

VIVVIX

USE CASE: COMPLIANCE OF MEDIA SPEND

PRIMARY USE CASE EXAMPLES

AD CREATIVE ANALYSIS

- View or Download an Ad
- Identify Breaking ads
- Visibility into Message Elements
- Pre- & 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)**

BUSINESS QUESTIONS ANSWERED

**DID OUR APPROVED CREATIVE RUN IN THE
MARKETPLACE?**

DID OUR LOCAL CAMPAIGN RUN NATIONALLY?

RUN A SEARCH IN THE DASHBOARD

The screenshot shows the VIVVIX dashboard search interface. On the left is a dark sidebar with the VIVVIX logo and navigation menus for CREATIVE, DASHBOARDS, and REPORTS. The main area is titled 'Dashboard - GM : New Search'. It features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar are filter dropdowns for 'Ad Status' (set to 'Breaking'), 'Date Range' (set to 'Last 7 Days'), 'Multicultural Media' (set to 'General Media (No Multicultural)'), and 'Advertiser' (set to 'All'). A '+ REFINER SEARCH' link is located below these filters. A callout '1' points to this link. A callout '2' points to the 'Dashboard - GM' item in the sidebar. A callout '3' points to the 'Date Range' dropdown. An 'Additional Filters' modal is open, showing a search bar and a list of filter categories: Keyword Type, Ad Code (marked as DEFAULT), Media, Category, Parent Advertiser, Advertiser (selected and marked with a callout '1'), and Product. At the bottom of the modal are 'Default', 'Cancel', and 'Add Filters' buttons.

- 1 Select **Refine Search**, then Choose **Advertiser**
- 2 Select **Breaking Ads** for Ad Status. Breaking Ads are brand new ads captured for the first time during the designated date range. We will use this status to confirm that our new ad ran in the market.
- 3 The date range in the dashboard defaults to the **Last 7 Days**

SELECT YOUR CREATIVE IN THE CAROUSEL OF ADS

The screenshot shows the Vivvix dashboard search interface. On the left is a dark sidebar with the Vivvix logo and navigation menu. The main area is titled 'Dashboard - GM : New Search' and contains a search bar, filters for Ad Status, Date Range, Multicultural Media, and Advertiser, and a 'Search' button. A dropdown menu is open under the Advertiser filter, showing 'Amazon' selected. A 'Search' button is also highlighted.

4 Select your **Brand** under the **Advertiser** filter. In this example select Amazon.

5 Select **Search** to run your search

SELECT YOUR CREATIVE IN THE CAROUSEL OF ADS

The screenshot displays the Vivvix dashboard interface. At the top, there is a search bar with the text "Search by Keyword (Advertiser, Visual, Description, etc.)" and a "Search" button. Below the search bar, there are filters for "Ad Status" (set to "Breaking"), "Date Range" (set to "Last 7 Days"), "Multicultural Media" (set to "General Media (No Multicultural)"), and "Advertiser" (set to "All"). A "REFINE SEARCH" link is also visible.

In the center, there is a "Creative Details for AMAZRT-168046" panel. This panel shows a table of search results with columns for "MARKET", "MEDIA OUTLET", "FIRST RUN DATE", "LAST RUN DATE", "OCCURRENCES - DATE RANGE (01/17/24 - 01/23/24)", and "SPEND (000\$) - DATE RANGE (01/17/24 - 01/23/24)". The table lists various radio stations in Chicago and Los Angeles, such as WCHI-FM, WDRV-FM, WGGI-FM, WKQX-FM, WKSC-FM, WLIT-FM, WLS-FM, WPMX-FM, WSHE-FM, WTMX-FM, and WVAAZ-FM.

Below the search results, there is a "Carousel of Ads" showing two creative options. The first option is for "Amazon" with ID "AMAZRT-168046" and features a radio headset icon with the text "Radio 1/17/24". The second option is for "Amazon" with ID "AMAZRT-170669" and features a "PROUD SPONSORS" graphic with the text "Online Display 1/17/24".

At the bottom right of the dashboard, there are buttons for "Download Grid" and "Download Creative".

6 The results will appear based on your search criteria. You can view the creatives in the Carousel of Ads. Select **Search** to run your search

7 **Select Markets** to verify when and where the ad ran.

VERIFY WITH MARKET LEVEL SPEND DATA

Creative Details for AMAZRT-168046

[View Ad](#) [Markets](#) [More Details](#)

Selected Date Range (01/17/2024 - 01/23/2024)		Lifetime (01/01/2020 - 01/23/2024)				
MARKET	MEDIA OUTLET	FIRST RUN DATE	LAST RUN DATE	OCCURRENCES - DATE RANGE (01/17...	SPEND (000S) - DATE RANGE (0...	
Chicago,IL	WLT-FM	01/17/2024	01/22/2024	35	\$10.92	
Los Angeles,CA	KOST-FM	01/17/2024	01/22/2024	20	\$9.36	
Chicago,IL	WVAZ-FM	01/17/2024	01/22/2024	41	\$6.39	
Los Angeles,CA	KFI-AM	01/18/2024	01/22/2024	16	\$5.43	
Los Angeles,CA	KBIG-FM	01/18/2024	01/22/2024	18	\$4.13	
Los Angeles,CA	KYSR-FM	01/17/2024	01/22/2024	22	\$3.11	
Chicago,IL	WKSC-FM	01/17/2024	01/22/2024	28	\$2.23	
Los Angeles,CA	KIIS-FM	01/17/2024	01/22/2024	10	\$2.23	
Chicago,IL	WGCI-FM	01/17/2024	01/22/2024	37	\$1.95	
Chicago,IL	WLS-FM	01/17/2024	01/22/2024	12	\$1.58	
Chicago,IL	WCHI-FM	01/18/2024	01/22/2024	33	\$1.48	
Los Angeles,CA	KLAC-AM	01/17/2024	01/22/2024	20	\$0.88	
Chicago,IL	WKQX-FM	01/17/2024	01/22/2024	9	\$0.69	
Los Angeles,CA	KRRL-FM	01/18/2024	01/22/2024	8	\$0.67	

8

[Download Grid](#) [Grid Options](#)

[Close](#) [Download Creative](#)

8 Select Download Grid to export this list in Excel. You can email the export internally to send proof that your creative ran in the marketplace.

Our Amazon radio campaign ran nationally in the marketplace on the stations that we agreed upon.

The WUT-FM radio station is where we spend the most with \$10.92, but we ran our commercial the most on WVAZ-FM with 41 occurrences.

Searching for your ad in the Dashboard Module you can verify that it ran correctly on the media outlets as agreed upon. You can also verify the number of occurrences and spend.



WE'VE ALWAYS GOT YOUR BACK

IN APP CHAT

Reach out directly to a member of our support team by clicking on “Let’s Chat” in Vivvix.

24/7 HELP CENTER

Visit our Help Center in Vivvix to view step-by-step playbooks, articles, and more.

INTERACTIVE TRAINING

Interactive general training are always available.

EMAIL SUPPORT

Email our support team Monday-Friday, 9 am – 8 pm EST at support@vivvix.com.

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