

VIVVIX

USE CASE

MEDIA AUDIENCE TARGETING

PRIMARY USE CASE EXAMPLES

AD CREATIVE ANALYSIS

- View or Download an Ad
- Search for 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
- Conformation of Co-op Ad Spend

LEGAL & COMPLIANCE ANALYSIS

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

MEDIA AUDIENCE TARGETING

TV audience estimates can be measured in 2 ways:

1. Gross Rating Points (GRPs = households)
2. Target Rating Points (TRPs = demographics, such as age)

Vivix can provide offline excel reports to confirm the audience for your media spend is accurate by leveraging GRPs/TRPs for:

- General Media Television
- Hispanic Television
- African American Television
- Spot TV – Nationalized & Localized

Note: Service availability is contingent on Nielsen Media Research's confirmation that you are a licensed subscriber to Nielsen's TV audience data.

BUSINESS QUESTIONS ANSWERED

WHERE CAN I FIND GRP DATA TO UNDERSTAND HOW MY TOP COMPETITOR'S CAMPAIGN PERFORMED?

CAN I COMPARE HOW MY COMPETITOR'S CAMPAIGN PERFORMED ACROSS DIFFERENT DEMOGRAPHICS?

ACCESS AND DOWNLOAD YOUR OFFLINE SPEND REPORT

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 sections: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), and a bottom section with Settings, My Exports (highlighted with a purple box), Saved Searches, Alerts Manager, My Collections, Branded Content, and Help & Education. At the bottom of the sidebar is a '<<<' button. The main content area is titled 'My Exports' and has three tabs: 'Dashboards & Reports', 'Library', and 'Offline' (which is selected and has a circled '1' next to it). Below the tabs is a table with columns: EXPORT, NAME, TYPE, FORMAT, SIZE, DELIVERED, and ACTIONS. The table contains three rows of report data. The first row has a 'Download' button highlighted with a box and a circled '2' next to it. The second row also has a 'Download' button. The third row has a three-dot menu icon. The table data is as follows:

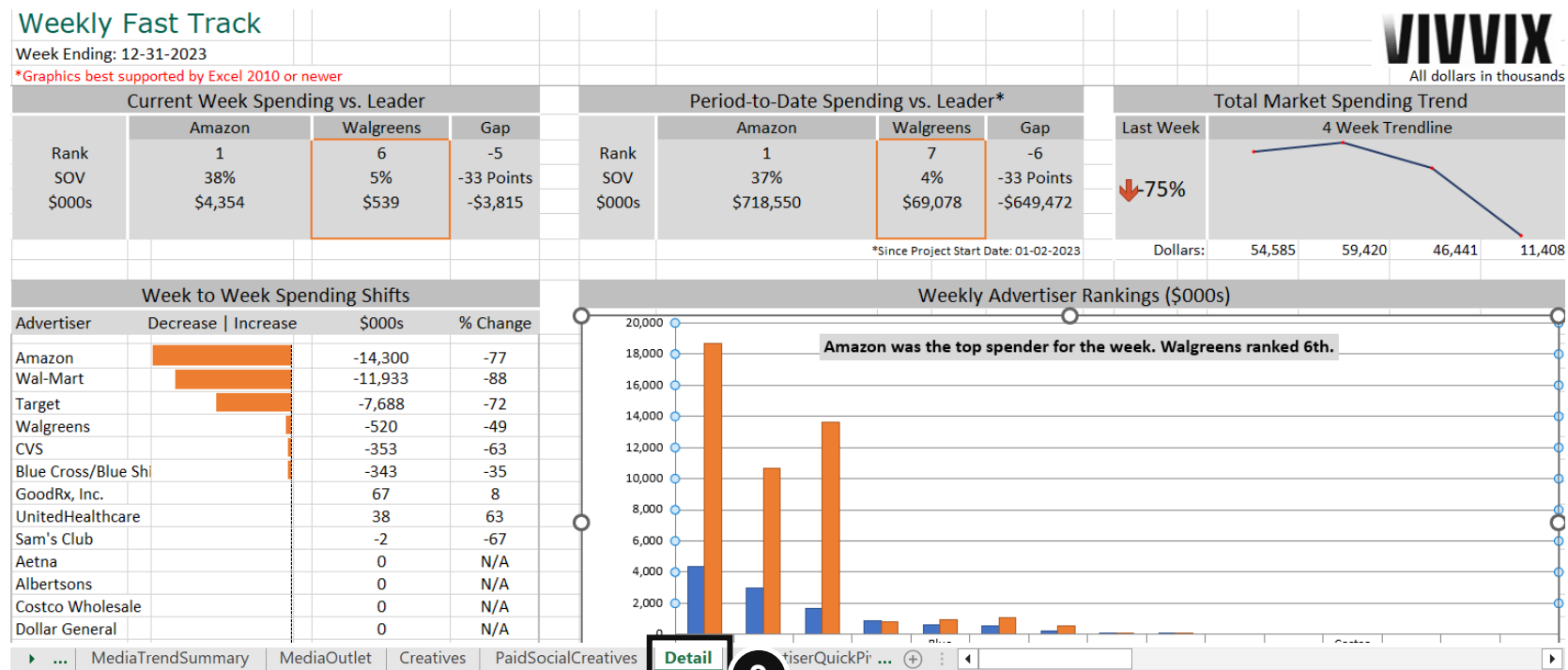
EXPORT	NAME	TYPE	FORMAT	SIZE	DELIVERED	ACTIONS
		Report	XLSM	15.62 MB	1/15 to 1/21/2024	... Download
		Report	XLSM	16.03 MB	1/15 to 1/21/2024	... Download
		Report	XLSM	17.74 MB	November 2023	...

- 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**.

SELECT THE DETAIL TAB

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.

3 In Order to view GRP's, select the **Detail Tab**



SELECT THE DETAIL TAB

4 In the Detail tab, **scroll to the right** and you will be able to find the GRPs represented in the columns titled Household audience and Household ratings.

The **Household Audience** is the raw number of households or people in a demographic that were exposed to the campaign.

The **Household Rating** represents the Numerator component of the rating calculation. The Household rating is the audience as a percent of the market universe population, anywhere from 0-100.

Vivvix WeeklyFastTrack Report 12/25/23 - 12/31/23							
(Run Pivot Tables from this list for further analyses)				Show Category Show Subcategory ShowBusCon			
Note: This table shows occurrences for the currentreportweek . If you need cumulative occurrences, please c				(Trouble? Click Here)			
Occurrence List							
Advertiser	Ad Code	Media(1)	Headline	Product/Campaign	Household Audience	Household Rating	F25-54_Audience
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	NR	NR	NR
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	696007	0.68	302104
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	9640	0.01	9803
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	NR	NR	NR
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	NR	NR	NR
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	49557	0.05	36770
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	26798	0.03	26689
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	41468	0.04	38801
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	70197	0.07	49396
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	24414	0.02	19934
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	3939	0	555
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	216563	0.21	89640

Household Audience	Household Rating
NR	NR
696007	0.68
9640	0.01
NR	NR
NR	NR
49557	0.05
26798	0.03
41468	0.04
70197	0.07
24414	0.02
3939	0
216563	0.21

Utilizing the GRP data will help to understand the raw number of households the Amazon's campaign was revealed to.

SELECT THE DETAIL TAB

- 5 Scroll to the Target Rating Point (TRP) data columns to help indicate the percentage of adults (F 25-54) that this campaign reached.

Vivvix WeeklyFastTrack Report									
12/25/23 - 12/31/23									
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Occurrence List								
Advertiser	Ad Code	Media(1)	Headline	Product/Campaign		F25-54_Audience	F25-54_Rating	A50Plus_Audience
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products		NR	NR	NR
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		302104	0.49	1073105
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		9803	0.02	24636
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		NR	NR	NR
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		NR	NR	NR
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		36770	0.06	143433
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		26689	0.04	39395
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		38801	0.06	268957
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		49396	0.08	338021
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		19934	0.03	53729
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		555	0	58820
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		89640	0.15	402701
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image		60532	0.1	87192



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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