



Use Case: Drill Down On Any Spend Data Point
Media Analysis

PRIMARY USE CASE EXAMPLES

Ad Creative Analysis

- View/Download an Ad
- Identify Breaking ads
- Visibility into Message Elements
- Pre-planning & post planning Campaign Analysis
- Competitive Messaging Trends
- New Item Launch Support

Media Analysis

- Link Creatives with Top Level Spend
- View Competitor Media Mix
- Spending by Market
- Media Audience Targeting
- Pre and Post Planning Analysis
- Media outlet/placement analysis

Legal & Compliance Analysis

- Brand Compliance
- Royalty Analysis and Payment Allocation
- Compliance of Media Spend (multiple category compliance/media)



DRILL DOWN ON ANY SPEND DATA POINT

You can use the solution to unpack any data point and easily see what creatives are contributing to that media spend in the Online Report within the Vivvix platform.

Business Question Answered

Was there a change of spend from the current period vs the prior period for my advertiser at the end of March 2023?

What creative generated the most spend in the current period?



MEDIA ANALYSIS: DRILL DOWN ON ANY SPEND DATA POINT

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard

In-Access Creative Se...

Hispanic Dashboard

REPORTS

FastTrack Weekly Hisp...

FastTrack Weekly

Settings

My Exports

Saved Searches

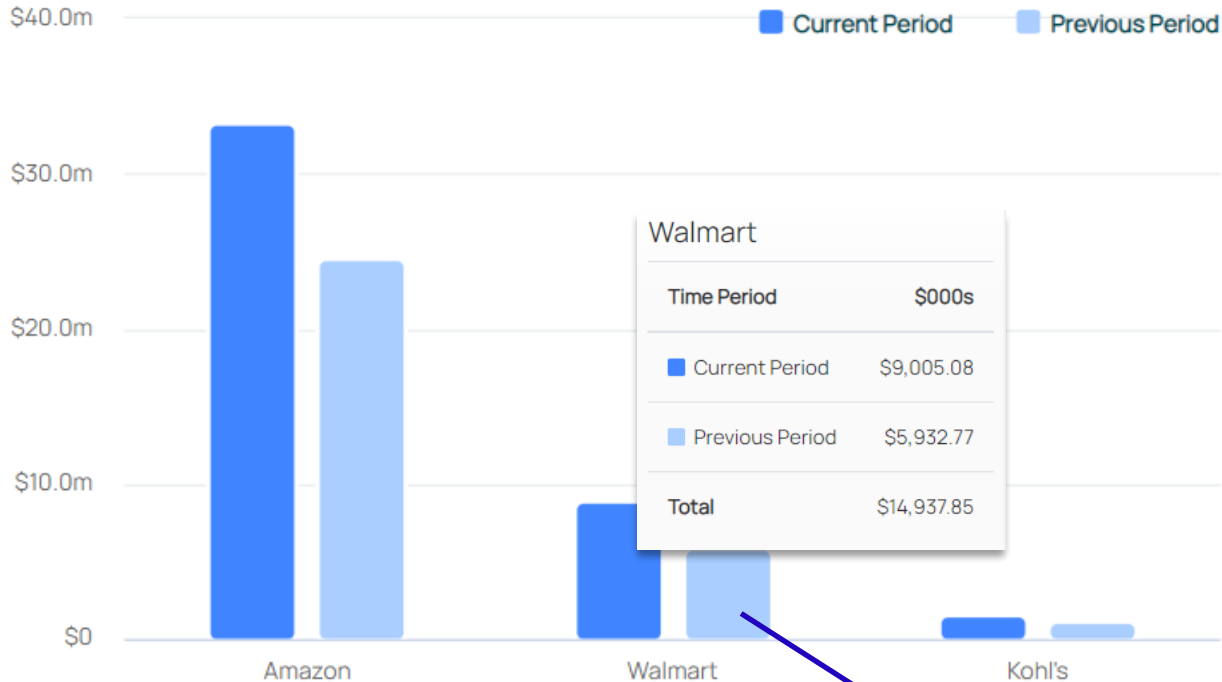
Alerts Manager

Branded Content

Help & Education

<<<

Advertiser Rankings Period over Period



5/22/23 to 5/28/23 and 5/15/23 to 5/21/23

On the Advertiser Rankings Period over Period Chart hover over your retailer to see the breakout of spend. In reviewing the previous period (5/15/23 – 5/21/23) to the current period (5/22/23-5/28/23), media spend increased \$3,072.31 for my Advertiser, Walmart.

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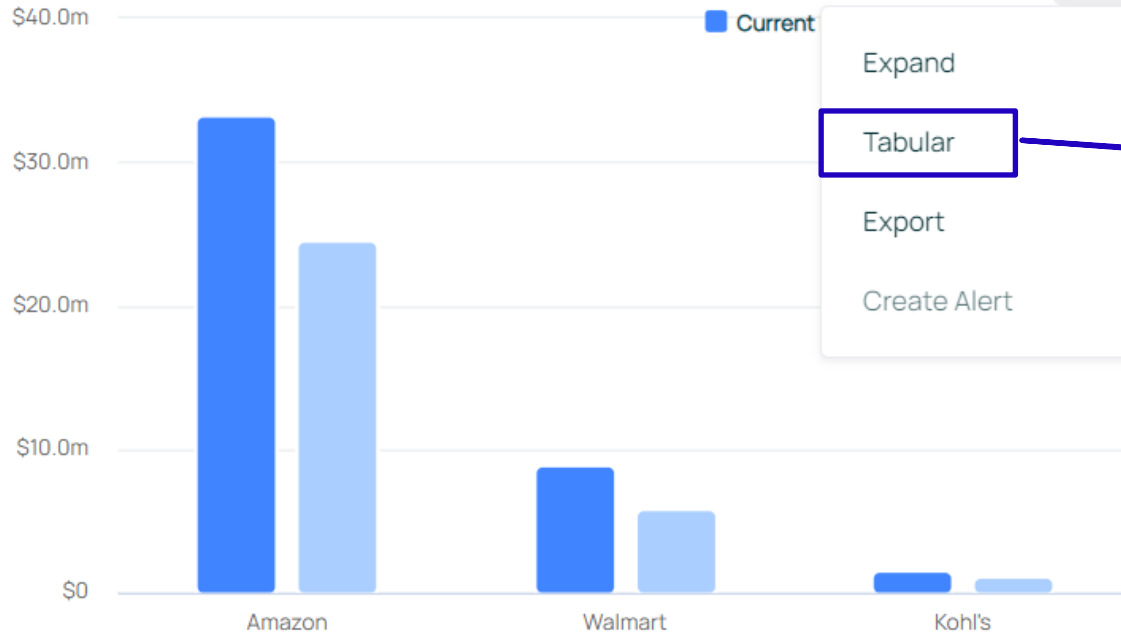
Alerts Manager

Branded Content

Help & Education

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Advertiser Rankings Period over Period



5/22/23 to 5/28/23 and 5/15/23 to 5/21/23

Expand


Tabular

Export

Create Alert

Select the Tabular Data View button to view more granular details for spend

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Weekly Fast Track - GM : New Search 🔖 🔄

🔍 Search by Keyword (Advertiser, Visual, Description, etc.) Search

Ad Status ... Date Range ... Advertiser ...

Running ▼ Last Media Week ▼ Amazon... ▼

[+REFINE SEARCH](#)

TOTAL ADS: 950 Television (26) Radio (15) Online Display (595) Mobile (208) Online Video (106) Tabular Data Group By

Bulk actions for your tabular view: Tabular Bulk Actions Customize your tabular layout: [Tabular Options ...](#)

ADVERTISER	MEDIA WEEK 21	
3 Values	05/22/2023	
Amazon	\$33,304.39	
Kohl's	\$1,723.35	
Walmart	\$9,005.08	
3 Values	\$44,032.82	

Easily view spend for each advertiser.
Select Tabular Options to view spend by Category,
Subcategory, and Product.

Columns

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Bulk actions for your tabular view:

Tabular Bulk Actions

Customize your tabular layout:

Tabular Options ...

ADVERTISER	CATEGORY	SUBCATEGORY	PRODUCT	MEDIA WEEK 21	
3 Values	8 Values	57 Values	122 Values	05/22/2023	
Amazon	Retail	Other	Amazon.com Prime	\$2,968.95	
Amazon	Retail	Other	Multiple Products	\$2,861.32	
Amazon	Retail	Other	Amazon Book	\$672.98	
Amazon	Retail	Other	Lighting	\$12.36	
Amazon	Retail	Other	Prime Student	\$8.89	
Amazon	Retail	Other	Amazon Basics Personal Care	\$11.98	
3 Values	8 Values	57 Values	122 Values	\$44,032.82	

- Advertiser
- Category
- Subcategory
- Product
- Media Week 21

Columns

Select the Media Week column to sort by spend.
Amazon spent the most with \$2,968.95 on their Amazon.com Prime product during May 2023. (5/22/23-5/28/23)

MEDIA ANALYSIS: DRILL DOWN ON ANY SPEND DATA POINT

Select the cell containing the total spend for the product. The Ad List will update to contain all creatives that contribute to the total spend.

Bulk actions for your tabular view: **Tabular Bulk Actions** Customize your tabular layout: **Tabular Options ...**

ADVERTISER	CATEGORY	SUBCATEGORY	PRODUCT	MEDIA WEEK 21
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Amazon	Retail	Other	Multiple Products	\$2,861.32
Amazon	Retail	Other	Amazon Book	\$672.98
Amazon	Retail	Other	Lighting	\$12.36
Amazon	Retail	Other	Prime Student	\$8.89
Amazon	Retail	Other	Amazon Basics Personal Care	\$11.98
Amazon	Retail	Other	Electricals	\$146.27
Amazon	Retail	Other	Baby Needs	\$1.84
3 Values	8 Values	57 Values	122 Values	\$44,032.82

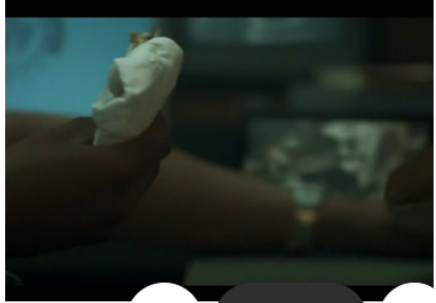
Columns: Advertiser, Category, Subcategory, Product, Media Week 21

Sort the Ad List by spend to view the creative with the most spend.

All Creatives Table View

	AD CODE	ADVERTISER	PRODUCT	MEDIA	FIRST RUN DATE	OCCURRENCES - ...	SPEND (000S) - D...
<input type="checkbox"/>	AMAZRT-105364	Amazon	Amazon.com Prime	Television	May 9, 2023	686	\$1,026.2
<input type="checkbox"/>	AMAZRT-106392	Amazon	Amazon.com Prime	Television	May 22, 2023	430	\$563.6
<input type="checkbox"/>	AMAZRT-104305	Amazon	Amazon.com Prime	Television	April 25, 2023	551	\$466.8
<input type="checkbox"/>	AMAZRT-102323	Amazon	Amazon.com Prime	Online Display	March 13, 2023	7	\$273.1
<input type="checkbox"/>	AMAZRT-104474	Amazon	Amazon.com Prime	Online Display	April 24, 2023	65	\$112.6
<input type="checkbox"/>	AMAZRT-105940	Amazon	Amazon.com Prime	Mobile	May 15, 2023	3	\$96.0
<input type="checkbox"/>	AMAZRT-102108	Amazon	Amazon.com Prime	Online Display	March 13, 2023	1	\$76.0
<input type="checkbox"/>	AMAZRT-105318	Amazon	Amazon.com Prime	Online Display	May 1, 2023	36	\$55.9
<input type="checkbox"/>	AMAZRT-106152	Amazon	Amazon.com Prime	Online Display	April 17, 2023	32	\$49.3
<input type="checkbox"/>	AMAZRT-105952	Amazon	Amazon.com Prime	Online Video	May 15, 2023	4	\$35.1
<input type="checkbox"/>	AMAZRT-103536	Amazon	Amazon.com Prime	Mobile	April 3, 2023	3	\$31.0

Amazon
View Ad Markets Details Related Ads



Ad Code 55 items

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Bulk actions for your tabular view: **Tabular Bulk Actions** Customize your tabular layout: [Tabular Options ...](#)

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All Creatives

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<input type="checkbox"/> AZRT-106392	Amazon	Amazon.com Prime	Television	May 22, 2023	430	\$563.65
<input type="checkbox"/> AZRT-104305	Amazon	Amazon.com Prime	Television	April 25, 2023	551	\$466.83

Creative Details for AMAZRT-105364

Field	Value
Ad Code	AMAZRT-105364
Title	Tap And Order
First Run	May 9, 2023 – NBA TV – New York City – Basketball: NBA Summer League
Spend (000s) - Date Range (05/22/2023 - 05/28/2023)	\$1,026.20
Spend (000s) - Lifetime	\$3,725.69
Occurrences - Date Range (05/22/2023 - 05/28/2023)	686
Occurrences - Lifetime	2,121
Parent Advertiser	Amazon
Advertiser	Amazon
Product	Amazon.com Prime
Category	Retail
Subcategory	Other
Day Part	Included in Occurrence Report
Media	Television
Media Outlet	NBA TV

In the current media week (5/22/23-5/28/23), you can view the line item that is generating the most spend and link it to the creative.

Amazon.com Prime product generated the most spend. Amazon spent \$1m on this creative (AMAZRT-105364) that ran May 9th 2023.

VIVVIX SIMPLIFIED SUPPORT

Live Chat



Utilize the “Let’s Chat” to ask questions directly to a member of our support team. It is available in the bottom right corner.

Support Email



Simply email the Vivvix Support team at support@vivvix.com with any questions.



Within the solution there is a Help Center with step-by-step playbooks and articles.



Interactive video training available [here](#).