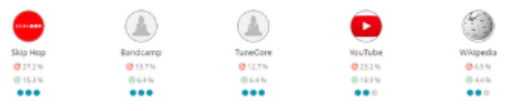
BRAND TYPE: PRODUCTS

TOP 5 PRODUCT BRANDS



BRAND TYPE: SERVICES

TOP 5 SERVICE BRANDS



CATEGORY: CLOTHING



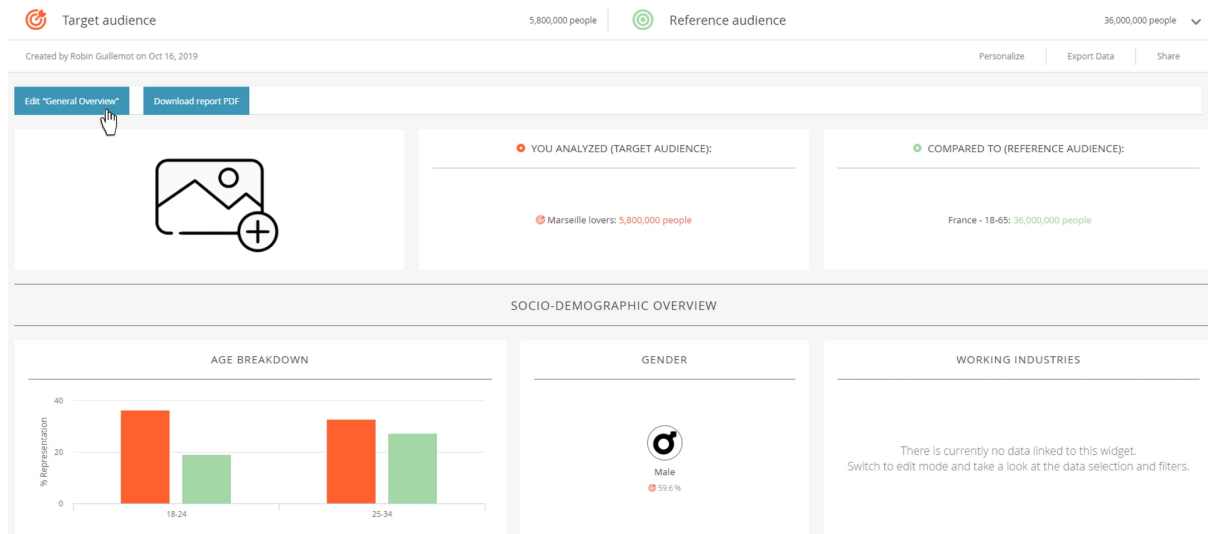
CATEGORY: E-COMpany



CATEGORY: AUTOMOTIVE

CATEGORY: TELECOM

You can then decide to edit and personalize it:



You can:

- Change the name of the report
- Add a picture to the report
- Change the order of the widgets
- Edit a widget
- Add or delete a widget

There are 6 different types of widget customizations: Title, Picture, Text, Target Audience, Reference Audience and Data Widget.

You can choose to add a title, picture or text widget.

Regarding Target and reference Audiences, you can choose to display their description or not.

There are many more possibilities with a data widget. When you edit one, you can choose the data displayed by the widget. The data displayed is defaulted to the interests with the highest affinity scores. However, if one or several of these interests are not relevant to your brands, you can hide them and display others who have lower affinity scores but are more relevant to your brand.

Created by Robin Guillemot on Oct 16, 2019

Personalize

Export Data

Share

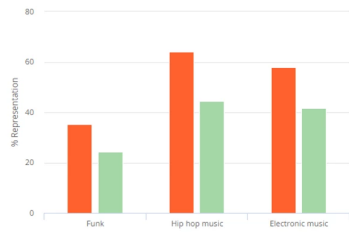
Done editing

Report settings

Add Widget

ARTS & ENTERTAINMENT OVERVIEW

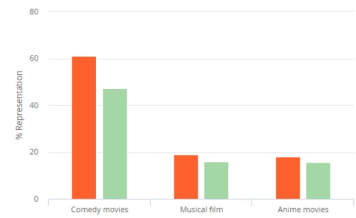
MUSIC GENRES THEY LIKE TO LISTEN TO



EVENT GENRES

Name	Target Audience (%)	Reference Audience (%)	Comparison
Nightclubs	15.8%	13.9%	Target Audience is higher
Dancehalls	10.6%	8.9%	Target Audience is higher
Filmfare Awards	2.7%	2.1%	Target Audience is higher
Trade fair	8.4%	7.5%	Target Audience is higher

MOVIE GENRES THEY LIKE TO WATCH



READING GENRES

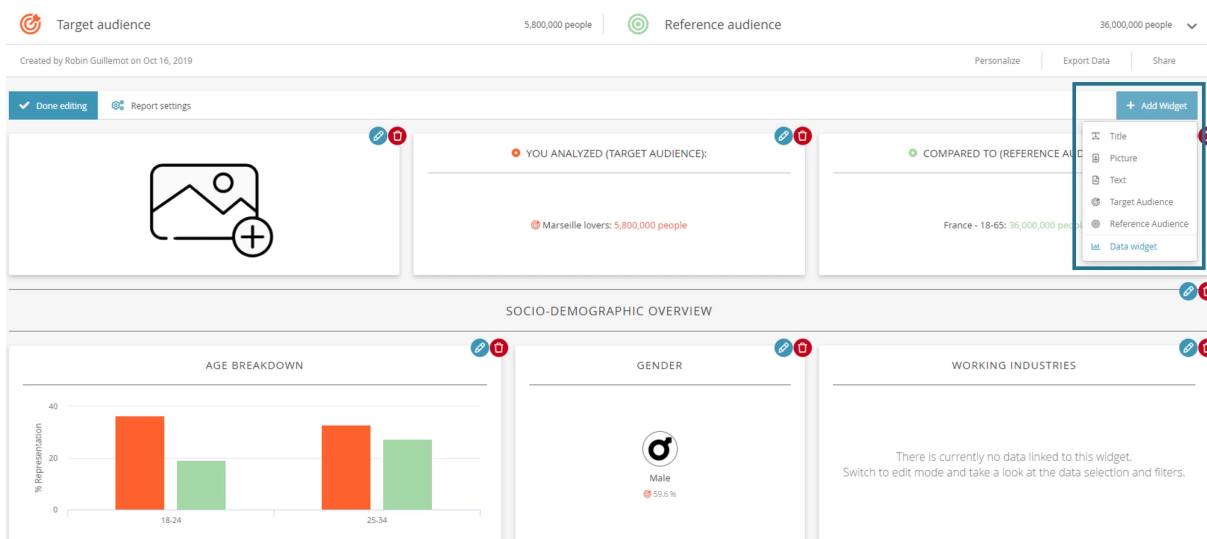
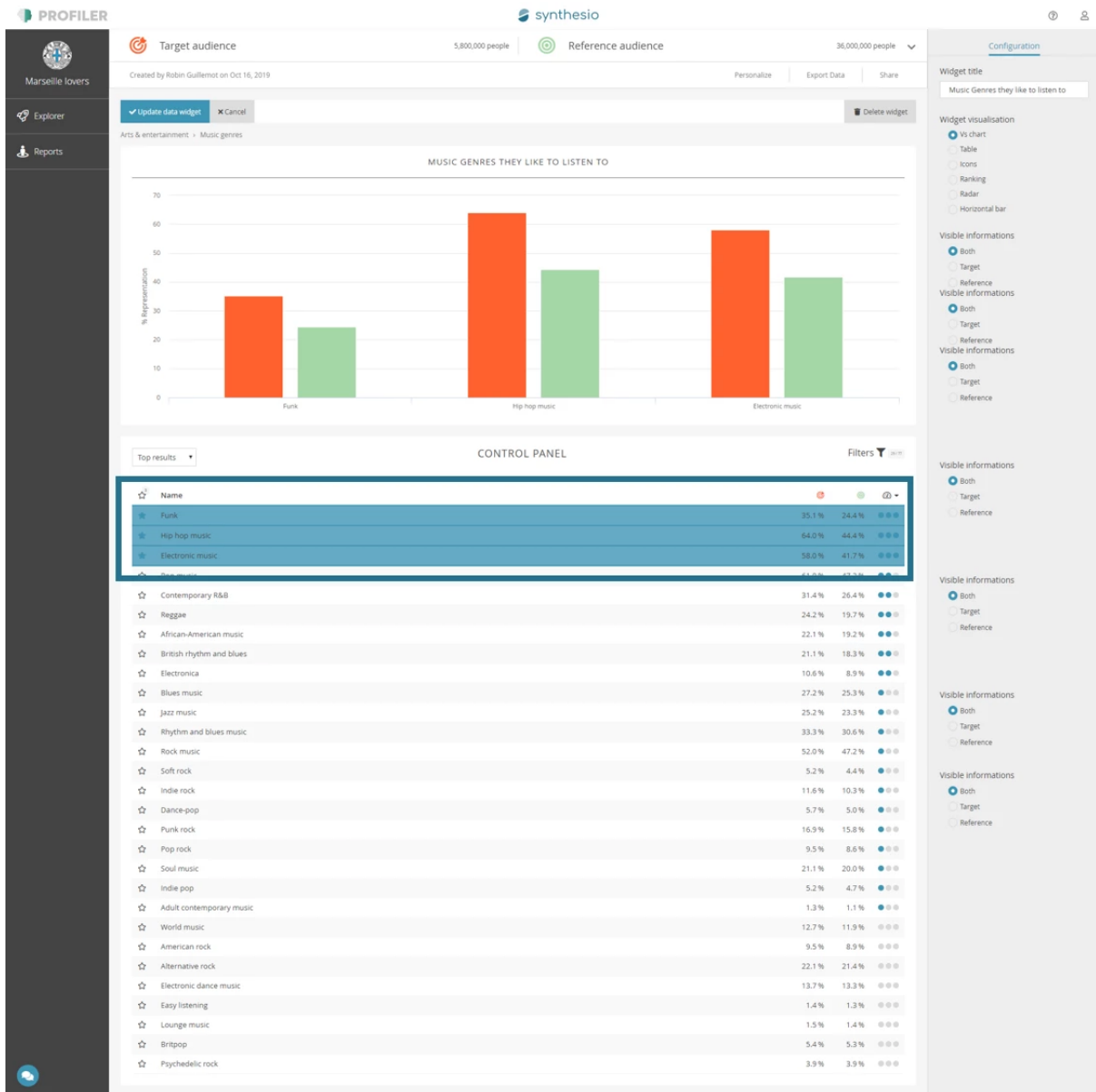


WHAT IS THEIR AFFINITY WITH GAMING?

Name	Target Audience (%)	Reference Audience (%)	Comparison
Game consoles	22.1%	17.8%	Target Audience is higher
First-person shooter games	31.4%	27.5%	Target Audience is higher
Fortnite	12.7%	9.7%	Target Audience is higher

ARTS GENRE

Rank	Genre	Percentage (%)
1	Photography	64.0%
2	Performing arts	22.1%
3	Web design	4.1%
4	Acting	5.8%



Generate blank reports

It is exactly the same principles as for a ready-to-use report, except that you have to start from scratch.

In a blank report, you must have at least 1 widget. You can then choose to add any kind of widget you want.

We recommend you to go through all the ready-to-use reports before creating a blank one.

That's it for now! If you'd like to know more, please reach out to your dedicated Account Manager, or reference the [Profiler Glossary Guide](#).