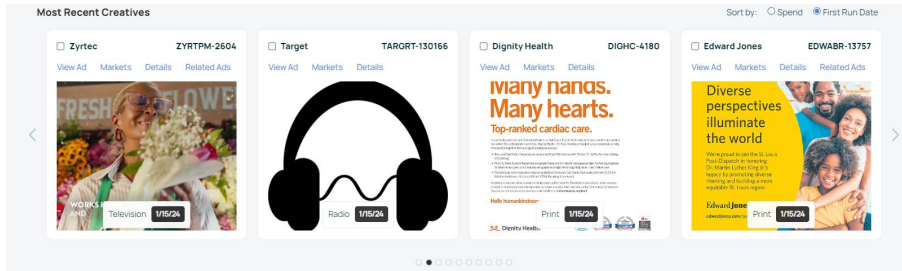


VIVVIX

MAGNIFIER DASHBOARD

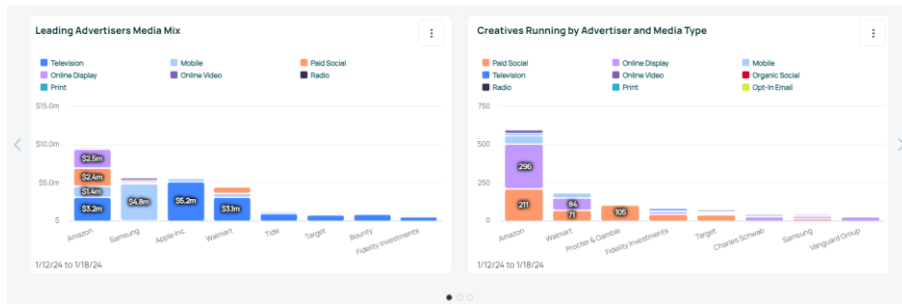
DASHBOARD

Users can search and download creatives along with monitoring competitive spend in near real-time.



The Carousel of Ads

Select any ad to view it in a larger pop-up box, review the market(s) or review the ad details. Use the arrows on the left or right to scroll through up to 10 tabs of ads in the carousel.



The Carousel of Insights

Includes multiple bar and pie charts based on your selected search options. Easily analyze these charts to answer your business question.

All Creatives

AD CODE	ADVERTISER	PRODUCT	MEDIA	FIRST RUN DATE	OCCURRENCES	SPEND (000)
SAMDT-57035	Samsung	Galaxy S24 Ultra	Television	January 17, 2024	18	
HARTHIC-1347	Hartford Hospital	Hartford Hospital OS	Print	January 17, 2024	1	
APPLCO-32287	Apple Inc.	iPhone (no model)	Mobile	January 17, 2024	1	
TYLEPM-4599	Tylenol	Extra Strength Tylenol	Television	January 15, 2024	116	
ZYRTPM-2604	Zyrtec	Zyrtec D Allergy + Sinus	Television	January 15, 2024	62	
TARGRT-130166	Target	Multiple Products	Radio	January 15, 2024	31	
DIGHC-4180	Dignity Health	St. Rose Dominican CD	Print	January 15, 2024	1	
EDWABR-13757	Edward Jones	Business Image	Print	January 15, 2024	1	
AMAZRT-167160	Amazon	Toys & Games	Online Display	January 15, 2024	26	
AMAZRT-167194	Amazon	Shoes	Online Display	January 15, 2024	11	
AMAZRT-167158	Amazon	Shoes	Online Display	January 15, 2024	22	
AMAZRT-167157	Amazon	Clothing	Online Display	January 15, 2024	15	
SCHWDB-17356	Charles Schwab	Publications & Invest...	Online Display	January 15, 2024	1	

Table View

Samsung

View Ad Markets Details

Ad Code SAMDT-57035

Parent Advertiser Samsung

Advertiser Samsung

Title Just Circle It

1705 Items

The Ad List

Curated list of ads based on your search. View this list in Table, Thumbnail and Details View

CAROUSEL OF ADS

Dashboard - GM : New Search

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

Ad Status: Running | Date Range: Last 7 Days | Multicultural Media: General Media (No Multicultural) | Ad Code: All

Sort by: Spend First Run Date

Most Recent Creatives

- Zyrtec** (ZYRTPM-2604) - Television, 1/15/24
- Target** (TARGRT-130166) - Radio, 1/15/24
- Dignity Health** (DIGHC-4180) - Print, 1/15/24
- Edward Jones** (EDWABR-13757) - Print, 1/15/24

Navigation: Left arrow (B), Right arrow (B), Small tabs (D)

- A** Change the sorting of the carousel:
 - By Spend
 - First Run Date (default)
- B** Select < or > to toggle across the pages of the carousel.*
- C** Select specific ads as needed across the carousel.
- D** Easily toggle across the carousel by selecting the small tabs.*

*Note: These are similar functions

VIEW AN AD IN THE CAROUSEL OF ADS

Dashboard - GM : New Search

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

Ad Status: Running | Date Range: Last 7 Days | Multicultural Media: General Media (No Multicultural) | Ad Code: All

Sort by: Spend | First Run Date

Most Recent Creatives

- Zyrtec (ZYRTPM-2604)
- Target (TARGRT-130166)
- Dignity Health (DIGHC-4180)
- Edward Jones (EDWABR-13757)

Creative Details for SAMDT-57035

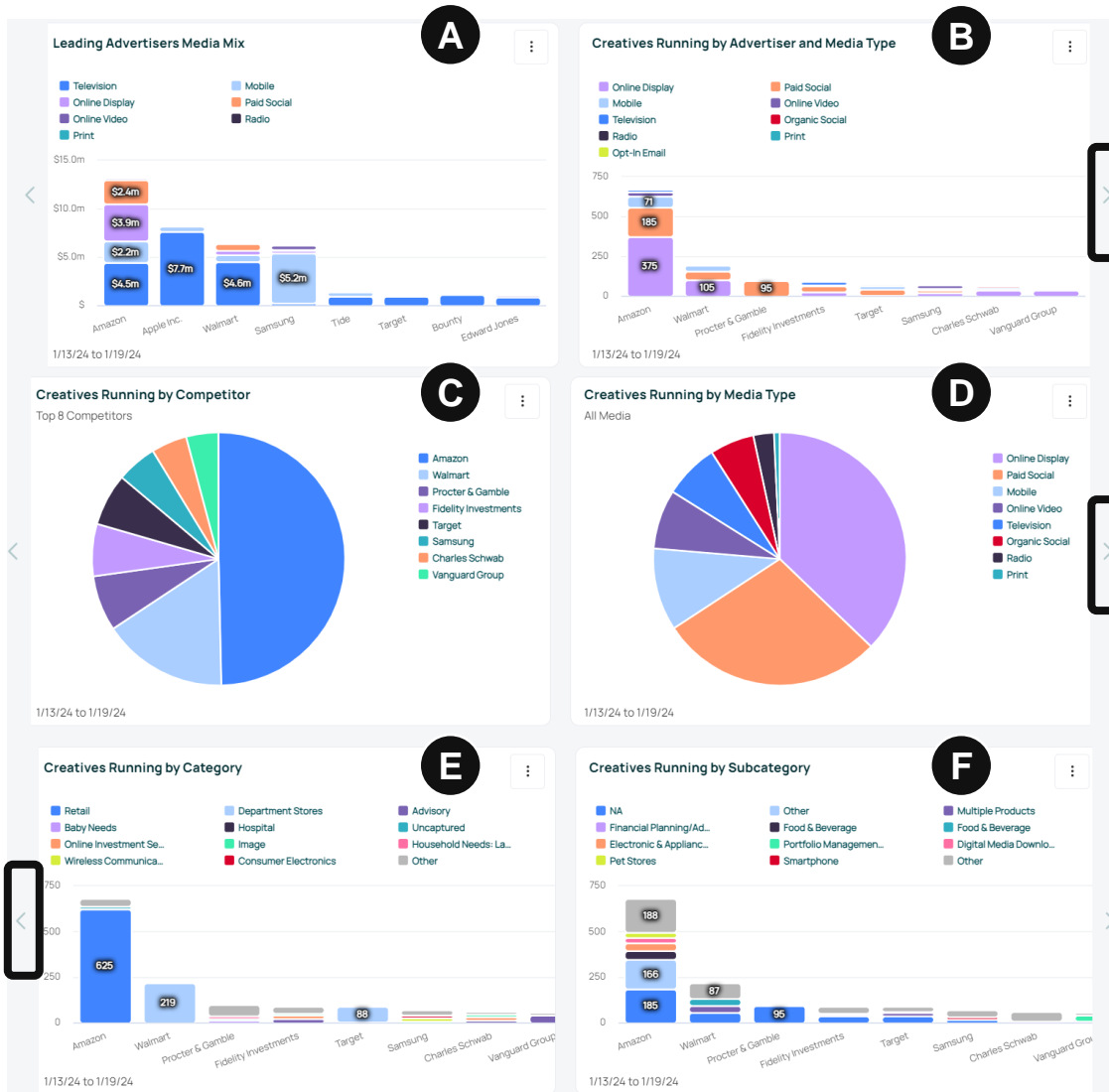
Table:

Field	Value
Ad Code	SAMDT-57035
Title	Just Circle It
First Run	January 17, 2024 - NBC - Network - Chicago Med
Spend (000s) - Date Range (01/15/2024 - 01/19/2024)	\$265.44
Spend (000s) - Lifetime	\$211.49
Occurrences - Date Range (01/15/2024 - 01/19/2024)	36
Occurrences - Lifetime	24
Parent Advertiser	Samsung

- A** Select the ad to see more details: View Ad, Markets and Details
- B** [Optional] Select the **More Details** tab for additional information about that clip such as spend or occurrences.
- C** In the Creative Details pop-up box, toggle between those same options as needed
- D** Select the play button to easily view a TV or radio ad. For other media, the creative will appear.
- E** Select **Download Creative** if you want only this ad.

*Note: These are similar functions

DASHBOARD INSIGHTS: CAROUSEL OF INSIGHTS



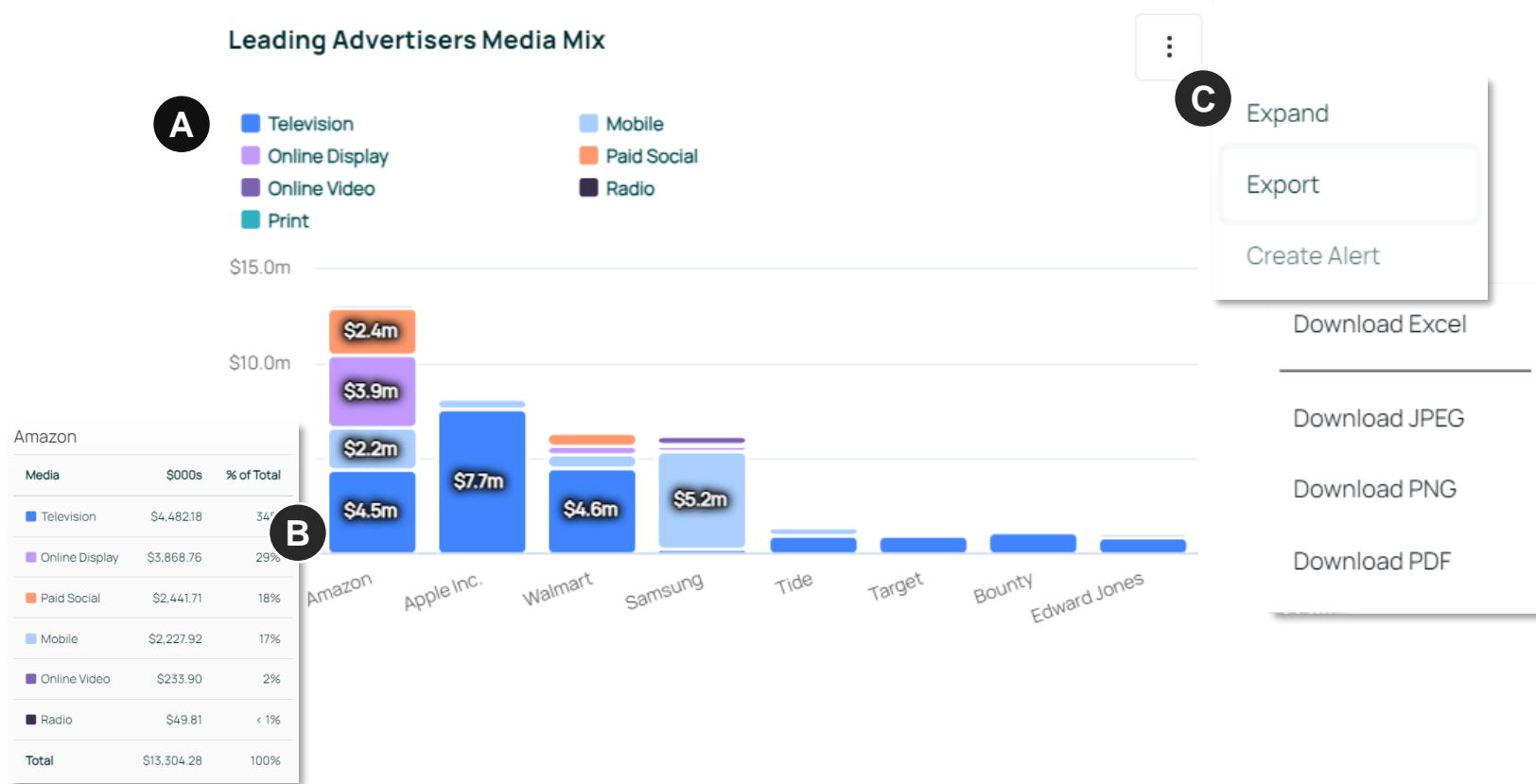
INSIGHTS

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.

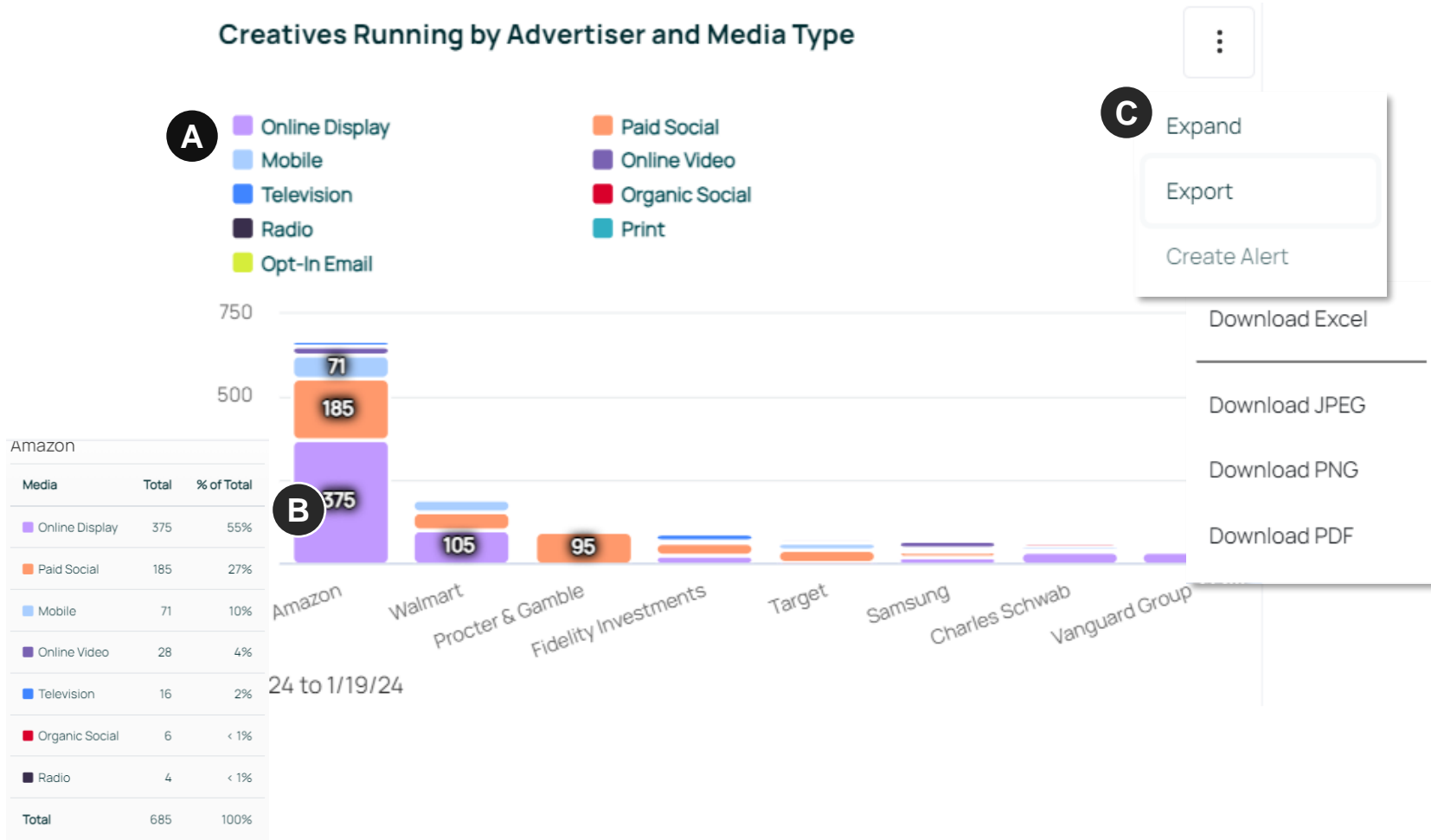


- A** Deselect media types, to narrow down your search.
- B** Hover over the advertiser's bar in the chart to see the breakdown of their media spend.
- C** Expand the advertiser set by clicking on the ellipsis menu. To download the chart, click on Export. You have the option to see details in JPEG, PNG,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

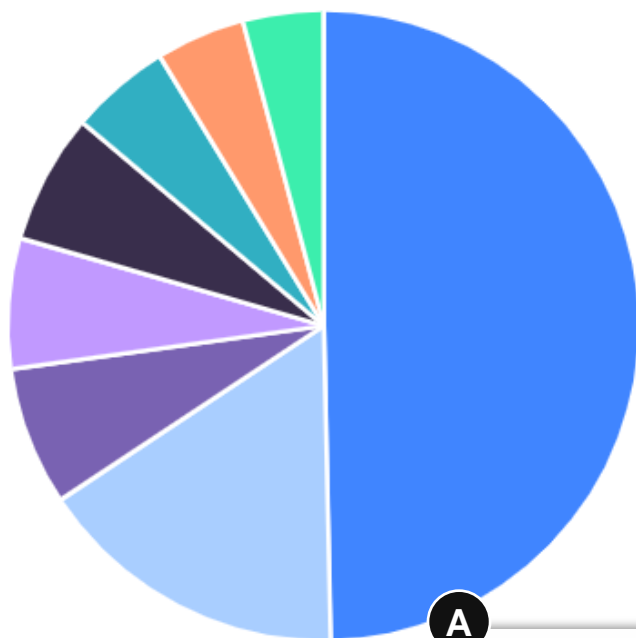
C Expand the advertiser set by clicking on the ellipsis menu. To download the chart, click on Export. You have the option to see details in JPEG, PNG, PDF, and excel.

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



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.

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Email our support team Monday-Friday, 9 am – 8 pm EST at support@vivvix.com.

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