# dun & bradstreet

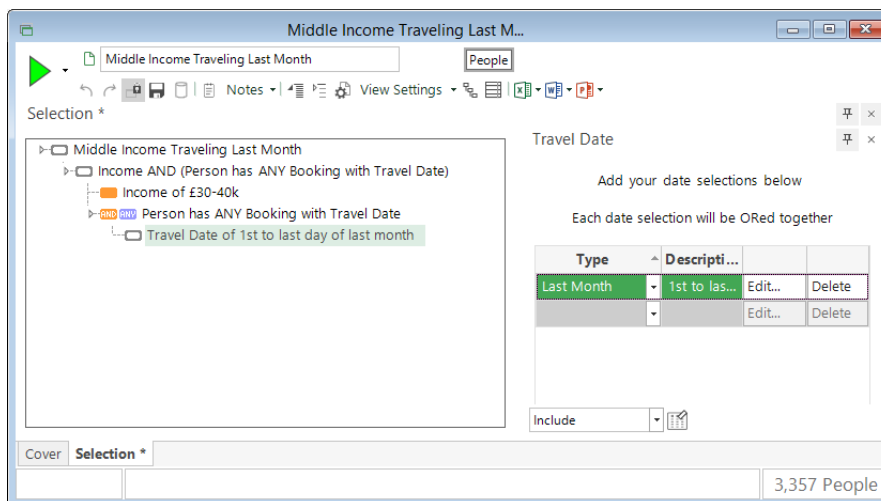## *Enhanced - Why was I Selected?*

## Summary

*A selection that uses a relative date rule will not necessarily return the same records as time moves on. This functions allows you to see why the record was selected at the time the selection was created.*

The following selection was created, using a holiday company's data set, on the 5th March 2018, to find People who are in the £30-40K Income band and have travelled in the last month.
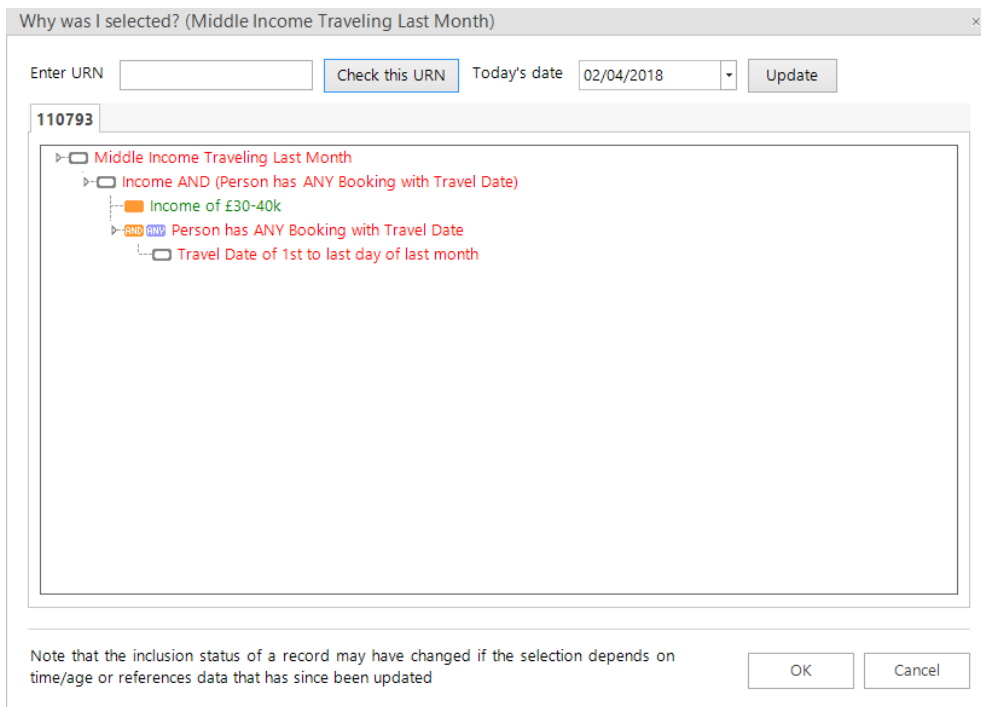


In the screen shot below Person URN: 110793 was selected because they meet the criteria for Income and they travelled during February 2018.
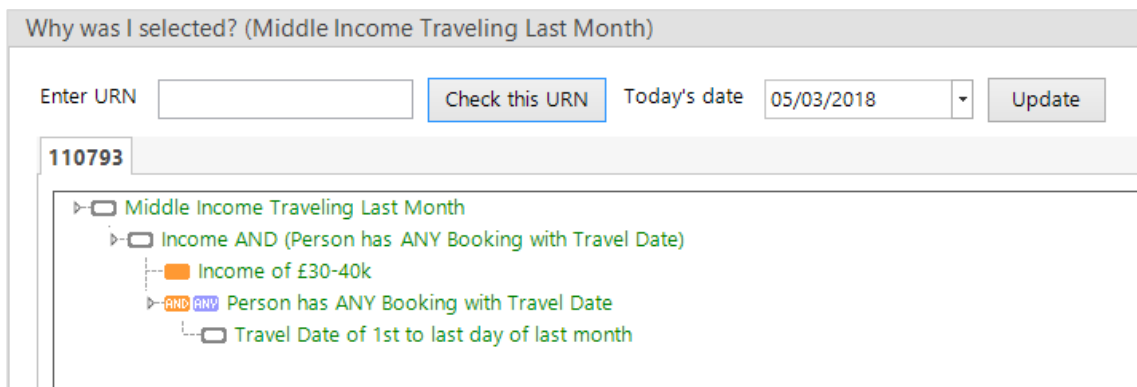
Time passes and today is 2<sup>nd</sup> April 2018.

A right click on the same record in the Data Grid gives access to the **Why was I selected?** function.

The screen shot below shows that this record would not now meet the date criteria.



By changing the **Today's date** box to the date the selection was created (05/03/2018) and clicking the **Update** button, we can see that this record did meet the criteria at that point in time.



This function would be useful if a request was made to know why someone had been included in a campaign that used a relative date rule in the selection criteria.