



**MEDIA ANALYSIS USE CASE:
CONFORMATION OF CO-OP ADVERTISING 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

- 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**
- Historical Media Analysis
- Insight into Omnichannel Media Landscape

LEGAL & COMPLIANCE ANALYSIS

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

BUSINESS QUESTIONS ANSWERED

**ARE OUR CO-OP PARTNERS COMPLYING WITH THE
GUIDELINES WE HAVE AGREED UPON?**

IS MY BRAND FEATURED PROMINENTLY IN CO-OP ADS?

RUN A SEARCH IN THE DASHBOARD

- 1 Select **Refine Search** and choose **Co-op Advertiser**
- 2 You can multi-select your partners. For this example, select **Visa**.
- 3 Click **Search**.

The screenshot shows the 'Dashboard - GM : New Search' interface. At the top, there is a search bar with the placeholder text 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar, there are several filter dropdowns: 'Ad Status' (Running), 'Date Range' (Last 7 Days), 'Multicultural Media' (General Media (No Multicultural)), 'Ad Code' (All), and 'Coop Advertisers' (Visa). A '+ REFINE SEARCH' button is highlighted with a red box and a '1' callout. The 'Coop Advertisers' dropdown is also highlighted with a red box and a '2' callout, showing a list of options: 'Select All', 'N/A', 'Invisalign', and 'Visa' (which is selected). A '3' callout points to the 'Search' button. Below the main search area, there is an 'Additional Filters' panel with a search bar and a list of filter categories: 'Parent Advertiser', 'Advertiser', 'Product', 'Coop Advertisers' (selected), 'Language', 'Market', and 'Media Outlet'. At the bottom of this panel are 'Default', 'Cancel', and 'Add Filters' buttons.

RUN A SEARCH IN THE DASHBOARD

4 Select **Details** to view meta data information.

- Total Spend
- Total Occurrences
- Co-Op Partner
- Description

5 Select **View Ad** to watch the ad in its entirety.

The screenshot displays the 'Most Recent Creatives' section of an advertising dashboard. It features a grid of ad cards for Amazon. The card for ad ID AMAZRT-109430 is highlighted with a red circle and the number '4', indicating the 'Details' button. A second red circle with the number '5' highlights the 'View Ad' button on the card for ad ID AMAZRT-109423. Below the grid, the 'Creative Details for AMAZRT-109430' are shown in a modal window. The details include:

Ad Code	AMAZRT-109430
Title	Save More (L/V Change/Visual Change/15 Sec.)
First Run	June 19, 2023 – National
Spend (000s) - Date Range (01/01/2023 - 12/31/2023)	\$0.83
Spend (000s) - Lifetime	\$0.83
Occurrences - Date Range (01/01/2023 - 12/31/2023)	1
Occurrences - Lifetime	1
Parent Advertiser	Amazon
Advertiser	Amazon
Product	Amazon Credit Card
Coop Advertisers	Visa
Category	Retail
Description	Recut: Other Text or Audio Change, Video Length Change, Visual Change: Visual of Kevin running in Giraffe's costume along with offer is shown throughout the ad. Female v/o: But he bought it on Amazon with the new Prime Visa. Text: Unlimited 5% back at URL. No annual card fee. Logo. Revision: Female v/o: So he earned 5% back.
Recut Detail	Other Text or Audio Change, Video Length Change, Visual Change
Headline	KEVIN'S INTO RUNNING SO HE ENTERED THE LOCAL ZOO'S
Visual	KEVIN RUNNING/TEXT- INTO REWARDS? IT'S ON PRIM
Length	15
Message Elements	Co-Op Partnership



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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