

**VIVVIX**

**MEDIA ANALYSIS USE CASE:  
VIEW SPEND AT THE PRODUCT LEVEL**

# 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

- Near Real Time Visibility into Media Spend
- Link Creatives with Top Level Spend
- View Competitor Media Mix
- Drill down on any Spend Data Point
- Spending by Market
- Media Outlet and Placement Analysis
- Media Audience Targeting
- Pre and Post Planning Analysis
- View Spend at the Product Level
- Confirmation of Co-Op Ad Spend

## LEGAL & COMPLIANCE ANALYSIS

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

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# VIEW SPEND AT THE PRODUCT LEVEL

You can use the Magnifier Solution to view spending information period over period at the product level.

- The Reports Module
- The Supplemental Offline Excel Report

**HOW CAN I VIEW A WEEKLY SCORECARD BY PRODUCT  
IN THE REPORTS MODULE?**

# VIEW SPEND AT THE PRODUCT LEVEL IN THE REPORTS MODULE

- 1 In your report, view the **Advertiser Rankings Period over Period Chart**.
- 2 Click the 3 Dot Menu, then select **Tabular**.

The screenshot displays the Vivvix reporting interface. The left sidebar contains navigation options under 'CREATIVE', 'DASHBOARDS', and 'REPORTS'. The main content area shows a search bar and filters for 'Weekly Fast Track - GM: New Search'. Below this are four summary cards: 'NA Your Ranking Current Period', '0% Your Share Of Spend', '\$1,702.8m Market Spend Current Period', and '8,706 New Creatives Current Period'. The central focus is the 'Advertiser Rankings Period over Period' bar chart, which compares current spend (blue bars) against a previous period (light blue bars) for eight advertisers. A 3-dot menu is highlighted with a blue box, and the 'Tabular' option is selected. To the right is a 'Share of Spend' pie chart for the top 8 advertisers.

Advertiser	Current Period Spend (Approx. \$m)	Previous Period Spend (Approx. \$m)
Apple Inc.	110	15
Ingles	85	5
Intuit	75	20
Dominos	65	10
The Ad Council	60	2
Wendy's	35	10
Peloton	25	5
Liberty Mutual	20	5

Advertiser	Share of Spend (Approx. %)
Apple Inc.	25%
Ingles	15%
Intuit	15%
Dominos	10%
The Ad Council	10%
Wendy's	5%
Peloton	5%
Liberty Mutual	5%

# TABULAR DATA VIEW

- Once the Tabular Data chart expands, you can customize the layout by **selecting Tabular Options** on the top right.

Select Category, Subcategory and Product to get more granular.

- Select a Product in the tabular data view to get total ad spend for that specific product.

The ad list below will populate to show you what ads make up the total ad spend.

Weekly Fast Track - GM : New Search

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

Ad Status: Running | Date Range: Last Media Week | Ad Code: All

TOTAL ADS: 33 | Television (7) | Online Video (15) | Mobile (11)

Tabular Data | Group By

Bulk actions for your tabular view: **Tabular Bulk Actions**

Customize your tabular layout: **Tabular Options...**

ADVERTISER	CATEGORY	SUBCATEGORY	PRODUCT	MEDIA WEEK 4
2 Values	9 Values	18 Values	29 Values	01/22/2024
Apple Inc.	Wireless Communications	Smartphone	iPhone 15 Plus	\$55,598.47
Apple Inc.	Wireless Communications	Smartphone	iPhone (no model)	\$60,298.86
Apple Inc.	Wireless Communications	Smartphone	iPhone	\$192.99
Apple Inc.	Wireless Communications	Smartphone	iPhone 15 Pro	\$0.26
Apple Inc.	Wireless Communications	NA	NA	\$0.17
2 Values	9 Values	18 Values	29 Values	\$128,971.36

# UTILIZING THE AD LIST FILTERED BY PRODUCT

In the last media week, Apple, Inc. spent \$55,598.47 (000) on their “**iPhone 15 Plus**” Product. Utilizing the ad list for their product, you can view creatives and analyze what media types they are using.

The screenshot displays a dashboard for 'Weekly Fast Track - GM : New Search'. It features a search bar, filters for Ad Status (Running), Date Range (Last Media Week), and Ad Code (All). The search results show 33 total ads, categorized by Television (7), Online Video (15), and Mobile (11). A table lists ad details for Apple Inc., including Advertiser, Category (Wireless Communications), Subcategory (Smartphone), Product (iPhone 15 Plus), and Media Week 4. The 'All Creatives' table below shows five ads for 'iPhone 15 Plus' with columns for Ad Code, Advertiser, Product, Media, First Run Date, Occurrences, and Spend. A creative gallery on the right shows video ads for 'Apple Inc.' with a 'View Ad' button and a 'Download Creative' button.

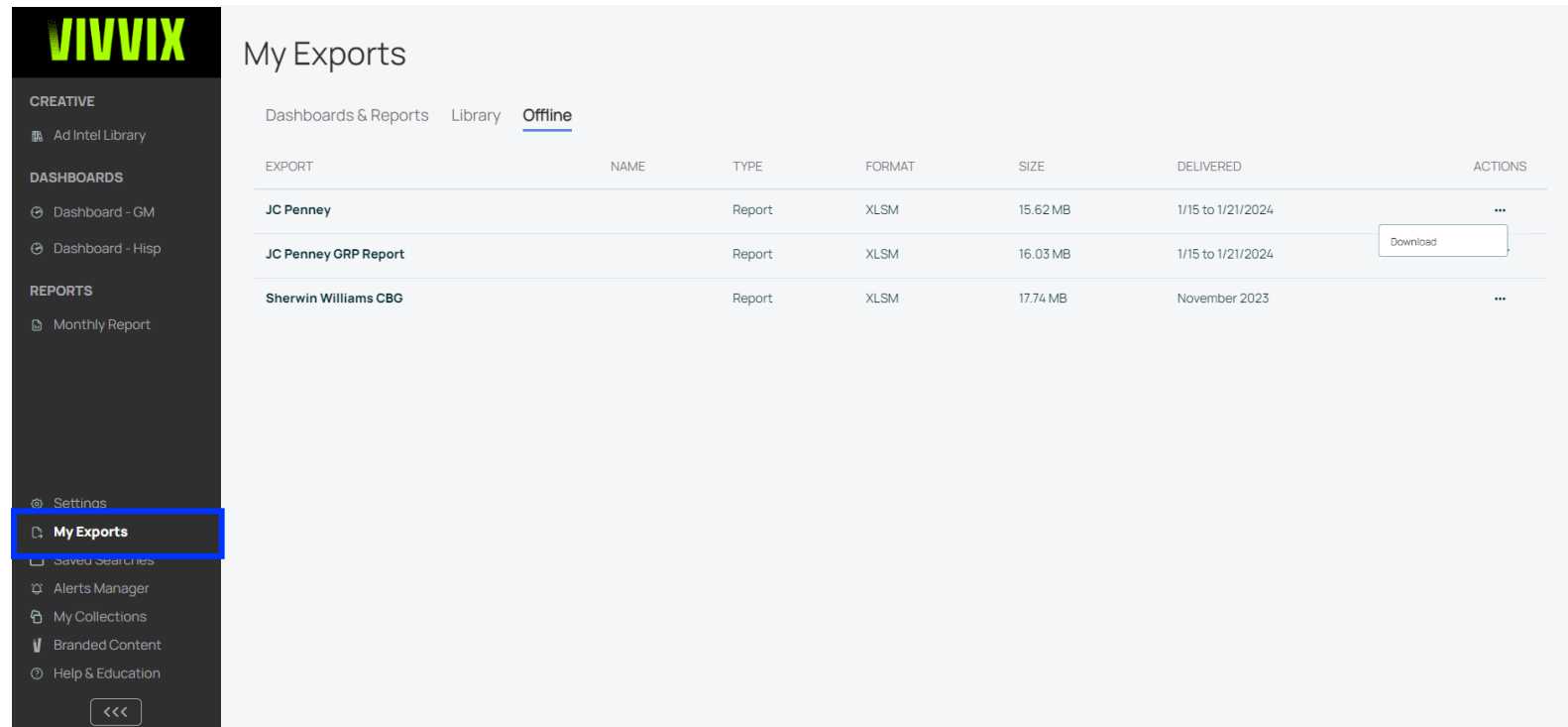
ADVERTISER	CATEGORY	SUBCATEGORY	PRODUCT	MEDIA WEEK 4
2 Values	9 Values	18 Values	29 Values	01/22/2024
Apple Inc.	Wireless Communications	Smartphone	iPhone 15 Plus	\$55,598.47
Apple Inc.	Wireless Communications	Smartphone	iPhone (no model)	\$60,298.86
Apple Inc.	Wireless Communications	Smartphone	iPhone	\$192.99
Apple Inc.	Wireless Communications	Smartphone	iPhone 15 Pro	\$0.26
Apple Inc.	Wireless Communications	NA	NA	\$0.17
2 Values	9 Values	18 Values	29 Values	\$12

AD CODE	ADVERTISER	PRODUCT	MEDIA	FIRST RUN DATE	OCCURRENCES - ...	SPEND (000S) - D
APPLCO-32545	Apple Inc.	iPhone 15 Plus	Online Video	January 22, 2024	3	\$3
APPLCO-32544	Apple Inc.	iPhone 15 Plus	Online Video	January 22, 2024	5	\$
APPLCO-31407	Apple Inc.	iPhone 15 Plus	Television	December 27, 2023	34	
APPLCO-32678	Apple Inc.	iPhone 15 Plus	Mobile	January 22, 2024	3	
APPLCO-32653	Apple Inc.	iPhone 15 Plus	Television	January 23, 2024	32	

**HOW MANY DIFFERENT WAYS CAN I VIEW  
SPENDING INFORMATION BY PRODUCT FOR MY  
TOP COMPETITORS IN MY SUPPLEMENTAL  
OFFLINE EXCEL REPORT?**

# ACCESS YOUR OFFLINE SPEND REPORT

- 1 In My Exports, click on the **Offline tab** at the top of the page, to access your report.
- 2 Click on the 3-Dot action menu, then choose **Download**.



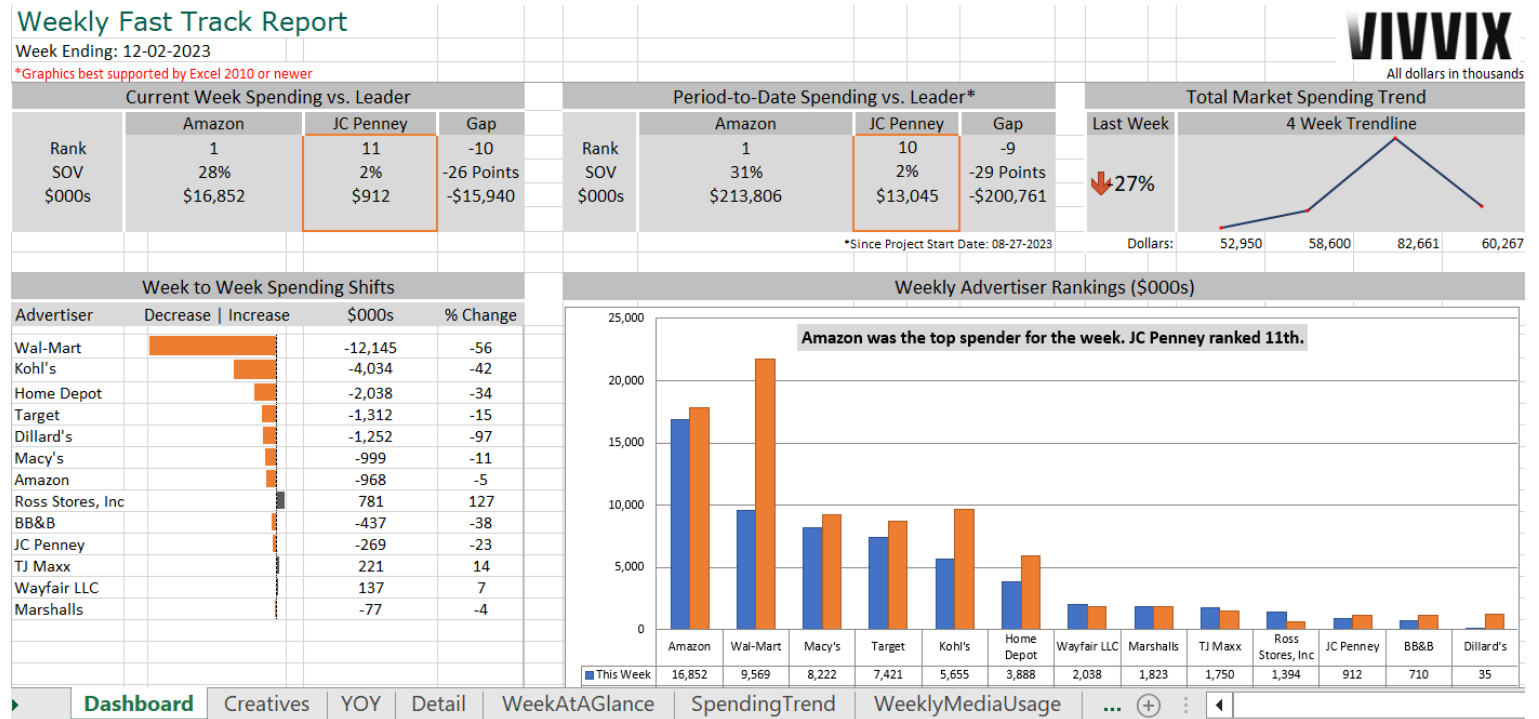
The screenshot shows the VIVVIX user interface. On the left is a dark sidebar with the VIVVIX logo at the top. Below the logo are menu categories: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), and My Exports (highlighted with a blue box). At the bottom of the sidebar are Settings, Saved Searches, Alerts Manager, My Collections, Branded Content, and Help & Education, along with a double-left arrow button.

The main content area is titled 'My Exports' and has three tabs: 'Dashboards & Reports', 'Library', and 'Offline' (which is selected and underlined). Below the tabs is a table with the following columns: EXPORT, NAME, TYPE, FORMAT, SIZE, DELIVERED, and ACTIONS.

EXPORT	NAME	TYPE	FORMAT	SIZE	DELIVERED	ACTIONS
JC Penney		Report	XLSM	15.62 MB	1/15 to 1/21/2024	...
JC Penney GRP Report		Report	XLSM	16.03 MB	1/15 to 1/21/2024	Download
Sherwin Williams CBG		Report	XLSM	17.74 MB	November 2023	...

# VIEW THE DASHBOARD TAB IN THE REPORT

- 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.



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# OFFLINE EXCEL REPORT

Product Level Spend can be viewed in 6 different tabs in the offline excel report:

1. Week at a Glance
2. Spending Trend
3. Weekly Media Usage
4. Creatives
5. Detail
6. Advertiser Quick Pivot Table

# VIEW PRODUCT LEVEL SPEND ON THE WEEK AT A GLANCE TAB

**Week at a Glance:** Learn the Advertiser % Share of Voice this week vs the previous week, at the product level.

Looking by Product, you can see the % Change in Advertising. Amazon did not spend any dollars this media week on advertising their “**Fire HD 8 Kids Edition** or **Amazon Echo Dot.**”

This media week they were spending ad dollars on “**Amazon Basic Electrical** and **Amazon Echo Dot Kids**”

Vivvix Weekly FastTrack Report  
11/26/23 - 12/02/23

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

Dollars shown in thousands

Week at a Glance					
Advertiser	Weekly Spending Product/Campaign	This Week	Prev Week	\$ Change	% Change
Amazon	Fire HD 10	5	20	-14	-72
Amazon	Fire HD 8	2	7	-5	-71
Amazon	Fire HD 8 Kids Edition	0	1	-1	-86
Amazon	Fire Max 11	3	15	-12	-80
Amazon	Amazon Kindle Scribe	1	1	0	-33
Amazon	Kindle	0	0	0	-65
Amazon	Bathroom Product	0	1	-1	-84
Amazon	Amazon Basic Electrical	19	16	3	18
Amazon	Amazon Echo	1	1	0	0
Amazon	Amazon Echo Dot	0	1	-1	-83
Amazon	Amazon Echo Dot Kids	53	62	-9	-15
Amazon	Amazon Echo Loop	2	18	-15	-86
Amazon	Amazon Echo Pop	94	121	-28	-23
Amazon	Amazon Echo Show	45	62	-17	-27
Amazon	Blink	12	39	-27	-68
Amazon	Amazon Ring	9	0	9	4,459
Amazon	Blink Video Doorbell	136	353	-216	-61
Amazon	Amazon Luna	1	4	-4	-81
Amazon	Rings	0	0	0	-82

[Dashboard](#) | 
 [Creatives](#) | 
 [YOY](#) | 
 [Detail](#) | 
 **[WeekAtAGlance](#)** | 
 [SpendingTrend](#) | 
 [WeeklyMediaUsage](#)

# VIEW PRODUCT LEVEL SPEND ON THE SPENDING TREND TAB

Spending Trend: Get a year-to-date total and week-by-week view to identify spending trends on Category, Subcategory and Product levels.

Viewing Year to Date (YTD) spend for Amazon, the product that generated the most spend YTD is the “Kindle” with \$166 thousand.

Vivvix Weekly FastTrack Report  
08/27/23 - 12/02/23

[Show Category](#)  
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### Weekly Spending Trend

Advertiser	Product/Campaign	YTD Total*	Wk 1	Wk 2	Wk 3	Wk 4
	Week Beginning:		Aug 27 23	Sep 03 23	Sep 10 23	Sep 17 23
Amazon	Amazon Fire Tablet	7	0	0	0	0
Amazon	Fire HD 10	32	0	0	0	0
Amazon	Fire HD 8	21	0	0	0	0
Amazon	Fire HD 8 Kids Edition	3	0	0	0	0
Amazon	Fire Max 11	37	1	0	0	0
Amazon	Amazon Kindle Scribe	5	0	0	0	0
Amazon	Kindle	166	10	1	8	4
Amazon	Multiple Sliced Breads	0	0	0	0	0
Amazon	Smucker's Uncrustables	0	0	0	0	0
Amazon	Organic Hot Dogs	2	0	0	1	0
Amazon	Alexa Image	1	0	0	0	0
Amazon	Outdoor Power Equipment	50	47	3	0	0
Amazon	Outdoor Product	10	0	0	0	0
Amazon	Bathroom Product	36	1	5	4	1
Amazon	Faucets	66	23	4	2	1
Amazon	Lawn And Garden Products	99	0	1	4	40
Amazon	Amazon Basic Electrical	35	0	0	0	0
Amazon	Scotts Multiple Products	0	0	0	0	0
Amazon	Amazon Echo	2	0	0	0	0
Amazon	Amazon Echo Dot	1	0	0	0	0
Amazon	Amazon Echo Dot Kids	459	5	0	0	0
Amazon	Amazon Echo Loop	46	0	0	0	0

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 [WeeklyMediaUsage](#)

# VIEW PRODUCT LEVEL SPEND ON THE WEEKLY MEDIA USAGE TAB

Weekly Media Usage: Understand what media types generated the most spend across various products.

Looking by Media, you can determine what product generated the most spend. Within the media, **Cable TV**, the product that generated the most spend was **Amazon.com Prime**.

Vivvix Weekly FastTrack Report  
11/26/23 - 12/02/23

Current Week Spending by Media Type							
Advertiser	Product/Campaign	NetTV	CableTV	SpotTV	SynTV	Newsp	Mags
Amazon	Amazon Shipping	0	0	0	0	0	0
Amazon	Amazon Smart	0	0	0	0	0	0
Amazon	Amazon Smart Plug	0	0	0	0	0	0
Amazon	Amazon Warehouse Deals	0	0	0	0	0	0
Amazon	Amazon Wedding Registry	0	0	0	0	0	0
Amazon	Amazon.com	0	0	0	0	0	0
Amazon	Amazon.com Business	0	0	0	0	0	0
Amazon	Amazon.com Prime	1,121	1,436	130	56	0	0
Amazon	Appliances - Minor	0	0	0	0	0	0
Amazon	Auto	0	0	0	0	0	0
Amazon	Auto Parts/Accessories	0	0	0	0	0	0
Amazon	Automotive	0	0	0	0	0	0
Amazon	Baby Needs	0	0	0	0	0	0
Amazon	Bathroom Product	0	0	0	0	0	0
Amazon	Beauty Aides	0	0	0	0	0	0
Amazon	Beauty Aids	0	0	0	0	0	0
Amazon	Blink	0	0	0	0	0	0
Amazon	Blink Video Doorbell	0	0	0	0	0	0
Amazon	Bookstores	0	0	0	0	0	0
Amazon	CDs & DVDs	0	0	0	0	0	0

► Dashboard | Creatives | YOY | Detail | WeekAtAGlance | SpendingTrend | **WeeklyMediaUsage**

# VIEW PRODUCT LEVEL SPEND ON THE CREATIVES TAB

The creatives are linked to the ad spend at the product level, allowing you to see the data in a consolidated view.

If you click on the ad code, you can view the ad in its entirety from the Search site.

Looking at the new creatives this media week highlighted in red, you can view the products being advertised. This media week, Amazon released 4 new creatives for their “**Amazon Alexa**” product.

Vivvix Weekly FastTrack Report  
08/27/23 - 12/02/23

(Click on Ad Code to see the ad at competitrack.com)

**Note: New creatives for the week are in red. Spending and Occurrence**

Creative List With Ad Spend and Occurrence Count

Advertiser	Ad Code	Format/Length	Media
Amazon	AMAZRT-143898	JPEG	Mobile
Amazon	AMAZRT-144072	JPEG	Mobile
Amazon	AMAZRT-144983	JPEG	Mobile
Amazon	AMAZRT-144990	JPEG	Mobile
Amazon	AMAZRT-145042	JPEG	Mobile
Amazon	AMAZRT-100809	Custom Large	Online Display
Amazon	AMAZRT-100830	Half Page Ad	Online Display
Amazon	AMAZRT-101041	Leaderboard	Online Display
Amazon	AMAZRT-101464	Leaderboard	Online Display
Amazon	AMAZRT-101483	Half Page Ad	Online Display
Amazon	AMAZRT-101521	Custom Large	Online Display
Amazon	AMAZRT-106312	Custom Large	Online Display
Amazon	AMAZRT-106335	Medium Rectangle	Online Display
Amazon	AMAZRT-106344	Custom Large	Online Display
Amazon	AMAZRT-106369	Leaderboard	Online Display
Amazon	AMAZRT-108413	Leaderboard	Online Display
Amazon	AMAZRT-108437	Custom Large	Online Display

Dashboard **Creatives** YOY Detail WeekAtAGlance SpendingTrend W

Ad Code	AMAZRT-144934
Live Landing Page	http://www.amazon.com/b/?mode=2260298011
Lead Text	NO LEAD TEXT
First Run	November 27, 2023 – National – Internet Movie Database
Spend (000s) - Date Range (12/26/2022 - 12/31/2023)	\$0.24
Spend (000s) - Lifetime	\$0.91
Occurrences - Date Range (12/26/2022 - 12/31/2023)	7
Occurrences - Lifetime	7
Parent Advertiser	Amazon
Advertiser	Amazon
Product	Amazon Alexa



# VIEW PRODUCT LEVEL SPEND ON THE DETAIL TAB

View all raw data spending data in a consolidated view, which will include the product level information.

Vivvix WeeklyFastTrack Report  
11/26/23 - 12/02/23

(Run Pivot Tables from this list for further analyses)

Note: This table shows occurrences for the currentreportweek . If you need cumulative occurrences, pl

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Occurrence List								
Advertiser	Ad Code	Media(1)	Headline	Product/Campaign	Market	RunDate*	MediaOutlet	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Saint Louis	11/26/2023	KMOV	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Columbus, OH	11/26/2023	WBNS	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Sacramento	11/26/2023	KOVR	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	San Antonio	11/26/2023	KENS	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Birmingham	11/26/2023	WIAT	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Pittsburgh	11/26/2023	KDKA	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	National	11/26/2023	Syndicated Netw	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	San Francisco	11/26/2023	KPIX	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Greensboro-Winston Salem	11/26/2023	WFMY	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Charlotte	11/26/2023	WSOC	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Houston	11/26/2023	KHOU	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Greenville-Spart-Ashevil-An	11/26/2023	WSPA	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	San Diego	11/26/2023	KFMB	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Minneapolis-Saint Paul	11/26/2023	WCCO	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Jacksonville	11/26/2023	WJXT	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Nashville	11/26/2023	WTVF	
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Miami-Fort Lauderdale	11/26/2023	WPLG	

[Dashboard](#) | [Creatives](#) | [YOY](#) | **[Detail](#)** | [WeekAtAGlance](#) | [SpendingTrend](#) | [WeeklyMediaUsage](#) | ... (+) : ◀ ▶

# VIEW PRODUCT LEVEL SPEND ON THE ADVERTISER QUICK PIVOT TAB

**1** Use the Select Variable column to apply product filters to the data.

**2** Drag and drop the product filter onto the main table to create new subtotals. Where you drop determines the subtotal breakout.

You can double click on any number in the table to drilldown to more detail.

For the Advertiser Amazon, you can easily see the breakout of spend for their Accessories, Amazon Access, Amazon Ads, and Amazon Alexa products.

Vivvix Weekly FastTrack Report		08/27/23 - 12/02/23	
<b>Filters</b>		<b>Select Variable</b>	
Media Type	(All)		
Category	(All)		
Subcategory	(All)		
Product/Campaign	(All)		
Market	(All)		
Media Outlet	(All)		
Week of	(All)		
Month	(All)		
Quarter	(All)		
Year	(All)		
Dollars shown in thousands			
<b>Sum of AdSpend</b>			
Advertiser	Total		
Amazon	Vivvix Weekly FastTrack Report		
Bed Bath & Beyond	08/27/23 - 12/02/23		
Dillard's			
Home Depot			
JCPenney			
Kohl's			
Macy's			
Marshalls			
Ross Stores, Inc			
Weekly			
Dollars shown in thousands			
<b>Sum of AdSpend</b>		<b>Product/Campaign</b>	
Advertiser	Accessories	Amazon Access	Amazon Ads
Amazon	1.27	416.24	1,777.81
Grand Total	1.27	416.24	1,777.81
			379.38
			379.38



# 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

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