

PRE-PLANNING & POST PLANNING CAMPAIGN ANALYSIS

Media Analysis

VIVVIX

PRE-PLANNING & POST PLANNING CAMPAIGN ANALYSIS

You can use the Solution to create a weekly, monthly, or quarterly calendar view based on your reporting frequency. This will allow you to easily view occurrence details behind a campaign.

For your [post planning analysis](#), leverage spend and GRP data to validate that you hit your targets.

Business Questions Answered

- How often is my competitor running their campaign(s) during the last 6 media weeks?
- How can I view how much we spent on our campaign during each daypart?
- How can I pivot all the raw data to understand what percentage of the male population saw our ad?

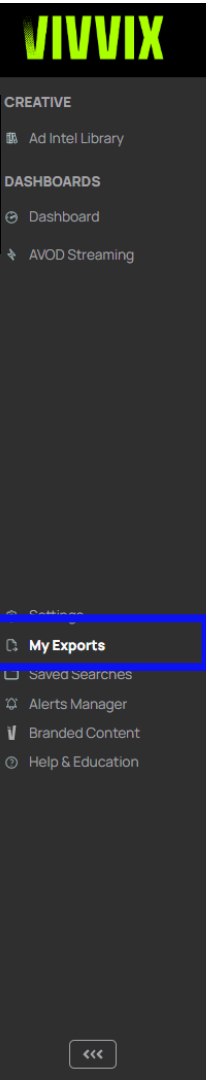


**FOR MY ANALYSIS, HOW OFTEN IS MY COMPETITOR RUNNING THEIR
CAMPAIGN(S) DURING THE LAST 6 MEDIA WEEKS?**

ACCESS AND DOWNLOAD YOUR OFFLINE SPEND REPORT

1

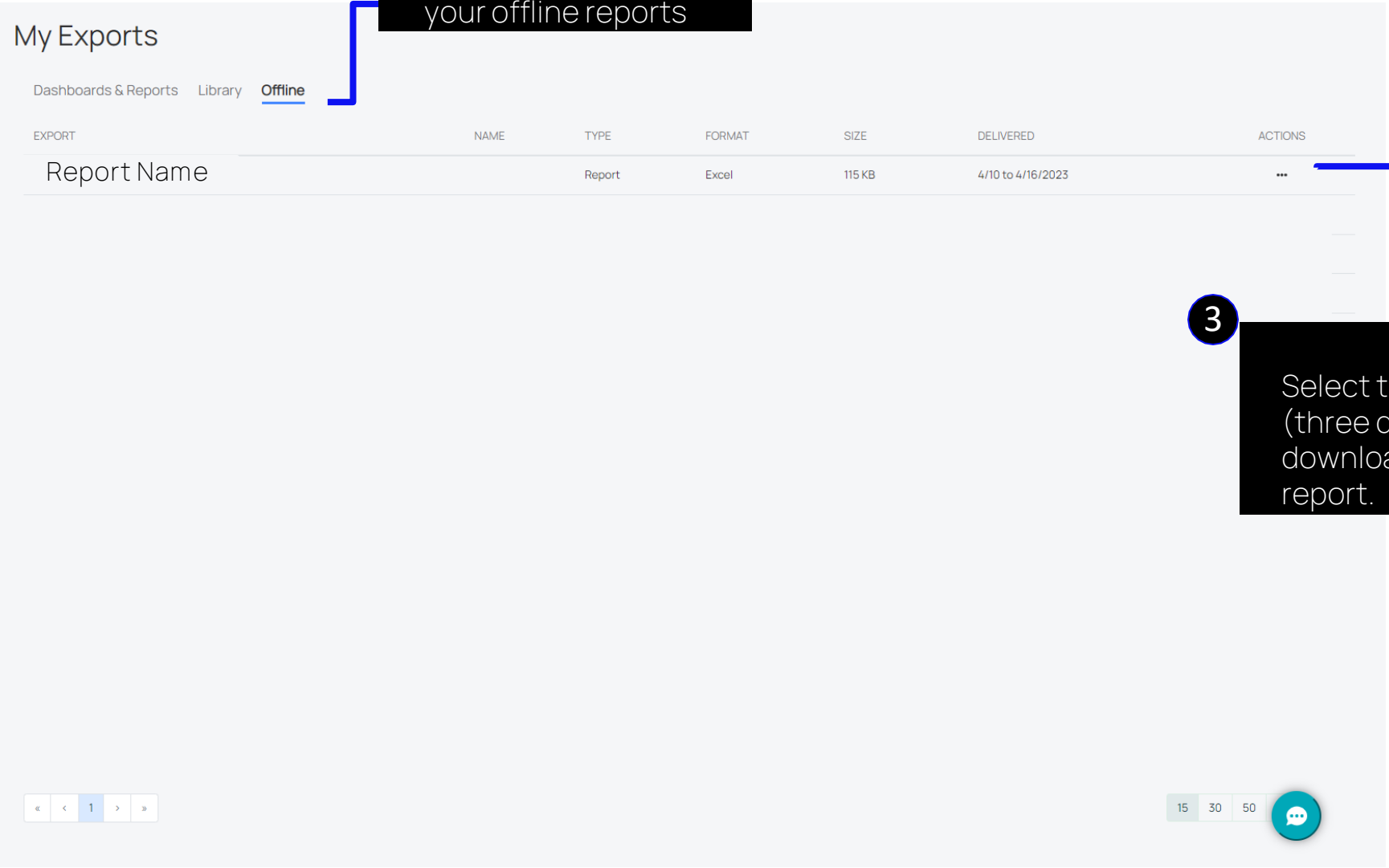
On the Navigation Menu, select My Exports



The navigation menu for VIVVIX includes the following items: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard, AVOD Streaming), Settings, My Exports (highlighted with a blue box), Saved Searches, Alerts Manager, Branded Content, and Help & Education.

2

Select Offline to view your offline reports

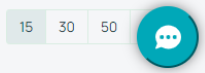


The 'My Exports' interface shows a breadcrumb trail: Dashboards & Reports > Library > Offline. Below this is a table with the following columns: EXPORT, NAME, TYPE, FORMAT, SIZE, DELIVERED, and ACTIONS. A single report is listed with the name 'Report Name', type 'Report', format 'Excel', size '115 KB', and delivery date '4/10 to 4/16/2023'. The ACTIONS column contains three dots. At the bottom, there is a pagination control showing page 1 of 1 and a page size selector with options 15, 30, and 50.

EXPORT	NAME	TYPE	FORMAT	SIZE	DELIVERED	ACTIONS
	Report Name	Report	Excel	115 KB	4/10 to 4/16/2023	...

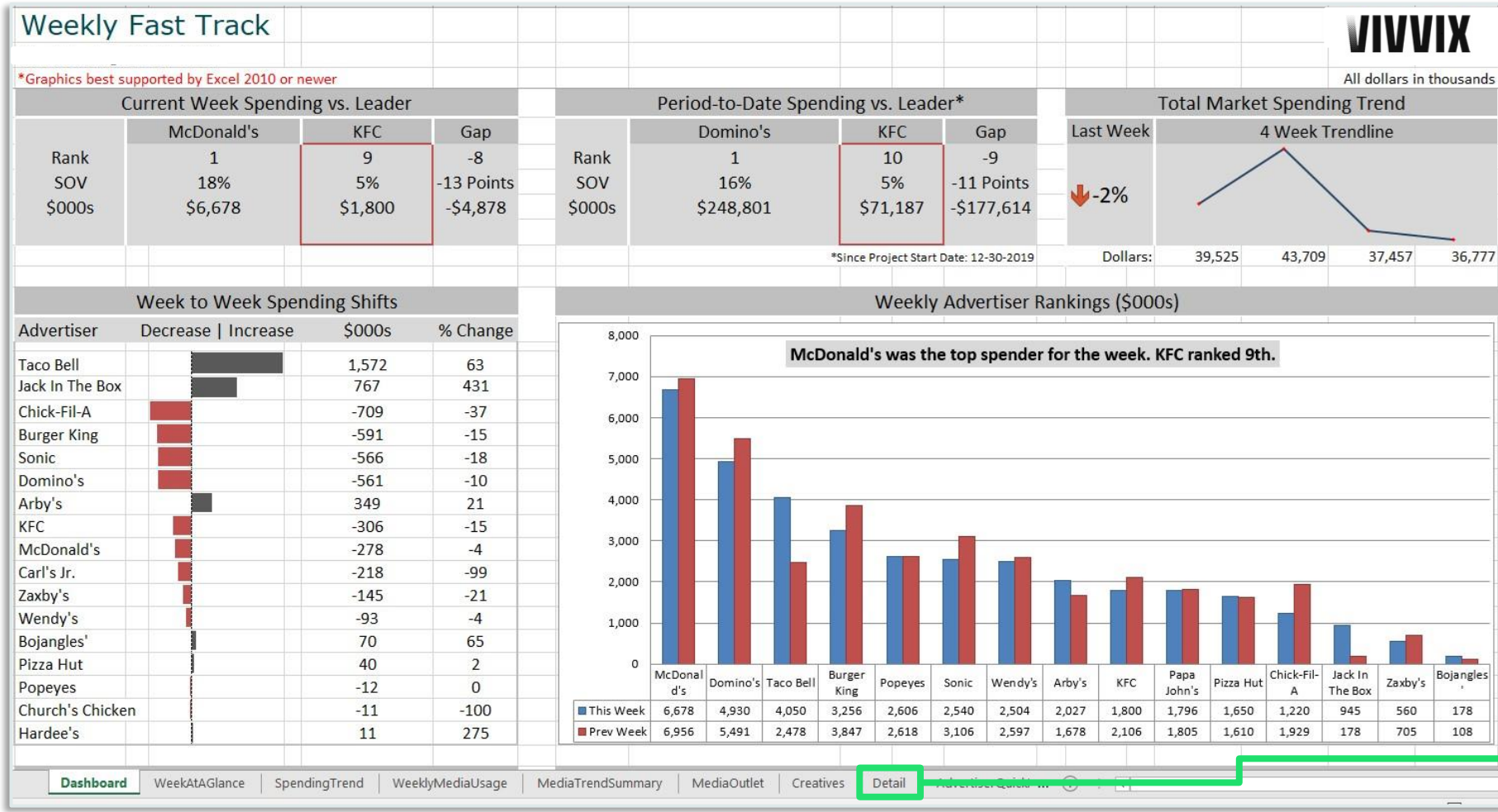
3

Select the elipsis (three dots) to download your report.



The page size selector shows options for 15, 30, and 50 items per page. To the right of the selector is a teal circular chat icon with a white speech bubble.

VIEW THE DASHBOARD TAB IN THE REPORT



4

Once the excel report loads, you will see the main dashboard tab, which will outline where you rank against your competitors, the Share of Voice (SOV), and spending trends for the week.

5

Select the Detail Tab

UTILIZE THE DETAIL TAB

6

When you download and open the report, the Detail tab breaks down the data by Occurrence. You can view each individual airing.

You can filter and sort the data

Fasttrack Report													
12/01/19 - 12/31/19													
										Show Category Show Subcategory Show BusCon (Trouble? Click Here)			
(Run Pivot Tables from this list for further analyses)													
Note: This table shows occurrences for the current report month.													
										Dollars shown in thousands			
Occurrence List													
Advertiser	Ad Code	Media(1)	Headline	Product/Campaign	BusVsCons	Market	RunDate*	MediaOutlet	AdSpend	1stRunDate	Media(2)	Year	Program/PageCount/Format
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/16/2019	KSAZ	0.177	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/16/2019	KSAZ	0.279	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/17/2019	KSAZ	0.19	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/17/2019	KSAZ	0.253	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/17/2019	KSAZ	0.304	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/17/2019	KSAZ	0.362	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/17/2019	KSAZ	0.412	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/17/2019	KSAZ	0.233	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/18/2019	KSAZ	0.036	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/18/2019	KSAZ	0.31	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/18/2019	KSAZ	0.582	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/19/2019	KSAZ	0.344	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/20/2019	KSAZ	0.012	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/20/2019	KSAZ	0.012	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/20/2019	KSAZ	0.215	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/20/2019	KSAZ	0.139	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/20/2019	KSAZ	0.258	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/20/2019	KSAZ	0.388	07/30/2017	Spot	2019	TMZ
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/20/2019	KSAZ	1.134	07/30/2017	Spot	2019	WWE Friday Night Smackdown
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/20/2019	KSAZ	1.077	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/21/2019	KSAZ	0.036	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/21/2019	KSAZ	4.479	07/30/2017	Spot	2019	FOX Sports
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/21/2019	KPNX	0.51	07/30/2017	Spot	2019	To Be Determined
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/21/2019	KSAZ	1.165	07/30/2017	Spot	2019	Gordon Ramsay's 24 Hours To Hell And Back
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/21/2019	KSAZ	0.311	07/30/2017	Spot	2019	Gordon Ramsay's 24 Hours To Hell And Back
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/22/2019	KSAZ	7.428	07/30/2017	Spot	2019	Football: NFL
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/22/2019	KPNX	1.871	07/30/2017	Spot	2019	Local Sports
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/22/2019	KSAZ	1.191	07/30/2017	Spot	2019	Local News
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/22/2019	KSAZ	0.454	07/30/2017	Spot	2019	Local Sports
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LITTLE	Bacon Beef 'N Cheddar	Consumer	Phoenix	12/22/2019	KPNX	0.454	07/30/2017	Spot	2019	Local Sports



PIVOT THE DATA

7 Insert a Pivot Table to view the occurrence data by Run Date. Run date is the date the ad ran in the marketplace.

Advertiser	Arby's						Grand Total	
Sum of Occurrences**	Media Week	RunDate*	47	48	49	50	51	52
Product/Campaign								
\$1 From 2-5 pm	1	2				1		4
Arbynator	74	1480	1267	1123	76			4020
Arby's		2	2	2	2			8
Arby's Beef'n Cheddar Sandwich	18	93	77	88	50	1		327
Arby's Burgers		2	1	2	2			7
Arby's French Dip	5	62	47	44	2	15		175
Arby's Image		3	3	1	3			10
Arby's Meatoberfest					1			1
Arby's Roast Beef Sandwiches		25	21	24				70
Arby's Sandwiches/Subs		1		2	2			5
Bacon Beef 'N Cheddar	7	48	52	60	67			234
Brown Sugar Bacon	18	291	210	198	54			771
Brunch Sandwiches		312	252	272	39			875
Classic French Dip	2	42	37	43	3	6		133
French Dip Sandwich	1	13	29	35	2			80
Half Pound Sandwiches		28	7	35	42			112
Market Fresh Wraps		1		2				3
Mint Chocolate Swirl Shake						11		11
Petite Filet Steak Sandwiches		2						2
Prime Rib Cheesesteaks		7						7
Southern Smokehouse BBQ		77	69	100	3			249
Grand Total	133	2733	2323	2284	484	45		8002

PivotTable Fields

Choose fields to add to report:

Search

- Ad Code
- Media(1)
- Headline
- Category
- Subcategory
- Product/Campaign
- BusVsCons
- Market
- RunDate*
- MediaOutlet
- AdSpend
- 1stRunDate
- Quarter
- MonthNum
- Media Week

Drag fields between areas below:

Filters

Advertiser

Columns

Media Week
RunDate*

Rows

Product/Campaign

Σ Values

Sum of Occurrences**

Defer Layout Update Update

Double click on any cell in the Pivot Table to view more occurrence level information

PRE-PLANNING CAMPAIGN ANALYSIS

Advertiser	Arby's						
Sum of Occurrences**	Media Week	RunDate*					
	+47	+48	+49	+50	+51	+52	Grand Total
Product/Campaign							
\$1 From 2-5 pm	1	2			1		4
Arbynator	74	1480	1267	1123	76		4020
Arby's		2	2	2	2		8
Arby's Beef'n Cheddar Sandwich	18	93	77	88	50	1	327
Arby's Burgers		2	1	2	2		7
Arby's French Dip	5	62	47	44	2	15	175
Arby's Image		3	3	1	3		10
Arby's Meatoberfest					1		1
Arby's Roast Beef Sandwiches		25	21	24			70
Arby's Sandwiches/Subs		1		2	2		5
Bacon Beef 'N Cheddar	7	48	52	60	67		234
Brown Sugar Bacon	18	291	210	198	54		771
Brunch Sandwiches		312	252	272	39		875
Classic French Dip	2	42	37	43	3	6	133
French Dip Sandwich	1	13	29	35	2		80
Half Pound Sandwiches		28	7	35	42		112
Market Fresh Wraps		1		2			3
Mint Chocolate Swirl Shake						11	11
Petite Filet Steak Sandwiches		2					2
Prime Rib Cheesesteaks		7					7
Southern Smokehouse BBQ		77	69	100	3		249
Grand Total	133	2733	2323	2284	484	45	8002

Viewing the occurrences by date, I can easily identify how often my competitor, Arby's, is running their campaigns during the last 6 media weeks.

They ran a lot of ads during the first three weeks in December for the Arbynator sandwich, then stopped advertising in the last week.

Arby's also started advertising their Mint Chocolate Swirl Shake during the last week of the year.

NOW THAT THE CAMPAIGN IS COMPLETE, HOW CAN I VIEW HOW MUCH WE SPENT, DURING EACH DAYPART?

HOW CAN I PIVOT ALL THE RAW DATA TO UNDERSTAND WHAT PERCENTAGE OF THE MALE POPULATION SAW OUR AD?

UTILIZE THE DETAIL TAB IN YOUR OFFLINE REPORT

1

When you download and open the report, the Detail tab breaks down the data by Occurrence with GRP data*

2

Pivot all the raw data to view the spend for each daypart.

Fasttrack Report
12/01/19 - 12/31/19

(Run Pivot Tables from this list for further analyses)

Note: This table shows occurrences for the current report

[Show Category](#)
[Show Subcategory](#)
[Show BusCon](#)
[Trouble? Click Here](#)

Occurrence List

Advertiser	Ad Code	Media(1)	Headline	Product/Campaign	Market	RunDate*	MediaOutlet	Program/PageCount/Format	Daypart/Color	A18-34 Audience	A18-34 Rating	A18-49 Audience	A18-49 Rating
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/16/2019	KSAZ	Local News	Morning	2169	0.22	9769	0.52
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/16/2019	KSAZ	Local News	Morning	0	0	5531	0.29
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Morning	2897	0.3	10982	0.58
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Morning	2382	0.24	10052	0.53
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Morning	2181	0.22	13553	0.72
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Daytime	0	0	7091	0.37
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Prime Access	12663	1.3	18511	0.98
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Late Fringe	432	0.04	432	0.02
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/18/2019	KSAZ	Local News	Overnight	1827	0.19	6160	0.33
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/18/2019	KSAZ	Local News	Daytime	2162	0.22	6986	0.37
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/18/2019	KSAZ	Local News	Prime Access	2130	0.22	21907	1.16
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/19/2019	KSAZ	Local News	Daytime	2159	0.22	8539	0.45
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Overnight	0	0	3373	0.18
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Overnight	0	0	3373	0.18
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Morning	9572	0.98	23417	1.24
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Morning	8737	0.89	16626	0.88
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Daytime	9682	0.99	17257	0.91
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	TMZ	Prime Access	22126	2.26	30023	1.59
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	WWE Friday Night Smackdown	Sports	21993	2.25	38185	2.02
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Prime Time	5998	0.61	11778	0.62
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KSAZ	Local News	Overnight	1060	0.11	2905	0.15
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KSAZ	FOX Sports	Sports	10555	1.08	18529	0.98
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KPNX	To Be Determined	Prime Time	861	0.09	4430	0.23
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KSAZ	Gordon Ramsay's 24 Hours To Hell And Back	Late News	1576	0.16	6398	0.34
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KSAZ	Gordon Ramsay's 24 Hours To Hell And Back	Late Fringe	883	0.09	1685	0.09
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/22/2019	KSAZ	Football: NFL	Sports	44223	4.52	85818	4.53
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/22/2019	KPNX	Local Sports	Sports	17575	1.8	34437	1.82

MonthAtAGlance | SpendingTrend | MonthlyMediaUsage | MediaTrendSummary | MediaOutlet | Creatives | **Detail** | AdvertiserQuickPivot | Piv ...

*Note: GRP/TRP data availability is contingent on Nielsen Media Research's confirmation that you are a licensed subscriber to Nielsen's TV audience data.

PIVOT THE DATA TO VIEW SPEND

3

In your Pivot Table, you filter by media type (Television) and Subcategory (Chicken and Burgers)

Media(1)	Television	Sum of AdSpend													
Category	(All)	Column Labels													
Subcategory	(Multiple Items)	Daytime	Early Fringe	Early News	Late Fringe	Late News	Late Night	Morning	Overnight	Prime Access	Prime Time	Sports	Weekday Daytime	Weekend Daytime	Grand Total
Burger King		\$ 1.10	\$ 554.96	\$ 381.47	\$ 145.11	\$ 31.18	\$ 1,222.85	\$ 104.79	\$ 130.72	\$ 460.87	\$ 2,961.77	\$ 7,644.56	\$ 608.52	\$ 796.34	\$ 15,044.24
10 Nuggets			48.041	50.742	0.036		93.631	13.832	0.015	32.061	175.686	71.875	68.263	4.224	\$ 558.41
Burger King			8.915	3.476			0.92	0.434			3.032		2.526	8.289	\$ 27.59
Impossible Whopper		1.098	400.592	268.032	108.678	19.972	948.779	70.924	99.02	351.253	2257.822	6086.794	421.639	557.098	\$ 11,591.70
Rodeo Stacker King			97.407	59.215	36.396	11.211	179.522	19.601	31.686	77.559	525.234	1485.894	116.089	226.731	\$ 2,866.55
McDonald's		\$ 49.64	\$ 195.97	\$ 87.34	\$ 2.42		\$ 261.13	\$ 76.09	\$ 5.11	\$ 126.84	\$ 2,091.68	\$ 2,030.13	\$ 209.18	\$ 344.99	\$ 5,480.51
Bacon BBQ Burger			190.038	86.685			261.125	56.537	0.034	126.84	2091.183	1929.625	209.18	344.985	\$ 5,296.23
Big Mac			2.18	0.657	0.186				0.078		0.497				\$ 3.60
Chicken McNuggets		49.642	3.747		2.238			19.554	4.995			100.507			\$ 180.68
Popeyes Louisiana Kitchen		\$ 88.42	\$ 214.45	\$ 113.68	\$ 31.42	\$ 7.93	\$ 147.30	\$ 23.26	\$ 0.77	\$ 166.12	\$ 979.66	\$ 85.60	\$ 108.02	\$ 330.02	\$ 2,296.65
Popeyes Chicken Sandwich		88.425	214.452	113.676	31.421	7.926	147.304	23.263	0.768	166.121	979.664	85.597	108.018	330.017	\$ 2,296.65
Sonic		\$ 93.53	\$ 117.14	\$ 28.12	\$ 29.51	\$ 18.56	\$ 252.70	\$ 73.55	\$ 8.03	\$ 85.97	\$ 552.86	\$ 1,877.29	\$ 110.41	\$ 217.62	\$ 3,465.26
Biggie Cheese		90.309	117.091	28.117	27.407	18.555	200.687	73.37	6.981	85.966	473.781	1689.444	108.998	136.285	\$ 3,056.99
Patty Melt		3.222	0.048		2.102		52.017	0.175	1.048		79.08	187.843	1.408	81.33	\$ 408.27
Wendy's		\$ 0.87	\$ 2.48							\$ 1.30	\$ 1,622.24	\$ 0.52			\$ 1,627.41
Free Dave's Single		0.871	1.386							0.614		1280.177	0.521		\$ 1,283.57
Wendy's Baconator										0.687		58.991			\$ 59.68
Wendy's Burgers			1.092									283.074			\$ 284.17
Grand Total		\$ 233.57	\$ 1,084.99	\$ 610.60	\$ 208.46	\$ 57.66	\$ 1,883.99	\$ 277.69	\$ 144.63	\$ 841.10	\$ 6,585.98	\$ 13,259.82	\$ 1,036.64	\$ 1,688.96	\$ 27,914.09

PivotTable Fields

Choose fields to add to report:

Search

- Advertiser
- Ad Code
- Media(1)
- Headline
- Category
- Subcategory
- Product/Campaign
- BusVsCons
- Market
- RunDate*
- MediaOutlet
- AdSpend
- 1stRunDate
- Quarter
- MonthNum

Drag fields between areas below:

<p>Filters</p> <p>Media(1) ▾</p> <p>Category ▾</p> <p>Subcategory ▾</p>	<p>Columns</p> <p>Daypart/Color ▾</p>
<p>Rows</p> <p>Advertiser ▾</p> <p>Product/Campaign ▾</p>	<p>Σ Values</p> <p>Sum of AdSpend ▾</p>

For the month of December, we spent the most within these two subcategories. The dayparts we contributed the most spend to are: Late Night, Prime Time and Sports. We spent the most on our Impossible Whopper campaign during the Sports daypart.

**NOW THAT WE KNOW WHAT WE SPENT ON OUR CAMPAIGNS,
LET'S UNDERSTAND THE GRP WEIGHTING TO MAKE SURE WE HIT
OUR TARGET.**

**Note: GRP/TRP data availability is contingent on Nielsen Media Research's confirmation that you are a licensed subscriber to Nielsen's TV audience data.*

VIVVIX

UTILIZE THE DETAIL TAB IN YOUR OFFLINE REPORT

4

Go to the Detail tab and pivot all the raw data to understand the GRP weighting.

Fasttrack Report
12/01/19 - 12/31/19

[Show Category](#)
[Show Subcategory](#)
[ShowBusCon](#)

(Run Pivot Tables from this list for further analyses)

Note: This table shows occurrences for the current report. [\(Trouble? Click Here\)](#)

Occurrence List

Advertiser	Ad Code	Media(1)	Headline	Product/Campaign	Market	RunDate*	MediaOutlet	Program/PageCount/Format	Daypart/Color	A18-34 _Audience	A18-34 _Rating	A18-49 _Audience	A18-49 _Rating
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/16/2019	KSAZ	Local News	Morning	2169	0.22	9769	0.52
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/16/2019	KSAZ	Local News	Morning	0	0	5531	0.29
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Morning	2897	0.3	10982	0.58
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Morning	2382	0.24	10052	0.53
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Morning	2181	0.22	13553	0.72
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Daytime	0	0	7091	0.37
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Prime Access	12663	1.3	18511	0.98
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/17/2019	KSAZ	Local News	Late Fringe	432	0.04	432	0.02
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/18/2019	KSAZ	Local News	Overnight	1827	0.19	6160	0.33
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/18/2019	KSAZ	Local News	Daytime	2162	0.22	6986	0.37
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/18/2019	KSAZ	Local News	Prime Access	2130	0.22	21907	1.16
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/19/2019	KSAZ	Local News	Daytime	2159	0.22	8539	0.45
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Overnight	0	0	3373	0.18
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Overnight	0	0	3373	0.18
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Morning	9572	0.98	23417	1.24
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Morning	8737	0.89	16626	0.88
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Daytime	9682	0.99	17257	0.91
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	TMZ	Prime Access	22126	2.26	30023	1.59
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	WWE Friday Night Smackdown	Sports	21993	2.25	38185	2.02
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/20/2019	KSAZ	Local News	Prime Time	5998	0.61	11778	0.62
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KSAZ	Local News	Overnight	1060	0.11	2905	0.15
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KSAZ	FOX Sports	Sports	10555	1.08	18529	0.98
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KPNX	To Be Determined	Prime Time	861	0.09	4430	0.23
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KSAZ	Gordon Ramsay's 24 Hours To Hell And Back	Late News	1576	0.16	6398	0.34
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/21/2019	KSAZ	Gordon Ramsay's 24 Hours To Hell And Back	Late Fringe	883	0.09	1685	0.09
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/22/2019	KSAZ	Football: NFL	Sports	44223	4.52	85818	4.53
Arby's	ARBYRT-4289	Television	IF A SANDWICH NEEDS A LI	Bacon Beef 'N Cheddar	Phoenix	12/22/2019	KPNX	Local Sports	Sports	17575	1.8	34437	1.82

MonthAtAGlance | SpendingTrend | MonthlyMediaUsage | MediaTrendSummary | MediaOutlet | Creatives | **Detail** | AdvertiserQuickPivot | Piv ...

*Note: GRP/TRP data availability is contingent on Nielsen Media Research's confirmation that you are a licensed subscriber to Nielsen's TV audience data.

PIVOT THE DATA TO VIEW MALE RATINGS

5

In your Pivot Table, view the sum of the GRP ratings. For our analysis, we are viewing the total sum for the Male 18-48 rating in the Chicken and Burger Subcategories.

Media(1)	Television	Category	(All)	Subcategory	(Multiple Items)	Sum of M18-49_Rating	Column Labels	Daytime	Early Fringe	Early News	Late Fringe	Late News	Late Night	Morning	Overnight	Prime Access	Prime Time	Sports	Weekday Daytime	Weekend Daytime	Grand Total	
Burger King						1.57			32.73	28.97	15.46	2.24	126.52	14.35	13.06	24.67	182.14	403.33		44.56	45.28	934.88
10 Nuggets									3.05	3.82	0.09		11.7	1.6	0	1.74	9.78	6.19		5.66	0.33	43.96
Burger King									0.2	0.13			0.08	0.03			0.11			0.07	0.36	0.98
Impossible Whopper						1.57			24.34	21.41	13.75	1.84	93.39	10.21	10.28	18.87	146.27	319.1		31.27	32.46	724.76
Rodeo Stacker King									5.14	3.61	1.62	0.4	21.35	2.51	2.78	4.06	25.98	78.04		7.56	12.13	165.18
McDonald's						17.07			14.58	16.02	2.8		29.59	17.35	11.34	6.54	56.44	124.33		13.08	19.03	328.17
Bacon BBQ Burger									10.22	15.46			29.59	5.74	6.23	6.54	56.18	85.17		13.08	19.03	247.24
Big Mac									1.83	0.56	1.44				0.5		0.26					4.59
Chicken McNuggets						17.07			2.53		1.36			11.61	4.61		39.16					76.34
Popeyes Louisiana Kitchen						92.65			22.2	18.02	27.07	3.67	16.21	38.7	0.84	28.44	67.55	42.54		8.85	21.07	387.81
Popeyes Chicken Sandwich									22.2	18.02	27.07	3.67	16.21	38.7	0.84	28.44	67.55	42.54		8.85	21.07	387.81
Sonic						66.21			19.56	6.98	17.88	7.61	30.07	35.25	19.74	11.63	60.55	167.05		9.9	14.5	466.93
Biggie Cheese									65.01	19.56	6.98	16.36	7.61	24.18	35.2	11.63	52.49	148.46		9.82	9.18	424.74
Patty Melt									1.2	0	1.52		5.89	0.05	1.48		8.06	18.59		0.08	5.32	42.19
Wendy's						0.42			2.04							0.29	85.92			0.08		88.75
Free Dave's Single									0.42	1.25						0	45.6			0.08		47.35
Wendy's Baconator																0.29	35.63					35.92
Wendy's Burgers									0.79								4.69					5.48
Grand Total						177.92			91.11	69.99	63.21	13.52	202.39	105.65	44.98	71.57	366.68	823.17		76.47	99.88	2206.54

PivotTable Fields

Choose fields to add to report:

Search

- Daypart/Color
- Digital Impressions
- A18-34_Audience
- A18-34_Rating
- A18-49_Audience
- A18-49_Rating
- M18-34_Audience
- M18-34_Rating
- M18-49_Audience
- M18-49_Rating
- M25-54_Audience
- M25-54_Rating
- M35-54_Audience
- M35-54_Rating
- F18-49_Audience

Drag fields between areas below:

<p>Filters</p> <p>Media(1) ▼</p> <p>Category ▼</p> <p>Subcategory ▼</p>	<p>Columns</p> <p>Daypart/Color ▼</p>
<p>Rows</p> <p>Advertiser ▼</p> <p>Product/Campaign ▼</p>	<p>Values</p> <p>Sum of M18-49_Rating ▼</p>

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VIVVIX SUPPORT REFERENCES

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Support Email



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Within the solution there is a Help Center with step-by-step playbooks, quick videos, and recorded trainings [here](#).



Interactive general training available [here](#).