

VIVVIX

**REDESIGN MAGNIFIER DASHBOARD
CAROUSEL OF INSIGHTS**

DASHBOARD INSIGHTS: CAROUSEL OF INSIGHTS



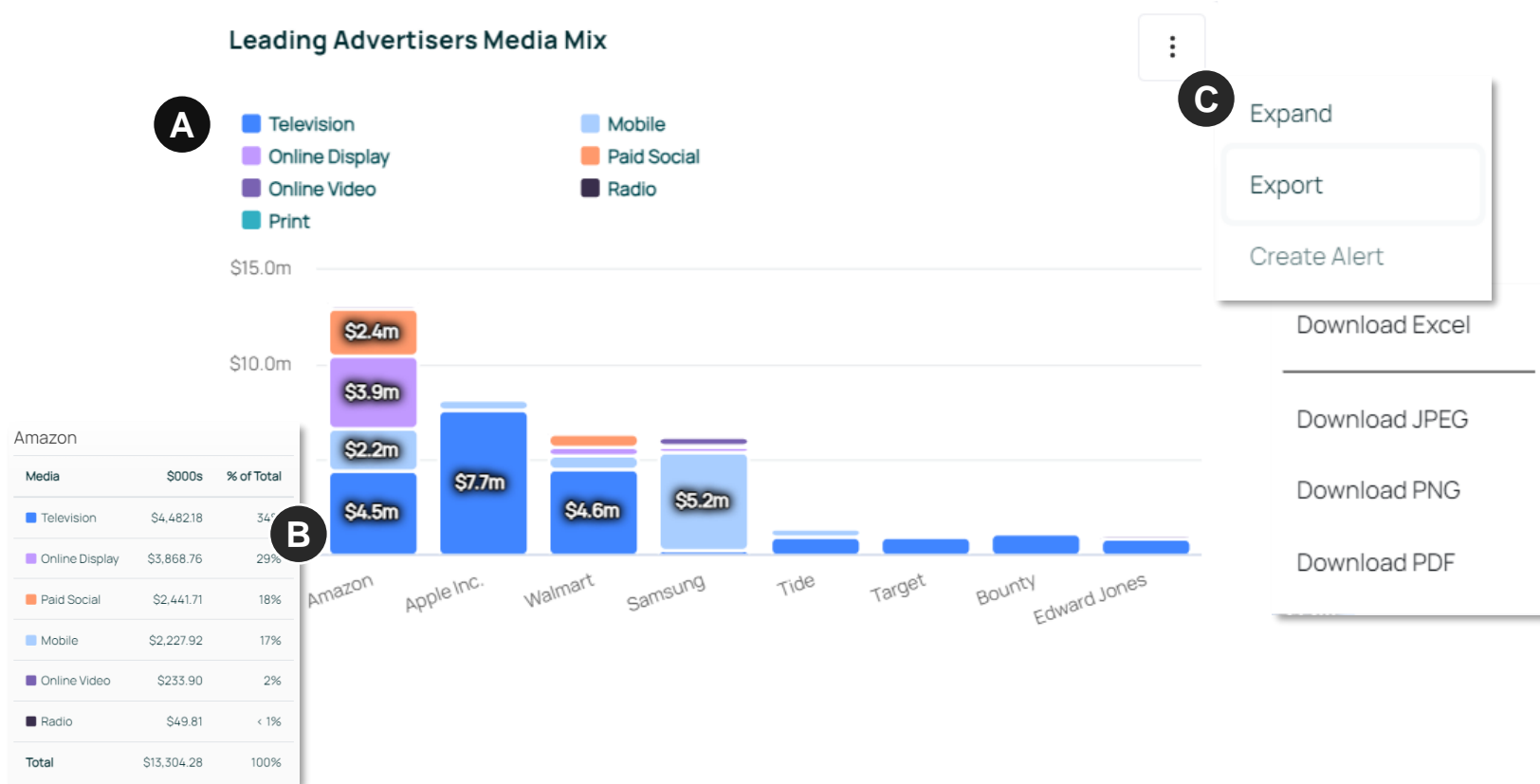
INSIGHTS

All bar charts and pie graphs are based on the search options selected. Select the **> arrow** to scroll through the three tabs:

- A** Leading Advertisers Media Mix
- B** Count of Creatives Running by Advertiser & Media Type
- C** Count of Creatives Running by Competitor
- D** Count of Creatives Running by Media Type
- E** Count of Creatives Running by Category
- F** Count of Creatives Running Subcategory

LEADING ADVERTISERS MEDIA MIX

View all of the advertiser spending by media type: traditional and digital.



A Deselect media types, to narrow down your search.

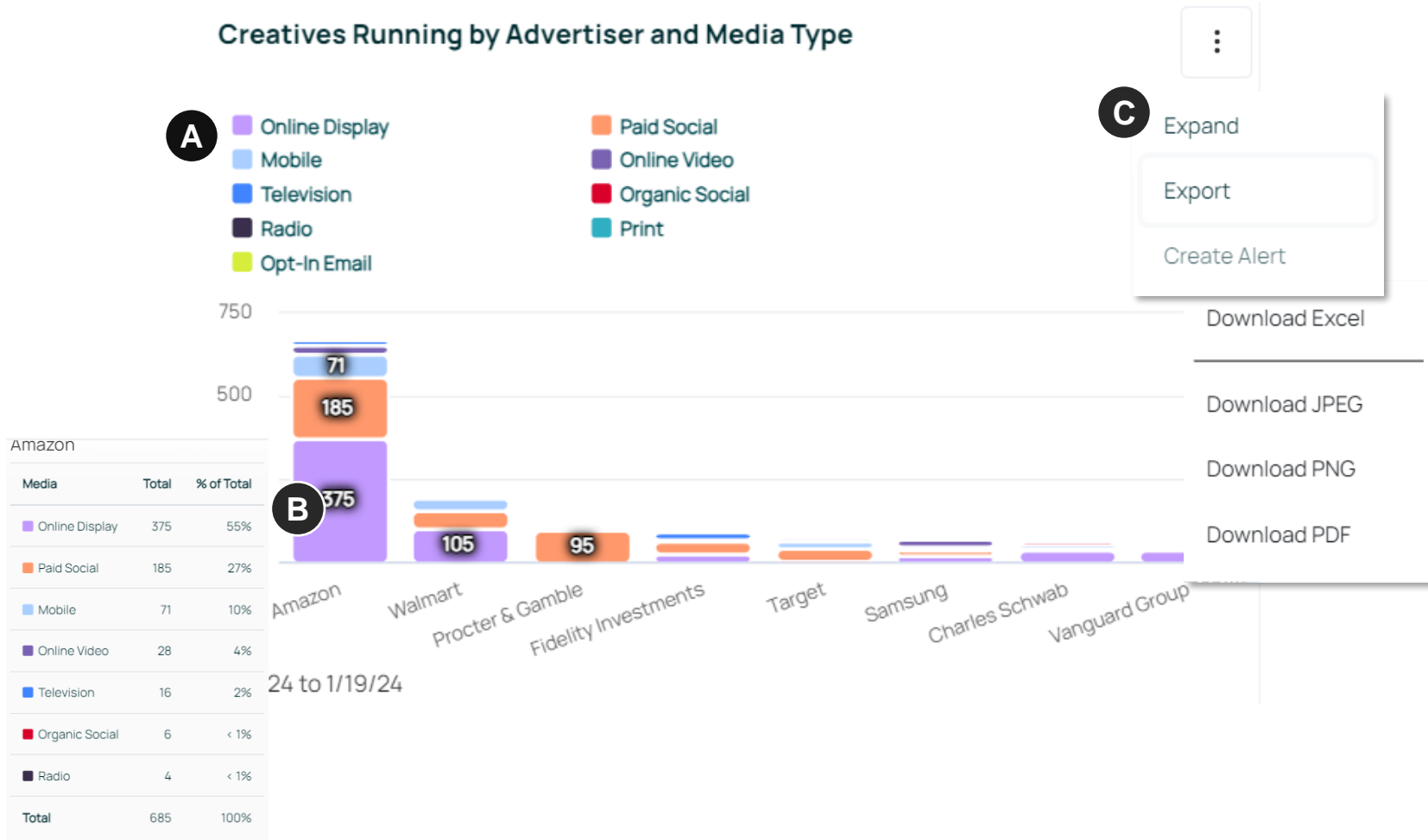
B Hover over the advertiser's bar in the chart to see the breakdown of their media spend.

C Expand the advertiser set by clicking on the ellipsis menu. To download the chart, click on Export. You have the option to see details in JPEG, PNG, PDF, and excel.

COUNT OF CREATIVES RUNNING BY ADVERTISER & MEDIA TYPE

View the number of creatives for each advertiser by media type.

Creatives Running by Advertiser and Media Type



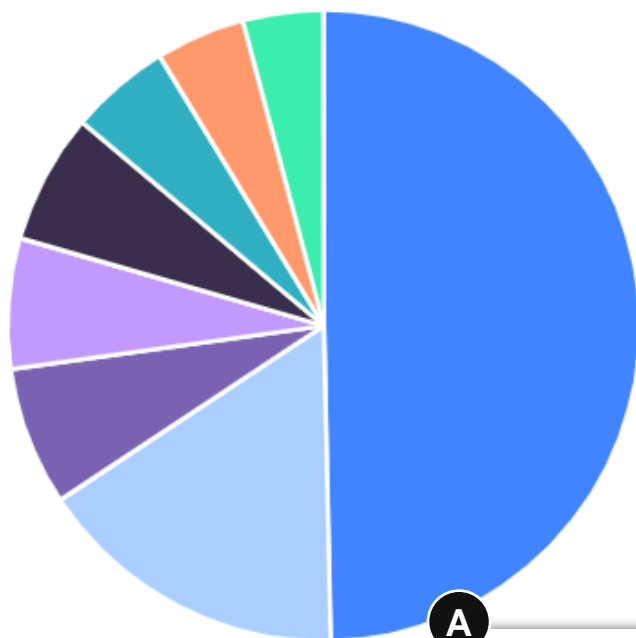
- A** Deselect media types, to narrow down your search.
- B** Hover over the advertiser's bar in the chart to see the breakdown of their creative count.
- C** Expand the advertiser set by clicking on the ellipsis menu. To download the chart, click on Export. You have the option to see details in JPEG, PNG, PDF, and excel.

COUNT OF CREATIVES RUNNING BY COMPETITOR

View the number of creatives for each advertiser by media type.

Creatives Running by Competitor

Top 8 Competitors



- Amazon
- Walmart
- Procter & Gamble
- Fidelity Investments
- Target
- Samsung
- Charles Schwab
- Vanguard Group

A

Amazon	
Total	% of Total
685	50

B

- Expand
- Export
- Create Alert
- Download Excel
- Download JPEG
- Download PNG
- Download PDF

- A** Hover over the advertiser's bar in the chart to see the creative count.
- B** Expand the advertiser set by clicking on the ellipsis menu. To download the chart, click on Export. You have the option to see details in JPEG, PNG, PDF, and excel.

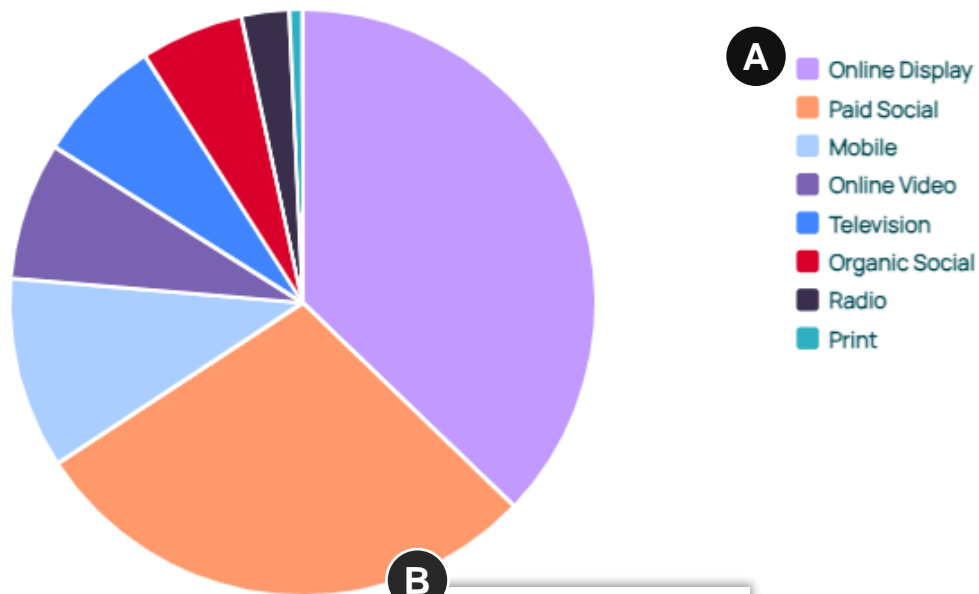
1/13/24 to 1/19/24

COUNT OF CREATIVES RUNNING BY MEDIA TYPE

View the number of creatives for each media type based on all the advertisers selected in your search.

Creatives Running by Media Type

All Media



- A** Online Display
- B** Paid Social
- C** Mobile
- D** Online Video
- Television
- Organic Social
- Radio
- Print

C 1/13/24 to 1/19/24

B

Paid Social	
Total	% of Total
509	29

D

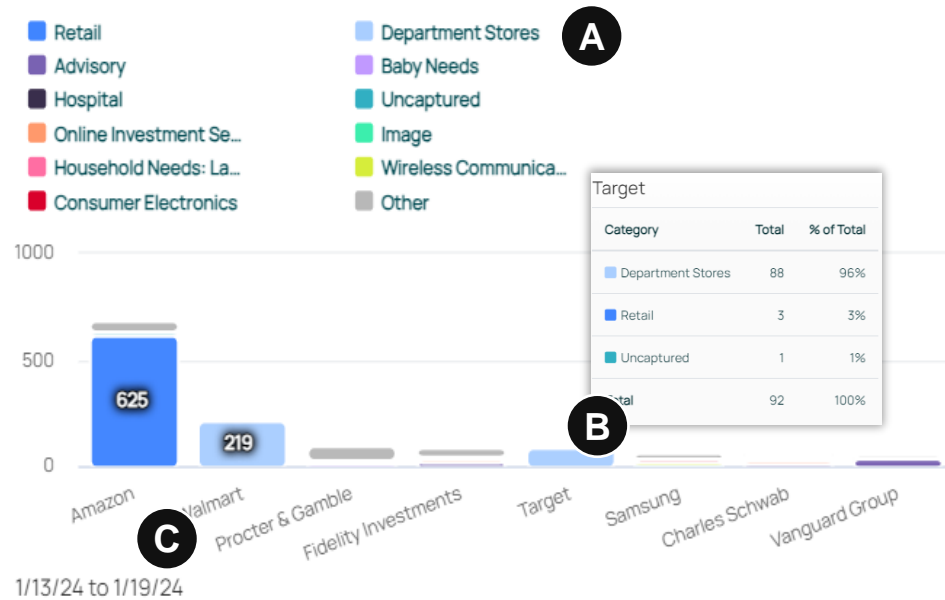
- Expand
- Export
- Create Alert
- Download Excel
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- Download PDF

- A** Deselect any Media Type to remove from pie chart.
- B** Hover over any Media Type slice in the chart to view the total amount of creatives and the % of total share.
- C** Date range is based on your search criteria and is always on the bottom.
- D** Expand the advertiser set by clicking on the ellipsis menu. To download the chart, click on Export. You have the option to see details in JPEG, PNG, PDF, and excel.

COUNT OF CREATIVES RUNNING BY CATEGORY AND SUBCATEGORY

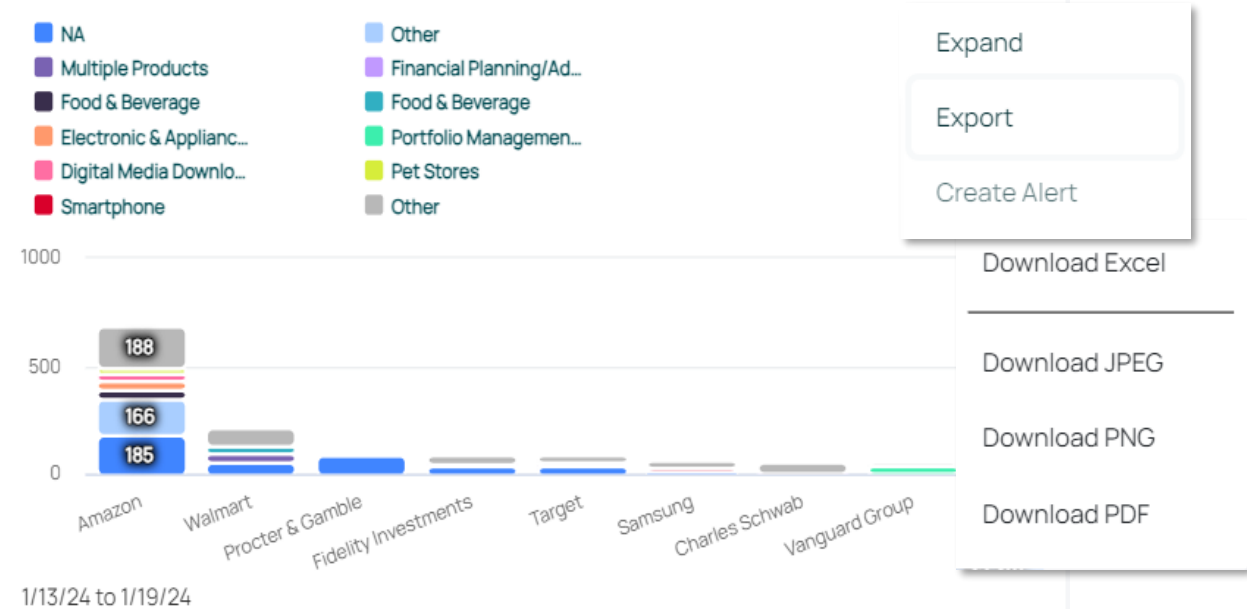
View the number of creatives for each Category and Subcategory in two separate charts.

Creatives Running by Category



- A** Deselect any Media Type to remove from pie chart.
- B** Hover over the Advertiser's bar in the chart to view the total amount of creatives by category and the % of total share.
- C** Date range is based on your search criteria and is always on the bottom.

Creatives Running by Subcategory



- D** Expand the advertiser set by clicking on the ellipsis menu. To download the chart, click on Export. You have the option to see details in JPEG, PNG, PDF, and excel.



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IN APP CHAT

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

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Interactive general training are always available.

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