

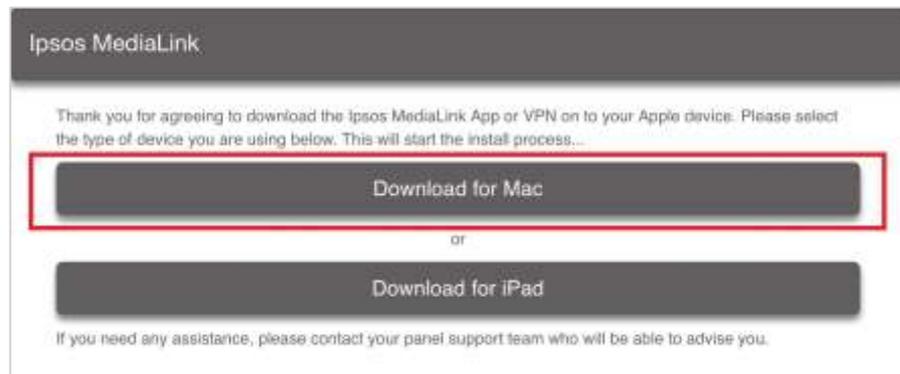
- These instructions/images may vary depending on the configuration of your device.
- This installation will take a few minutes to complete so please do take the time to complete each step in this guide to get the best experience.
- Please be mindful that the previous app named 'inCompass' has now been rebranded to the new & latest 'Ipsos MediaLink' app.

Step #1

Please **click on the link** we have provided to you via Email to begin.

This will open in your default browser app. For demonstration purposes, we are using the pre-installed 'Safari' browser.

- On the website that loads, click '**Download for Mac**'



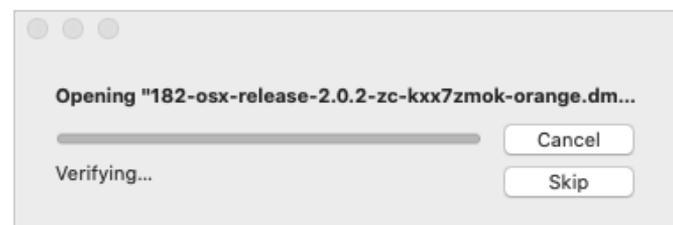
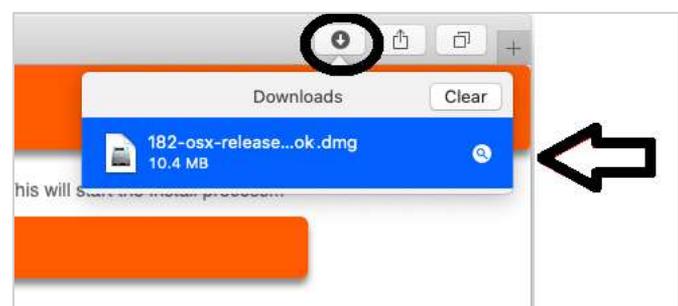
Step #2

- Please click the '**downloads**' icon



- **Double click on the .dmg file** you downloaded

The installer will begin to load.



Installation Guide for Ipsos MediaLink for Mac OS

Step #3

The installer requires you to:

- Simply drag and drop the '**Ipsos MediaLink**' icon into the '**Applications**' folder icon.



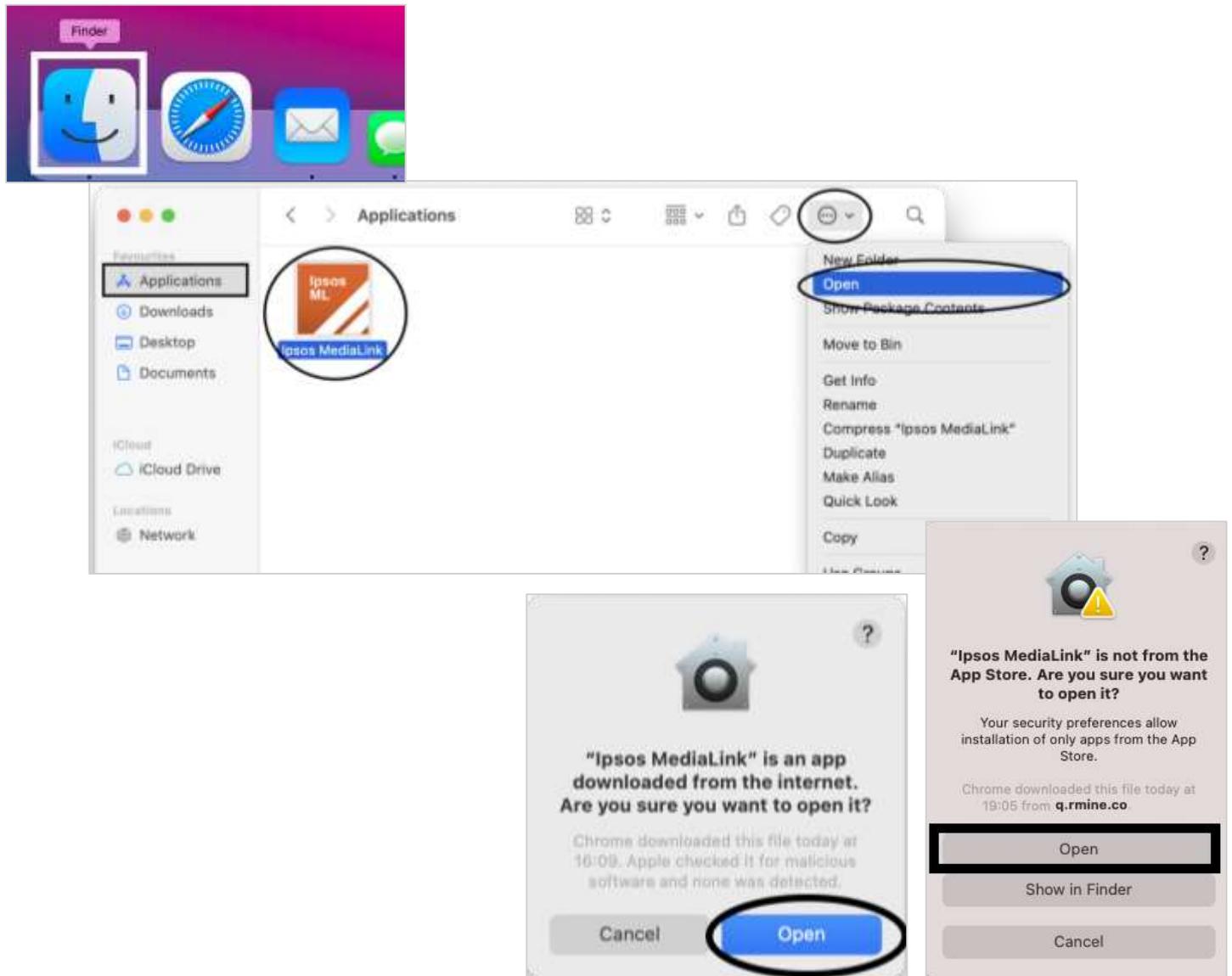
Now please close this window (red circle icon – top left). 

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Step #4

Opening Ipsos MediaLink

Ipsos MediaLink is now on your Mac! Time to open it and start the setup.

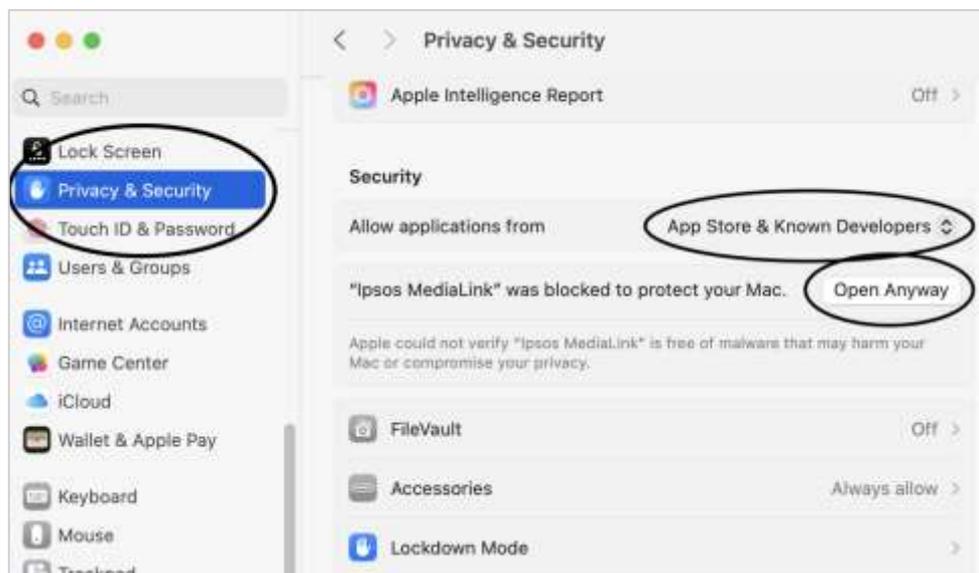
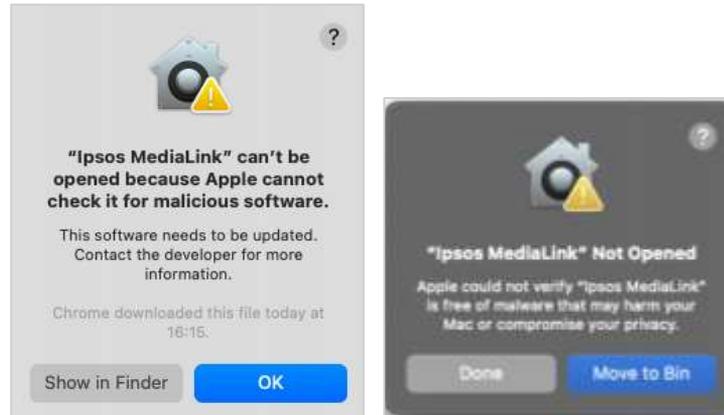


1. **Open Finder:** Look for the 'Finder' icon in your Dock.
2. **Go to Applications:** In the Finder window, find the "Applications" folder in the sidebar on the left and click on it.
3. **Find Ipsos MediaLink:** Click once on "Ipsos MediaLink" to select it.
4. **Open the App:** Click the "menu" icon (it looks like three dots or a cogwheel) and click 'Open'. ⚠️ You will need to perform this twice.
5. **Confirm You Want to Open It:** A pop-up window will appear. Click the "Open" button.

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Still Not Working? Try This:

If the Ipsos MediaLink app still won't open, you might need to adjust your Mac's security settings:



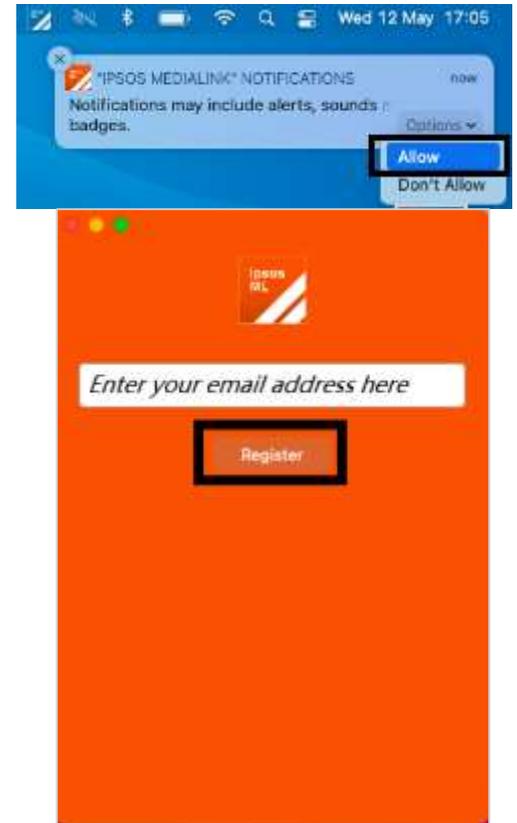
1. **Open System Settings:** Click the Apple menu (the Apple icon) in the top-left corner of your screen, then choose "**System Settings**".
2. **Go to Privacy & Security:** In the System Settings window, click "**Privacy & Security**" in the sidebar. You might need to scroll down to find it.
3. **Check Security Settings:** Find the section that says, "Allow applications downloaded from" and make sure "**App Store and identified/known developers**" is selected.
4. **Look for a Blocking Message:** If you see a message that says "Ipsos MediaLink' was blocked from opening because it is not from an identified developer," click the "**Open Anyway**" button.

Step #5

Ipsos MediaLink will now launch.

- Ipsos MediaLink will request notification permission, please tap '**Options**' and select '**Allow**'.
- Please **enter your email address** (that you registered with on the Panel) and tap '**Register**'.

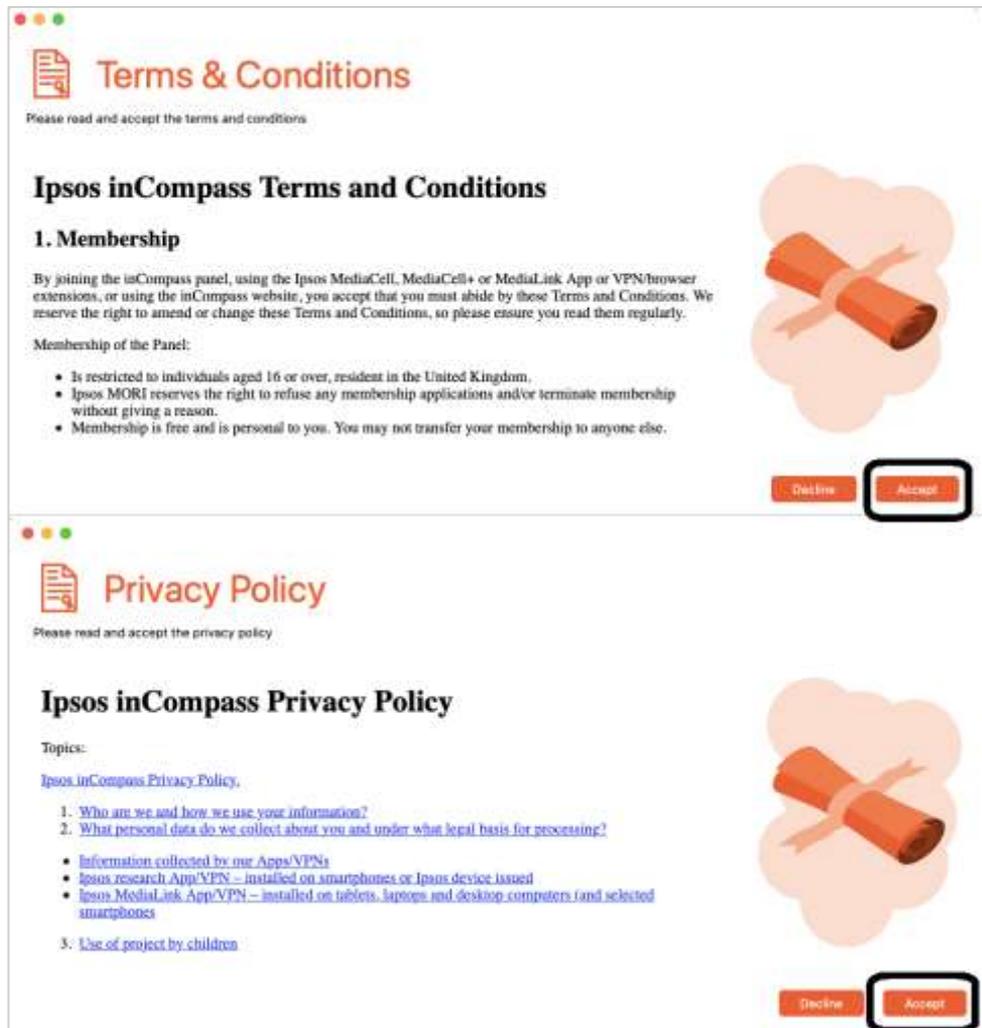
If this does not work for you, please contact us so we can help provide assistance.



Step #6

Please read & **accept** the following:

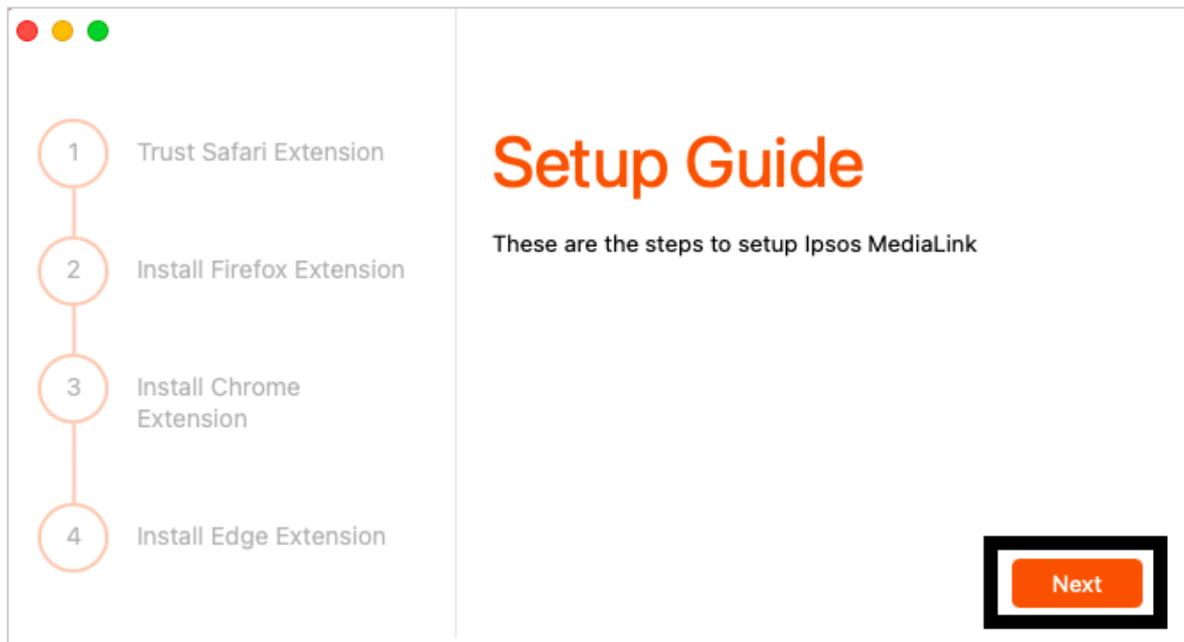
- Terms and Conditions
- Privacy Policy



Installation Guide for Ipsos MediaLink for Mac OS

Step #7

Install web browser extensions



Ipsos MediaLink will detect the web browsers installed that we support on your Apple Mac device.

We will automatically attempt to add and enable the Safari extension for you, so you don't have to.

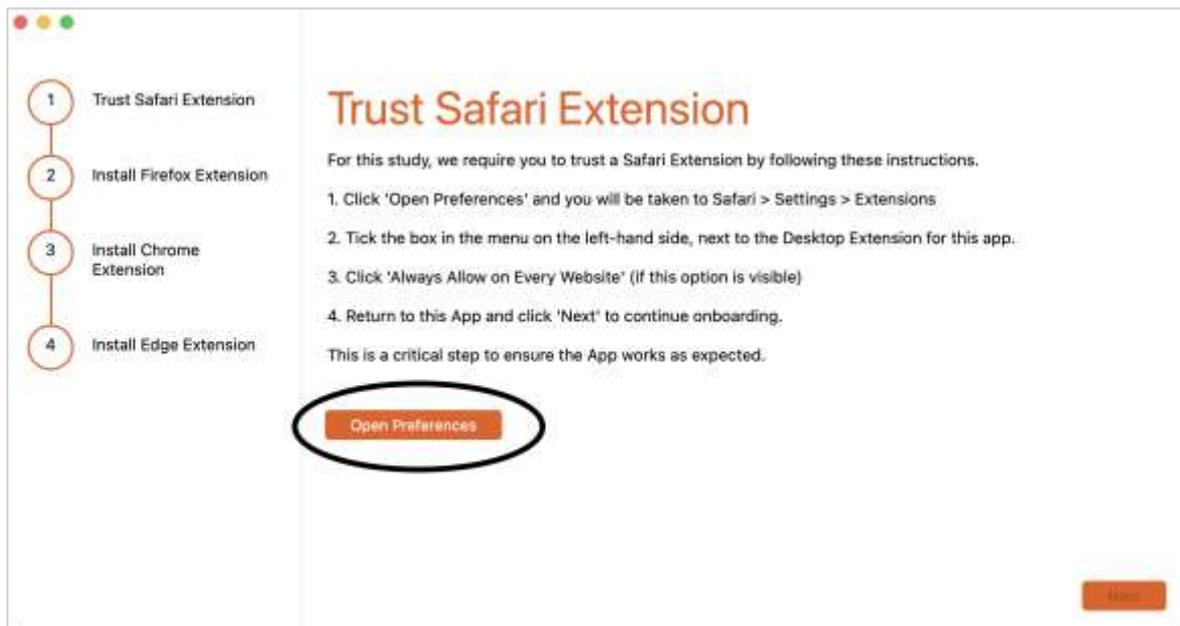
If this process was unsuccessful, the setup guide will include a dedicated screen for how you can trust/enable the Ipsos MediaLink extension on Safari yourself.

- Click 'Next' to start the setup process.

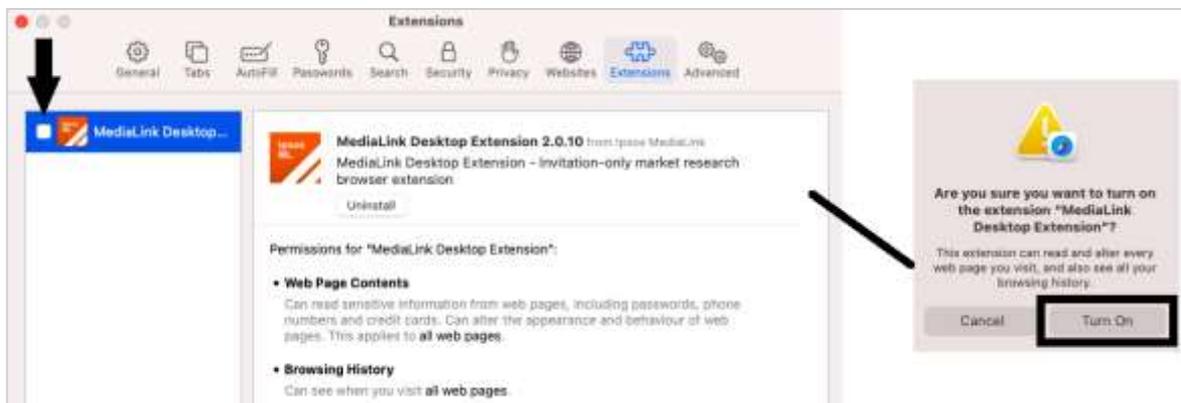
Installation Guide for Ipsos MediaLink for Mac OS

Step #8

Trust Apple Safari Extension



- Click 'Open Preferences', this will open Safari's Extensions setting.



Part 1: Enable/Trust the Ipsos MediaLink Extension

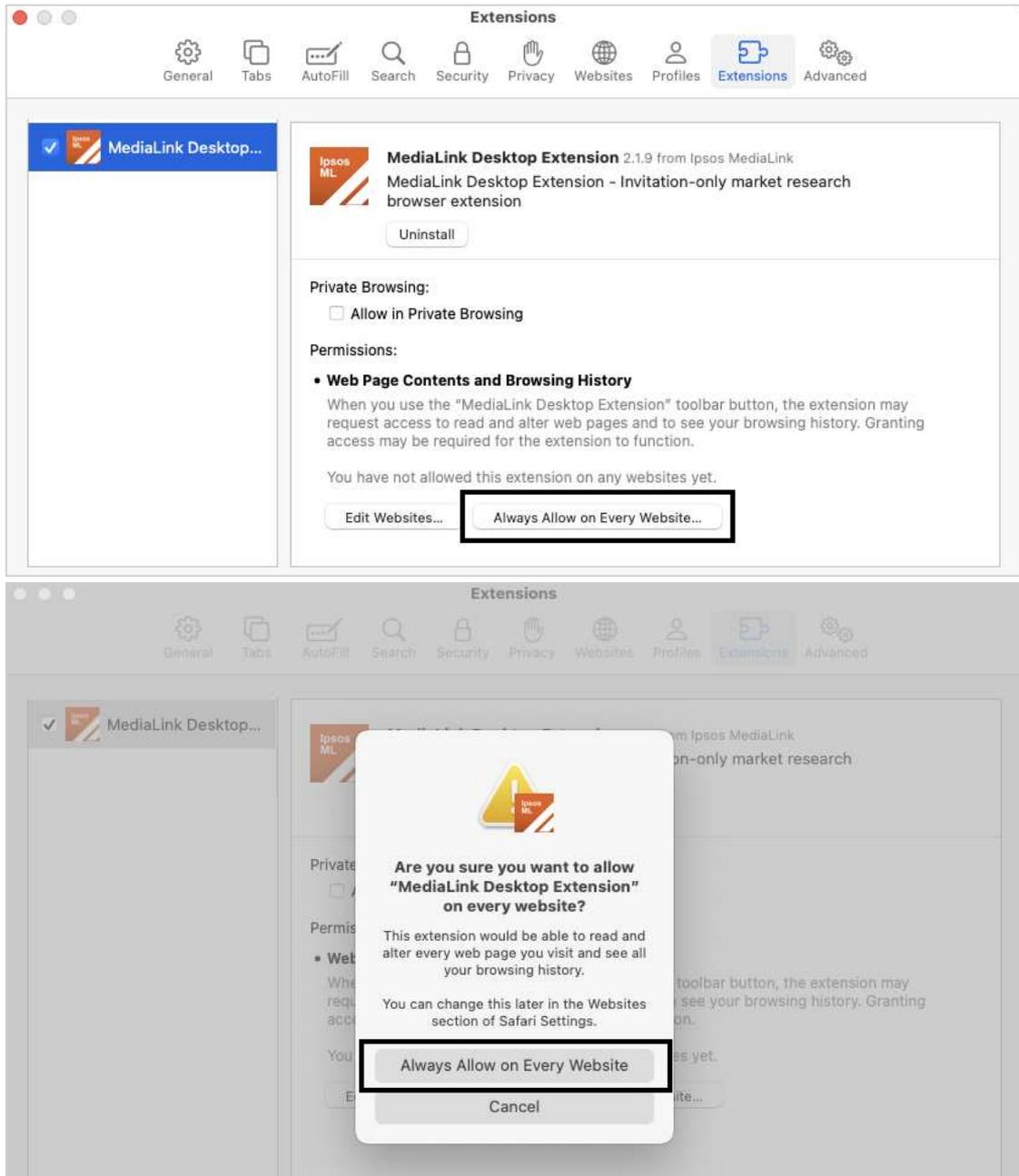
- On the left hand side, look for 'MediaLink Desktop Extension'.
- Click the checkbox next to 'MediaLink Desktop Extension' and click '**Turn On**'. The box should now be checked.

Please kindly go to the next page to complete the setup of the Safari extension.

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Part 2: Grant Ipsos MediaLink Extension Access to All Websites

To ensure complete data collection on your browsing behaviour, the Ipsos MediaLink Extension requires access to all websites.



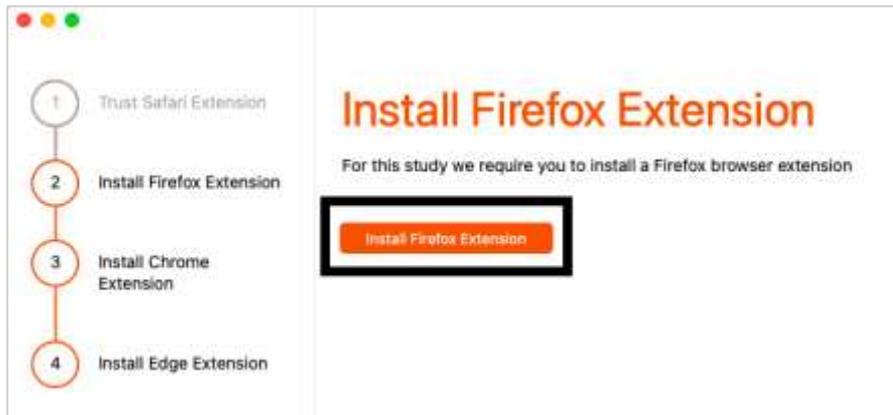
In the Safari extensions tab (*same one when you enabled the extension*)

1. Find the '**MediaLink Desktop Extension**'.
2. On the right-hand side, click '**Always Allow on Every Website...**'.
3. On the prompt, confirm by clicking '**Always Allow on Every Website**'.

Step #9

Install Mozilla Firefox (if installed)

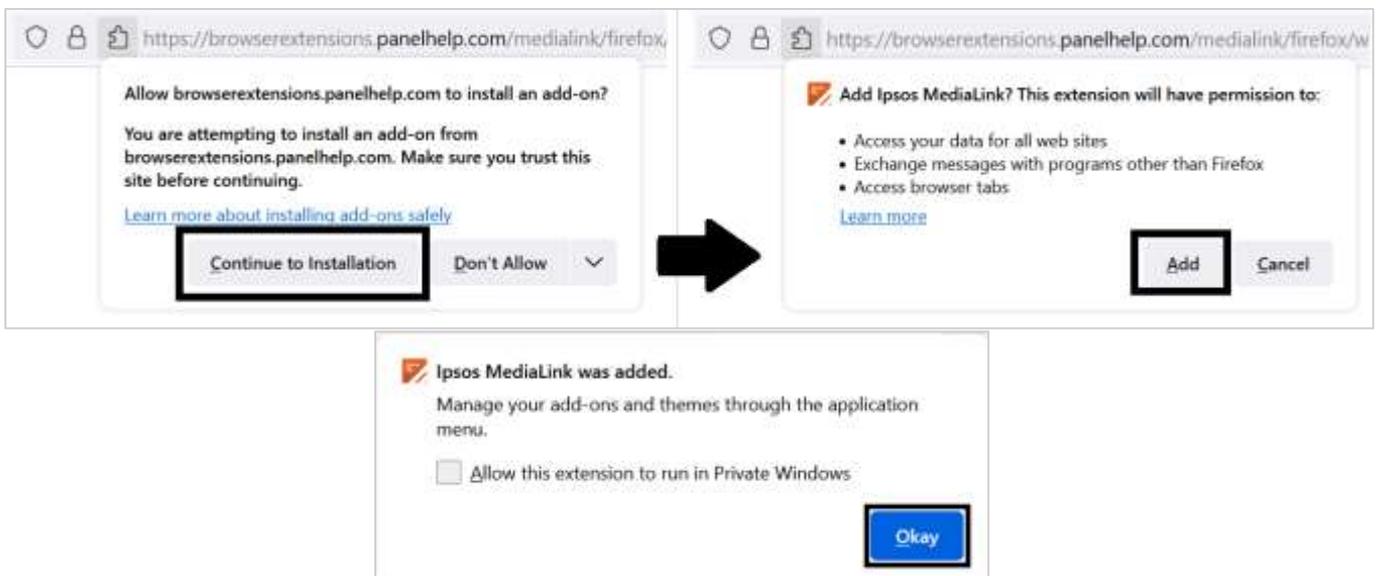
- Click '**Install Firefox Extension**', this will open the Firefox browser app.



- Mozilla Firefox will open our browser extension download page. On this page, to start the download, click the button: '**Click Here if your Extension doesn't install automatically**'.



- When the prompt appears, tap '**Continue to Installation**' and click '**Add**'.

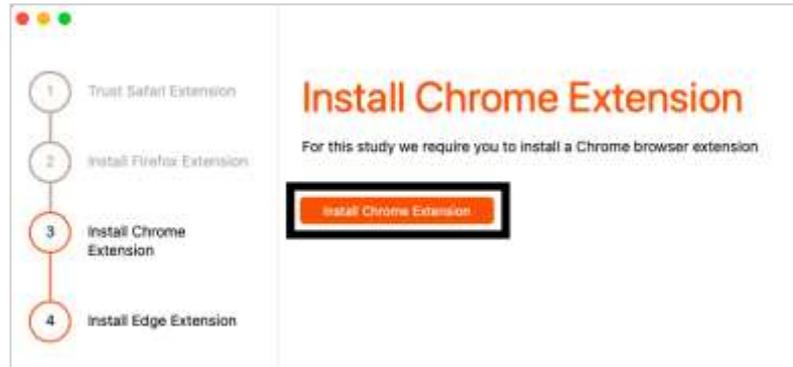


The extension is now enabled, please return back to the Ipsos MediaLink setup window and click '**Next**'.

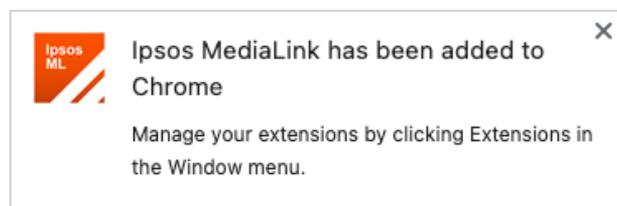
Step #10

Install Google Chrome Extension (if installed)

- Click '**Install Chrome Extension**', this will open the Chrome browser app.



- When our Chrome extension page has loaded, click '**Add to Chrome**' and then '**Add Extension**'



Note: By default, Google Chrome does not make the extension visible, please see '**Quick Tip**' (page 9) to make the extension visible.

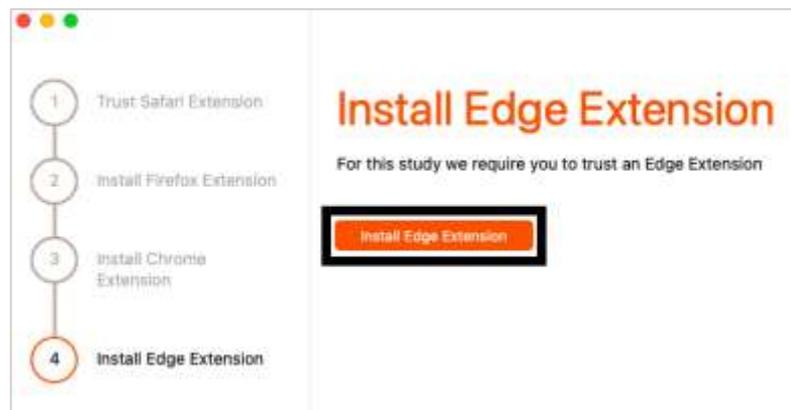
The extension is now enabled, please return back to the Ipsos MediaLink setup window and click '**Next**'.

Step #11

Install Microsoft Edge Extension (if installed)

Note: Microsoft Edge (supported version 79 or higher) will install the Ipsos MediaLink extension from the Chrome Web Store.

- Click 'Install Edge Extension', this will open the Edge browser app.



When our extension page has loaded, you may need to 'Allow extensions from other stores' before you can add any browser extension to Edge.

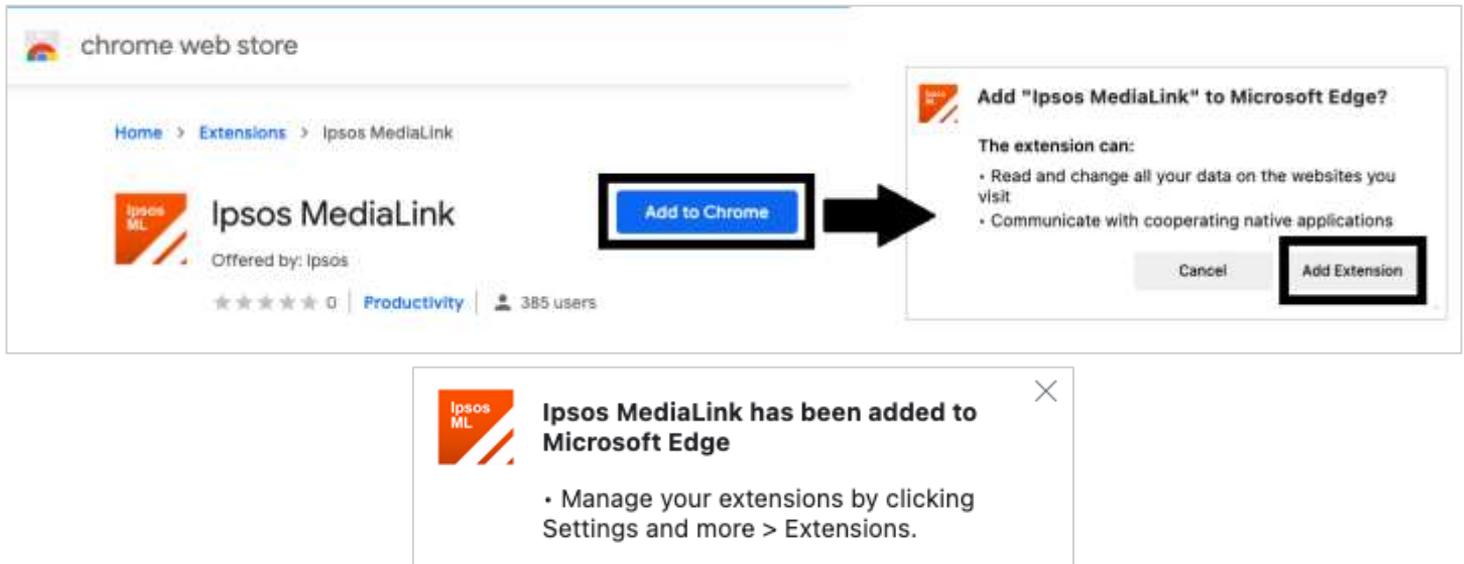
- Along the top click 'Allow extensions from other stores'
- Click 'Allow' to confirm.



Once done, please see the next page to Add the extension to Edge.

When our extension page has refreshed, you should see the **Add to Chrome** button:

- Please click '**Add to Chrome**' and then '**Add Extension**'.



The Ipsos MediaLink extension is now added to Microsoft Edge.

Please return back to the Ipsos MediaLink setup window and click '**Finish**'.

IS YOUR MAIN BROWSER NOT SAFARI, FIREFOX, CHROME OR EDGE?

Please do contact us if you are using a third-party web browser which we **do not support** as this may affect the data that is collected & sent from your device.

Below are the browsers **we do support**:

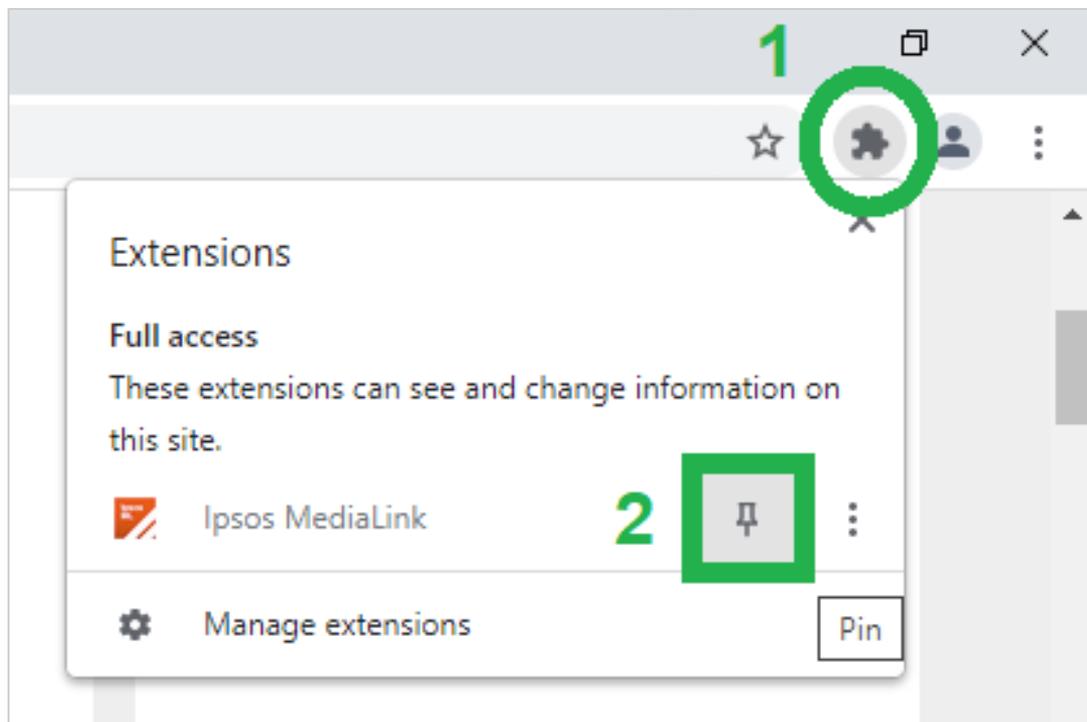
Apple Safari
Mozilla Firefox
Google Chrome
Microsoft Edge

Quick Tip



If you use **Google Chrome** browser, be sure to make the Ipsos MediaLink extension visible!

- To begin, please open your Google Chrome application



1. On the right of the address bar, click the **extensions** icon 
2. Now on the right of 'Ipsos MediaLink' please click on the **pin** icon 

Now when you visit websites, you will see the Ipsos MediaLink extension present.

YOU'RE ALL SET

You should now see 'Configured' shown when you open the app.

Menu Bar: 1 x Ipsos MediaLink icon

Extension Icons:

- Chrome (**Hidden**) – see 'Quick Tip' on [page 9](#) to make this visible.
- Edge (**Visible**)
- Firefox (**Hidden**) – expected behaviour of browser.
- Safari (**Hidden**) – expected behaviour of browser.

Displayed in the Ipsos MediaLink app

In the app, you can click the '**Upload**' button to send data



Mac OS Menu Bar



Browser Extensions

