



Use Case: View Competitor Media Mix
Media Analysis

PRIMARY USE CASE EXAMPLES

Ad Creative Analysis

- View/Download an Ad
- Identify Breaking ads
- Visibility into Message Elements
- Pre-planning & 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)



VIEW COMPETITOR MEDIA MIX

You can use the solution to understand media spending shifts by category, advertiser, or product in the Vivvix platform.

Business Question Answered

Were there any shifts of media spend for my competitor in the last week of Quarter 1?



MEDIA ANALYSIS: VIEW COMPETITOR MEDIA MIX

VIVVIX

CREATIVE

- Ad Intel Library

DASHBOARDS

- Dashboard
- In-Access Creative Se...
- Hispanic Dashboard

REPORTS

- FastTrack Weekly Hisp...
- FastTrack Weekly

Settings

- My Exports
- Saved Searches
- Alerts Manager
- Branded Content
- Help & Education

<<<

Dashboard : New Search ▾

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

Search

Ad Status ...

Running ▾

Date Range ...

03-25-2023 - 03-31-2023 ▾

Multicultural Media ...

General Media (No Multicultural) ▾

+ REFINE SEARCH

Today	Mar 2023							Jun 2023						
Yesterday	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
Last 7 Days	26	27	28	1	2	3	4	28	29	30	31	1	2	3
Last 14 Days	5	6	7	8	9	10	11	4	5	6	7	8	9	10
Last Month	12	13	14	15	16	17	18	11	12	13	14	15	16	17
Last 3 Months	19	20	21	22	23	24	25	18	19	20	21	22	23	24
Last 6 Months	26	27	28	29	30	31	1	25	26	27	28	29	30	1
Year To Date	2	3	4	5	6	7	8	2	3	4	5	6	7	8
Last Year														
Custom Range														

To answer the business question, we need to adjust out date to reflect the last week in Quarter 1. Select Custom Date Range to March 25 – March 31st.

Select Search.

Pro Tip: Use Refine Search to adjust your search to include category or product if needed.

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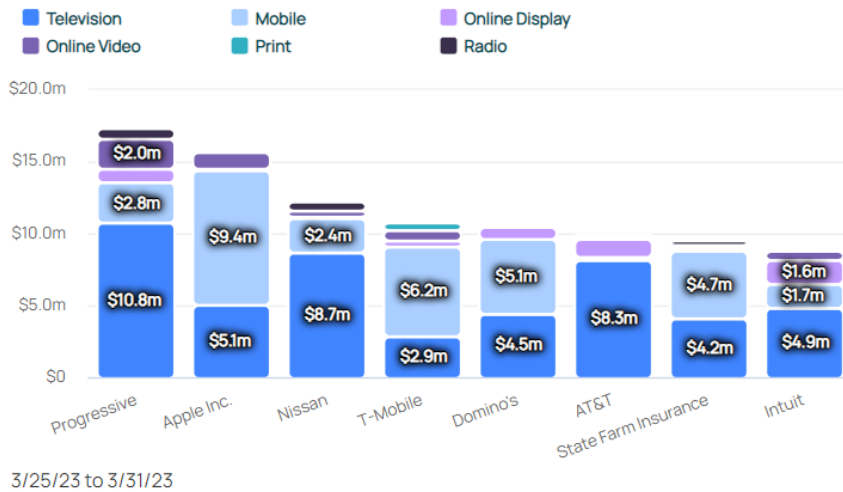
Alerts Manager

Branded Content

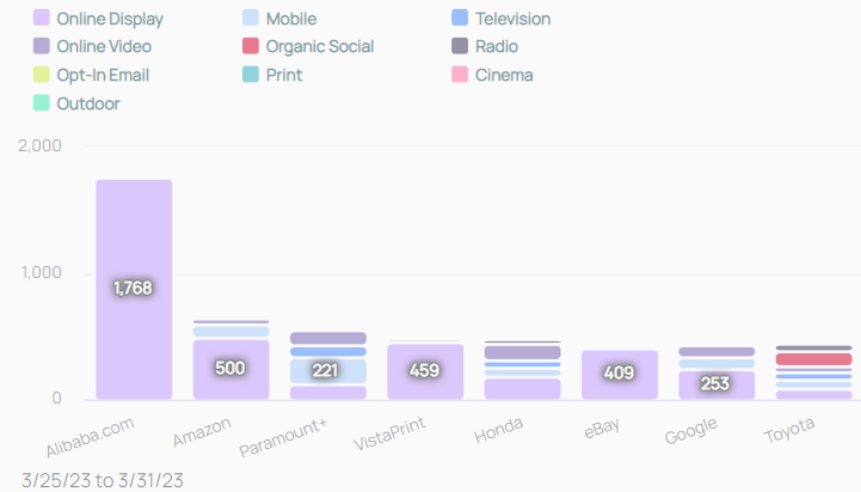
Help & Education

<<<

Leading Advertisers Media Mix

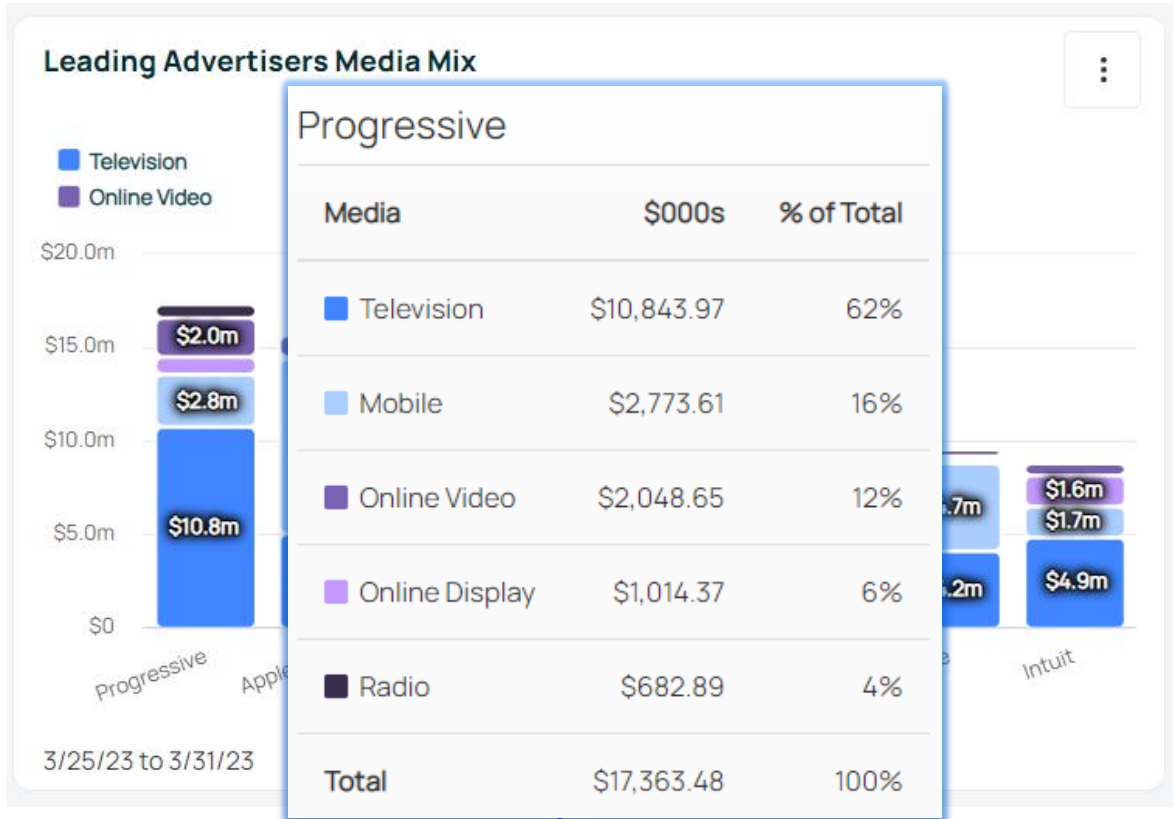


Creatives Running by Advertiser and Media Type

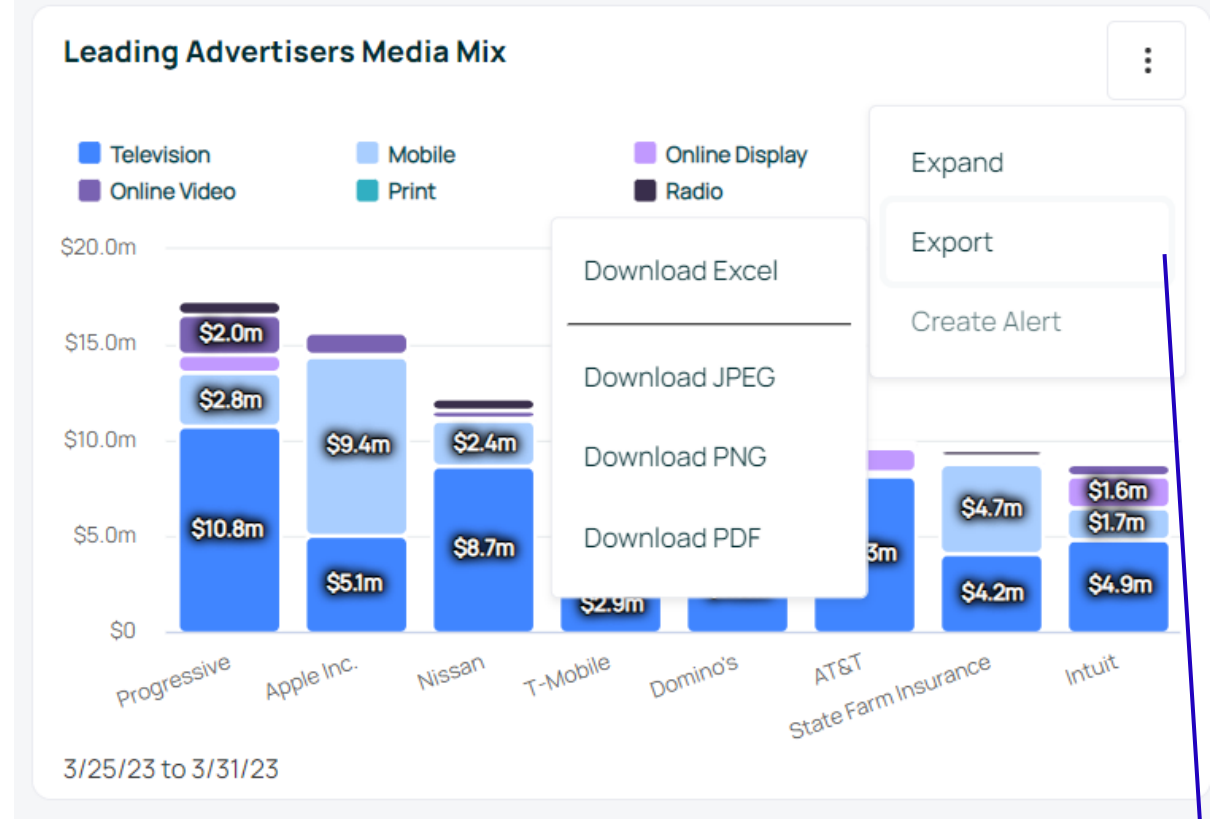


In the dashboard, scroll to the Leading Advertisers Media Mix Chart to view spend by media type. The date range is set to the last 7 days of the 1st quarter: 3/25/23-3/31/23

MEDIA ANALYSIS: VIEW COMPETITOR MEDIA MIX



Hover over your competitor in the bar graph to view the break out of spend by media type. My competitor Progressive spent a total of \$17,363.48 million in the last week of Quarter 1. While 62% of spend was allocated for TV, there was also activity for mobile, online video, online display, and radio.



Select the export button to download the chart image in a variety of formats. Select Download Excel to view the break out of spend by media type for each competitor.

MEDIA ANALYSIS: VIEW COMPETITOR MEDIA MIX

Timeframe 03/25/2023 to 03/31/2023 exported on 06/01/2023 17:45:58

Vivvix

Advertiser	Television	Mobile	Online Display	Online Video	Print	Radio	Total Spend (000s) by Advertiser
Progressive	10,843.97	2,773.61	1,014.37	2,048.65		682.88	17,363.48
Apple Inc.	5,096.32	9,432.58	62.72	1,123.46			15,715.08
Nissan	8,713.13	2,421.07	164.64	386.99		621.43	12,307.26
T-Mobile	2,925.86	6,227.38	430.20	720.11	542.01	35.65	10,881.21
Domino's	4,515.83	5,119.69	860.27	188.64	2.39	20.74	10,707.56
AT&T	8,278.50	145.93	1,313.06	27.87	156.65	42.09	9,964.10
State Farm Insurance	4,204.41	4,682.17	137.51	233.09	15.32	296.81	9,569.31
Intuit	4,879.93	1,712.61	1,631.33	655.97			8,879.84
Total	49,457.95	32,515.04	5,614.10	5,384.78	716.37	1,699.60	

Leverage the chart to understand where you stand against the competition

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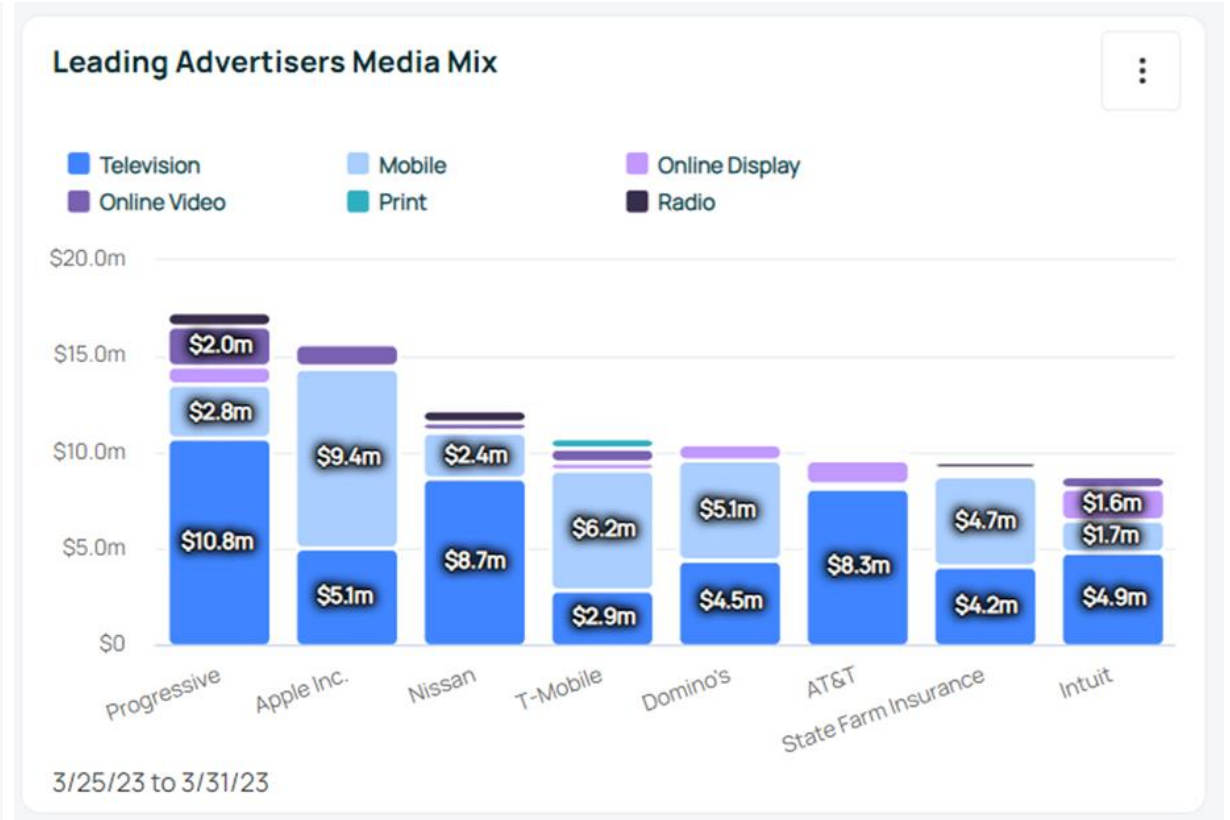
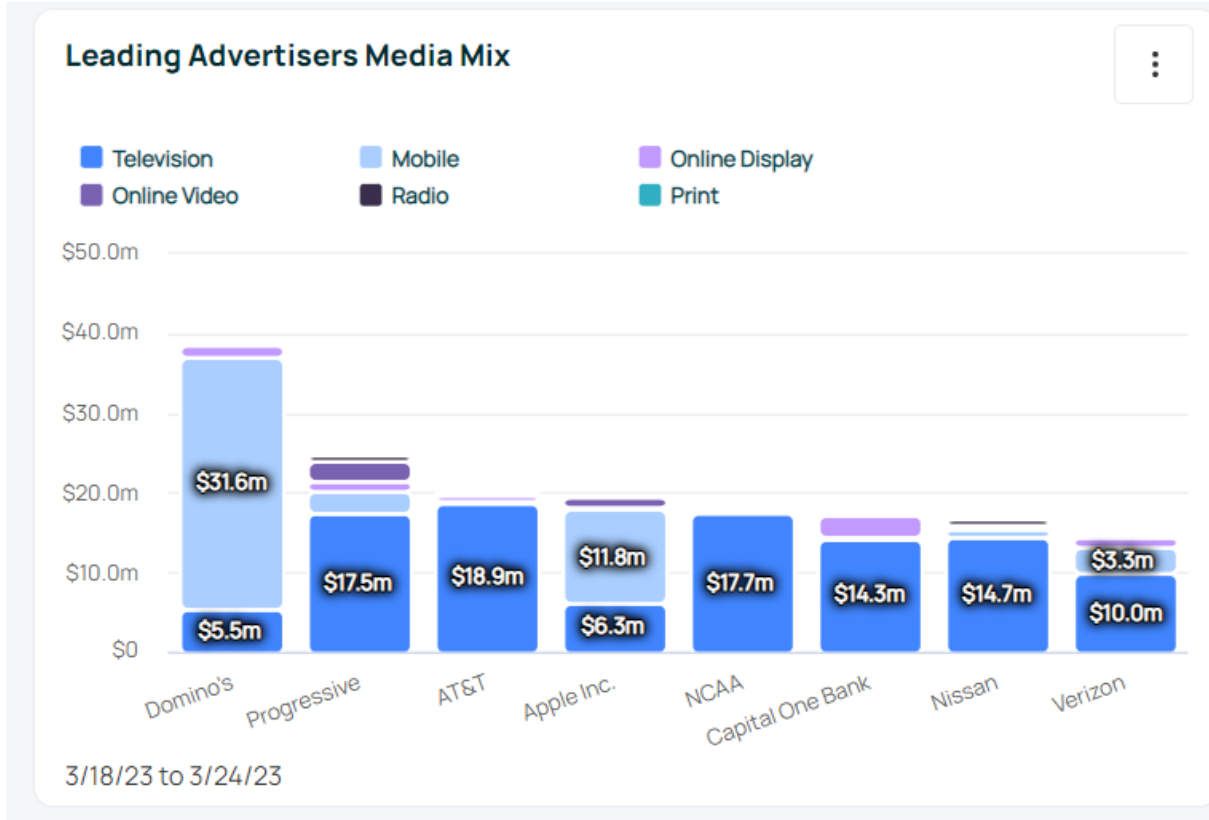
Running ▾ 03-18-2023 - 03-24-2023 ▾ General Media (No Multicultural) ▾

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Comparing a previous week's spend data (3/18/23-3/24/23) to another week (3/25/23-3/31/23), you can determine if there has been a shift in spend. Select Date Range to adjust your date. Select Search.

MEDIA ANALYSIS: VIEW COMPETITOR MEDIA MIX



Using the Leading Advertisers Media Mix chart, I can quickly see that Domino's had the highest share of spend the week of 3/18/23 and Progressive had the highest share of spend the week of 3/25/23. Progressive spent more in TV the week of 3/25/23, compared to the week 3/18/23. Dominos decreased spend in TV the week of 3/25/23.

There was also a shift in spend for my other competitors.

MEDIA ANALYSIS: VIEW COMPETITOR MEDIA MIX

Timeframe 03/18/2023 to 03/24/2023 exported on 06/01/2023 20:35:14

Advertiser	Television	Mobile	Online Display	Online Video
Domino's	5,493.29	31,593.70	1,516.25	46.01
Progressive	17,495.09	2,774.96	1,286.21	2,592.16
AT&T	18,899.31	107.98	765.37	30.25
Apple Inc.	6,310.42	11,783.80	152.44	1,456.64
NCAA	17,678.51	29.56		
Capital One Bank	14,284.58	404.38	2,617.14	37.82
Nissan	14,683.20	847.78	194.75	392.33
Verizon	9,986.45	3,324.17	1,291.05	129.84
Total	104,830.85	50,866.33	7,823.21	4,685.05

Timeframe 03/25/2023 to 03/31/2023 exported on 06/01/2023 17:45:58

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Total	49,457.95	32,515.04	5,614.10	5,384.78

Exporting the data into excel, I am able to view spend by media type in more detail to determine shifts in spend.

While TV, Mobile, and Online Display Spend decreased the week of 3/25/23 , Online Video increased.

VIVVIX SIMPLIFIED SUPPORT

Live Chat



Utilize the “Let’s Chat” to ask questions directly to a member of our support team. It is available in the bottom right corner.

Support Email



Simply email the Vivvix Support team at support@vivvix.com with any questions.



Within the solution there is a Help Center with step-by-step playbooks and articles.



Interactive video training available [here](#).