

VIVVIX DASHBOARD: HOW TO RUN A SEARCH?

2

Dashboard - GM : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...

Running Last 7 Days General Media (No Multicultural)

+ REFINER SEARCH

1

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

REPORTS

Monthly Report

Settings

My Exports

Saved Searches

Alerts Manager

Branded Content

Help & Education

Search by Keyword

1. Select the needed **Dashboard**
2. You can search by **Keyword(s)**

in the Keyword Search Bar.

The Keyword Search looks in every field specified below for the words or phrases you enter.

Keyword Search will recognize and search phrases in the order that you enter them. Each individual keyword or phrase will need to be separated using a comma and only the follow special characters are currently supported: - (hyphen), _ (underscore), ' (apostrophe), & (ampersand), / (forward slash), : (colon), \$ (dollar sign), % (percent sign), ? (question mark), ! (exclamation point), # (hashtag), . (period).

All other special characters are not supported

VIVVIX DASHBOARD: HOW TO RUN A SEARCH?

Dashboard - GM : New Search

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

Search

Ad Status ...
Running

Date Range ...
Last 7 Days

Multicultural Media ...
General Media (No Multicultural)

+REFINE SEARCH

Breaking

Running

CREATIVE

- Ad Intel Library

DASHBOARDS

- Dashboard - GM
- Dashboard - Hisp

REPORTS

- Monthly Report

Settings

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Ad Status

3. Ad Status: This is important for your search. By default, the dashboard will show running ads. Running ads includes new ads and ads we have seen in the past, whether it started running weeks or months ago, as long as they were active during the selected date range. You can also choose to show breaking ads only, which provides results for brand new ads Numerator saw for the first time.

VIVVIX DASHBOARD: HOW TO RUN A SEARCH?

VIVVIX

Dashboard - GM : New Search ▾

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

Ad Status ... Running ▾ Date Range ... Last 7 Days ▾ **4** Multicultural Media ... General Media (No Multicultural) ▾

[+REFINE SEARCH](#)

Today < Mar 2023 < Apr 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	26	27	28	29	30	31	1
Last 14 Days	5	6	7	8	9	10	11	2	3	4	5	6	7	8
Last Month	12	13	14	15	16	17	18	9	10	11	12	13	14	15
Last 3 Months	19	20	21	22	23	24	25	16	17	18	19	20	21	22
Last 6 Months	26	27	28	29	30	31	1	23	24	25	26	27	28	29
Year To Date	2	3	4	5	6	7	8	30	1	2	3	4	5	6
Last Year														
Custom Range														

Date Range

4. Select the **Date Range**, needed:

- Today
- Yesterday
- Last 7 days (default)
- Last 14 days
- Last Month
- Last 3 Months
- Last 6 Months
- Year to Date
- Last Year
- Custom Range



VIVVIX DASHBOARD: HOW TO RUN A SEARCH?

Dashboard - GM : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...

Running Last 7 Days General Media (No Multicultural)

+REFINE SEARCH 5

Additional Filters

Search filters

- Keyword Type
- Ad Code
- Media
- Category
- Parent Advertiser
- Advertiser
- Product

Default Cancel Add Filters

Refine Search

5. **Additional Filters**, view the menu alphabetized and select the needed fields for your search.

VIVVIX AD INTEL DASHBOARD: REFINE SEARCH DEFINITIONS

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

REPORTS

Monthly Report

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Alerts Manager

Branded Content

Help & Education

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Additional Filters

Search filters

- Ad Code** -alphanumeric IDs specific to each individual ad with at most one hyphen between characters. To search multiple codes, include a space between each ad code.
- Advertiser** -Filter your search based on a creative's advertiser hierarchy including advertisers and products to display relevant results.
- Category** -The combination of a creative's category and class.
- Celebrities** -The celebrity featured in a creative
- Color** -The color type used in Print creatives
- Coop Advertisers** - Identify primary advertisers and co-op advertisers that appear in the same ad. In a co-op ad, the 'Advertiser' is the Primary Advertiser and the 'Co-op Advertiser' is the secondary advertiser.
- Keyword Type** -Looks in every field specified below for the words or phrases that you enter. You can also search using multiple words or phrases by separating each using a comma.
- Language** -The native language(s) used in a creative.
- Length** -The run time of a TV, radio, or online creative.
- Market** -The Designated Market Area (DMA) where a creative ran
- Media** -The media type of a creative.
- Media Outlet** -The placement or location of where the ad ran based on publisher, station or website name.
- Message Elements** -Identify messaging trends of your competitors by filtering your search by Message Element. Most Message Elements are done on a custom basis for a specific client or category.
- Multicultural Media** -Media targeted to the Hispanic, Asia and African-American communities. The site will return all ads running in the relevant media segment selected, regardless of the ad's language.

Refine Search

6. **Additional Filters**, view the full menu alphabetized and definitions. (A-M)

RUN YOUR SEARCH BY AD CODE

The screenshot shows the Vivvix search interface. At the top left is the Vivvix logo. Below it is a sidebar menu with categories: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), and REPORTS (Monthly Report). At the bottom of the sidebar are settings and utility links (Settings, My Exports, Saved Searches, Alerts Manager, Branded Content, Help & Education). The main search area is titled 'General Media - US : New Search'. It features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar are three filter dropdowns: 'Ad Status' (Running), 'Date Range' (Last 7 Days), and 'Multicultural Media' (General Media (No Multicultural)). A '+ REFINE SEARCH' link is also present. The 'Additional Filters' section contains a search box for filters and a list of filter options: Keyword Type, Ad Code (selected and highlighted with a blue box and a '7' badge), Media, Category, Parent Advertiser, Advertiser, and Product. At the bottom of the filter section are three buttons: 'Default', 'Cancel', and 'Add Filters'.

Refine Search

7. Select **Ad Code** in your menu and click Add Filters.



VIVVIX DASHBOARD: REFINE SEARCH DEFINITIONS

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

REPORTS

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Additional Filters

Search filters

- New/Recut** -Search across creatives that are brand new or recuts of existing creatives
- Parent Advertiser** -View creatives and spend at the Parent Level.
- Product**-An object, or system, or service made available for a particular brand.
- Target** -The market where a creative ran, such as business or consumer.

Refine Search

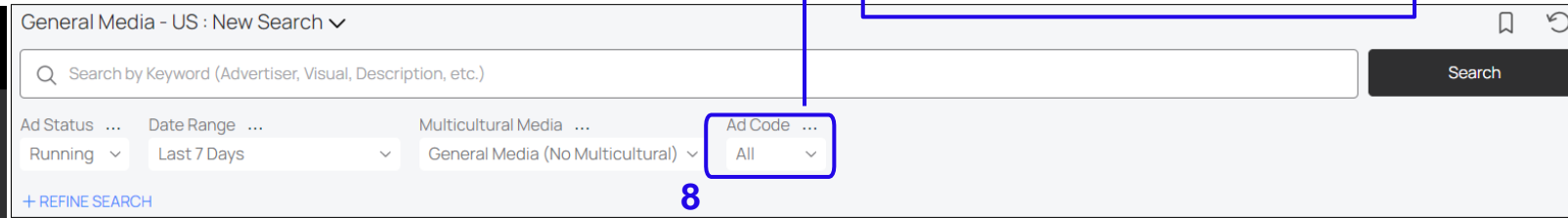
6. **Additional Filters**, view the full menu alphabetized and definitions. (N-T)

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VIVVIX

RUN YOUR SEARCH BY AD CODE

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter



General Media - US : New Search

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

Ad Status ... Date Range ... Multicultural Media ... Ad Code ...

Running ... Last 7 Days ... General Media (No Multicultural) ... All ...

+ REFINE SEARCH

8

Type or Paste Ad Codes

Add

Refine Search

8. After you add the filter, **Ad Code** Will emerge in the Dashboard View. Find specific ads that match the Ad Code ID within your universe. Add a space Between each code to search multiple ad codes.

The Ad Code Search will take into account any custom date range you enter.

- If you select a date range, your results will only return occurrences and spend of that Ad Code during the selected date range. If the Ad Code did not run during the selected date range, no results will appear.
- If you do not select a date range, the Ad Code will populate.

RUN YOUR SEARCH BY ADVERTISER

The screenshot shows the Vivvix search interface. At the top left is the Vivvix logo. Below it is a sidebar with navigation options: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), Settings, My Exports, Saved Searches, Alerts Manager, Branded Content, and Help & Education. The main search area is titled 'General Media - US : New Search'. It features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar are filters for 'Ad Status' (Running), 'Date Range' (Last 7 Days), and 'Multicultural Media' (General Media (No Multicultural)). A '+ REFINE SEARCH' link is also present. The 'Additional Filters' dialog box is open, showing a search bar for filters and a list of filter categories: Keyword Type, Ad Code, Media, Category, Parent Advertiser, Advertiser (selected and highlighted with a blue box and the number 9), and Product. At the bottom of the dialog are buttons for 'Default', 'Cancel', and 'Add Filters', with a hand cursor pointing to the 'Add Filters' button.

Refine Search

9. Select **Advertiser** in your menu and click Add Filters.



RUN YOUR SEARCH BY ADVERTISER

VIVVIX

CREATIVE

- Ad Intel Library

DASHBOARDS

- Dashboard - GM
- Dashboard - Hisp

REPORTS

- Monthly Report

Settings

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

General Media - US : New Search 10

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

Ad Status ... Date Range ... Multicultural Media ... Advertiser ...

Running Last 7 Days General Media (No Multicultural) All

+ REFINER SEARCH

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter



nescafe

Select All

Nestle > Nescafe

End of Results

11 Type the **advertiser(s)** of interest to quickly upload.

Refine Search

10. After you add the filter, **Advertiser** will emerge in the Dashboard View. Select Advertiser(s) and Your custom list of brands will appear.

11. Once you make your selections, click **Search**.



RUN YOUR SEARCH BY CATEGORY

The screenshot shows the Vivvix search interface. At the top, there is a search bar with the 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)), and "Advertiser" (All). A "+ REFINE SEARCH" link is visible below these filters.

The "Additional Filters" section is highlighted with a blue box. It contains a search bar for filters and a list of filter options:

- Keyword Type
- Ad Code
- Media
- Category**
- Parent Advertiser
- Advertiser
- Product

At the bottom of the "Additional Filters" section, there are three buttons: "Default", "Cancel", and "Add Filters". A hand cursor is pointing at the "Add Filters" button.

On the left side of the interface, there is a navigation menu with the following items:

- CREATIVE
 - Ad Intel Library
- DASHBOARDS
 - Dashboard - GM
 - Dashboard - Hisp
- REPORTS
 - Monthly Report
- Settings
- My Exports
- Saved Searches
- Alerts Manager
- Branded Content
- Help & Education

Refine Search

12. Select **Category** in your menu and click Add Filters.



RUN YOUR SEARCH BY CATEGORY

The screenshot shows the Vivvix search interface. At the top left is the Vivvix logo. Below it is a sidebar with navigation options: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), and REPORTS (Monthly Report). At the bottom of the sidebar are Settings, My Exports, Saved Searches, Alerts Manager, Branded Content, and Help & Education. The main search area is titled "General Media - US : New Search". It features a search bar with the placeholder "Search by Keyword (Advertiser, Visual, Description, etc.)" and a "Search" button. Below the search bar are several filter dropdowns: "Ad Status" (Running), "Date Range" (Last 7 Days), "Multicultural Media" (General Media (No Multicultural)), and "Category" (All). A blue box labeled "13" highlights the "Category" dropdown. A callout box points to the horizontal ellipsis in the "Category" dropdown, containing the text: "Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter". Below the filters is a "+ REFINE SEARCH" link. A second search bar labeled "14" is shown with a callout box containing the text: "Type the **category** of interest to quickly upload". Below this search bar is a list of categories with checkboxes: "Airlines (10/10)", "Airline Alliance Program", and "Airline Brand Image".

Refine Search

13. After you add the filter, **Category** will emerge in the Dashboard View.

Select category and your custom list of categories will appear.

Note: The number associated in parentheses will show the amount of Subcategories within the category

14. Once you make your selections, click Search.

SEARCH BY CELEBRITIES

VIVVIX

General Media - US : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running ... Last 7 Days ... General Media (No Multicultural) ...

+ REFINE SEARCH

Additional Filters

Search filters

- Media Outlet
- Message Elements
- Target
- Length
- New/Recut
- Color

15

Celebrities

Default

Cancel

Add Filters



Refine Search

15. Select **Celebrities** in your menu and click Add Filters.

13

VIVVIX

SEARCH BY CELEBRITIES

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

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General Media - US : New Search

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

Ad Status ... Date Range ... Multicultural Media ... Celebrities ...
Running Last 7 Days General Media (No Multicultural) All

+ REFINER SEARCH

17
Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

Search



16

Search

Type the **celebrity** of interest to quickly upload.

"Mad" Mike Whiddett

2 Chainz

21 Savage

2Me

2NE1

Refine Search

16. After you add the filter, Celebrity will emerge in the Dashboard View. Select a celebrity of interest from the list of options.

17. Once you make your selections, click Search.

SEARCH BY COLOR

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

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General Media - US : New Search

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

Search

Ad Status

Running

Date Range

Last 7 Days

Multicultural Media

General Media (No Multicultural)

+ REFINER SEARCH

Additional Filters

Search filters

Media Outlet

Message Elements

Target

Length

New/Recut

18

Color

Celebrities

Default

Cancel

Add Filters



Refine Search

18. Select **Color** in your menu and click Add Filters.

15

VIVVIX

SEARCH BY COLOR

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

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Monthly Report

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Help & Education

General Media - US : New Search

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

Ad Status ... Date Range ... Multicultural Media ... Color ...

+REFINE SEARCH

20

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

Search



19

Search

Type the **color** of interest to quickly upload.

- 2 Color
- 4 Color
- Black and White
- Multicolor

Refine Search

19. After you add the filter, **Color** will emerge in the Dashboard View. Select a Color of interest from the list of options.

20. Once you make your selections, click Search.



SEARCH BY COOP ADVERTISERS

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

REPORTS

Monthly Report

Settings

My Exports

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Alerts Manager

Branded Content

Help & Education

21

General Media - US : New Search ▾

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

Ad Status ... Date Range ... Multicultural Media ...

Running ▾ Last 7 Days ▾ General Media (No Multicultural) ▾

[+ REFINE SEARCH](#)

Additional Filters

Search filters

Coop Advertisers

Language

Market

Media Outlet

Message Elements

Target

Length

Default Cancel **Add Filters**



Refine Search

21. Select **Coop Advertisers** in your menu and click Add Filters.



SEARCH BY COOP ADVERTISERS

VIVVIX

CREATIVE

- Ad Intel Library

DASHBOARDS

- Dashboard - GM
- Dashboard - Hisp

REPORTS

- Monthly Report

Settings

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

Ad Intel Universe - US : New Search ▾

23

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

Ad Status ... Date Range ... Coop Advertisers ...

Running ▾ Last 7 Days ▾ All ▾

+ REFINER SEARCH

Search

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

Refine Search

- 22. After you add the filter, **Coop Advertiser** will emerge in the Dashboard View. Select a Coop Advertiser of interest from the list of options.
- 23. Once you make your selections, click Search.

22

Search

Type the **Coop Advertiser** of interest to quickly upload.

- N/A
- &Collar
- &You Lifestyle
- &pizza
- (Testing)



SEARCH BY KEYWORD

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

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General Media - US : New Search ▾

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

Ad Status ... Date Range ... Multicultural Media ...

Running ▾ Last 7 Days ▾ General Media (No Multicultural) ▾

+ REFINER SEARCH

24

Additional Filters

Search filters

Keyword Type

Ad Code

Media

Category

Parent Advertiser

Advertiser

Product

Default Cancel Add Filters



Refine Search

24. Select **Keyword Type** in your menu and click Add Filters.

SEARCH BY KEYWORD

VIVVIX

25

Ad Intel Universe - US : New Search ▾

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

27

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter



Search

Ad Status ...

Running ▾

Date Range ...

Last 7 Days ▾

Keyword Type ...

All Fields ▾

+ REFINER SEARCH

26

All Fields

Advertiser

Description

Headline

Lead Text

Product

Tagline

Refine Search

25. After you add the filter, **Keyword Type** will emerge in the Dashboard View. Type the keyword into the Keyword Search Bar. When using this search option, each individual keyword or phrase will need to be separated using a comma.

26. Select keyword of interest from the list of options.

Note: Refer to definitions for keyword terms.

27. Once you make your selections, click Search.

AD INTEL DASHBOARD: KEYWORD TYPE DEFINITIONS

The screenshot shows the Vivvix Ad Intel dashboard interface. At the top left is the Vivvix logo. Below it is a navigation sidebar with sections: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), and a bottom section with Settings, My Exports, Saved Searches, Alerts Manager, Branded Content, and Help & Education. The main content area is titled 'Ad Intel Universe - US : New Search'. It features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. To the right of the search bar, there is a notification badge showing '28' and a refresh icon. Below the search bar are three filters: 'Ad Status' (Running), 'Date Range' (Last 7 Days), and 'Keyword Type' (All Fields). A '+ REFINE SEARCH' link is visible. The 'Keyword Type' dropdown menu is open, showing a list of options: All Fields, Advertiser, Description, Headline, Lead Text, Product, and Tagline. The 'Tagline' option is currently selected and highlighted with a horizontal line. A hand cursor icon is positioned over the search button.

Refine Search

Keyword Type

- **All Fields:** Search using terms across all headline, lead text, visual, description, tagline and Advertiser options
- **Advertiser:** Search using names of advertisers to find ad records that match your text entry.
- **Description:** Search to find terms that align with the audio read out from a radio ad or descriptive attributes of a TV ad
- **Headline:** Search to find terms that align with the first statement in a TV ad or statement in a print ad
- **Lead Text:** Search to find terms that align with the lead text in an online ad or statement in a print ad
- **Product:** Search using names of products to find ad records that match your text entry.
- **Tagline:** Search using terms to find ads with matching advertiser taglines. (i.e. “The Quicker Picker Upper” - Bounty)
- **Visual:** Search using terms to find ads with matching in-ad visuals

SEARCH BY LANGUAGE

VIVVIX

General Media - US : New Search ▾

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running ▾ Last 7 Days ▾ General Media (No Multicultural) ▾

+ REFINE SEARCH

Additional Filters

Search filters

- Product
- Coop Advertisers
- 29** **Language**
- Market
- Multicultural Media
- Media Outlet
- Message Elements

Default

Cancel

Add Filters



Refine Search

29. Select **Language** in your menu and click Add Filters.

SEARCH BY LANGUAGE

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

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Ad Intel Universe - US : New Search

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

Ad Status ... Date Range ...

Running Last 7 Days

Language ...

All

+REFINE SEARCH

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

31

Search



30

Search

Chinese

English

Filipino

French

Indian

Refine Search

30. After you add the filter, **Language** will emerge in the Dashboard View. Filter by Language, the native language(s) used in the creative.

- Chinese
- English
- French
- Indian
- Japanese
- Korean
- Portuguese
- Spanish
- Vietnamese

31. Once you make your selections, click Search.

SEARCH BY LENGTH

The screenshot shows the Vivvix search interface. At the top left is the Vivvix logo. Below it is a sidebar with navigation options: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), and Settings (My Exports, Saved Searches, Alerts Manager, Branded Content, Help & Education). The main search area is titled 'General Media - US : New Search'. It features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar are three filter dropdowns: 'Ad Status' (Running), 'Date Range' (Last 7 Days), and 'Multicultural Media' (General Media (No Multicultural)). A '+ REFINE SEARCH' link is visible. The 'Additional Filters' section contains a search bar for filters and a list of filter categories: Media Outlet, Message Elements, Target, Length (selected and highlighted with a blue box and the number 32), New/Recut, Color, and Celebrities. At the bottom of the filter section are three buttons: 'Default', 'Cancel', and 'Add Filters'. A hand cursor is pointing at the 'Add Filters' button.

Refine Search

32. Select **Length** in your menu and click Add Filters.



SEARCH BY LENGTH

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

- Dashboard - GM
 - Dashboard - Hisp
- REPORTS
- Monthly Report

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

Ad Intel Universe - US : New Search

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

Ad Status: Running | Date Range: Last 7 Days | Length: All

+REFINE SEARCH

34

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

Search

33

Search

- 5
- 10
- 15
- 30
- 45

Refine Search

33. After you add the filter, **Length** will emerge in the Dashboard View. Length is the run time of a TV, radio, or online creative. Here are the search ranges: 5, 10, 15, 20, 30, 45, 60, 90,120, >120
Note: Refer to the Help Center For Search Range definitions

34. Once you make your selections, click Search.



SEARCH BY MARKET(S)

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

REPORTS

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General Media - US : New Search

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

Search

Ad Status

Running

Date Range

Last 7 Days

Multicultural Media

General Media (No Multicultural)

+ REFINER SEARCH

Additional Filters

Search filters

Coop Advertisers

Language

35 Market

Multicultural Media

Media Outlet

Message Elements

Target

Default

Cancel

Add Filters



Refine Search

35. Select **Market** in your menu and click Add Filters.

SEARCH BY MARKET(S)

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

REPORTS

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Ad Intel Universe - US : New Search

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

Ad Status ... Date Range ... Market ...
Running ... Last 7 Days ... All ...

+ REFINER SEARCH

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

37

Search



36

Search

Type the **Market** of interest to quickly upload.

- Abilene-Sweetwater, TX
- Alabama, AL
- Albany, GA
- Albany-Schenectady-Troy, NY
- Albuquerque-Santa Fe, NM

Refine Search

36. After you add the filter, **Market** will emerge in the Dashboard View. Quickly filter the list of markets – choose multiple or a single market as needed.

37. Once you make your selections, click Search.

SEARCH BY MEDIA TYPES

VIVVIX

General Media - US : New Search ▾

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running ▾ Last 7 Days ▾ General Media (No Multicultural) ▾

+ REFINER SEARCH

Additional Filters

Search filters

- Keyword Type
- Ad Code
- Media**
- Category
- Parent Advertiser
- Advertiser
- Product

Default

Cancel

Add Filters

Refine Search

38. Select **Media** in your menu and click Add Filters.

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VIVVIX

SEARCH BY MEDIA TYPES

The screenshot shows the Vivvix search interface. On the left is a dark sidebar with the Vivvix logo and navigation links: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), and Settings (My Exports, Saved Searches, Alerts Manager, Branded Content, Help & Education). The main content area is titled 'Ad Intel Universe - US : New Search'. It features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar are filter options: 'Ad Status' (Running), 'Date Range' (Last 7 Days), and 'Media' (All). A blue box labeled '40' highlights the search bar and button, with a tip: 'Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter'. A hand icon points to the search button. Below the search bar, a blue box labeled '39' highlights a search input field with the text 'Type the Media type of interest to quickly upload.' Below this is a list of media types with radio buttons: Cinema, Direct Mail, Mobile, Online Display, and Online Video.

Refine Search

39. After you add the filter, **Media** will emerge in the Dashboard View. The list of options will vary by subscription.

- Television
- Print
- Radio
- Online Display
- Online Video
- Mobile
- Outdoor
- Cinema
- Organic Social
- Paid Social
- Opt-in Email

40. Once you make your selections, click Search.



SEARCH BY MEDIA OUTLET

VIVVIX

General Media - US : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running ... Last 7 Days ... General Media (No Multicultural) ...

+ REFINER SEARCH

Additional Filters

Search filters

Multicultural Media

Media Outlet

Message Elements

Target

Length

New/Recut

Color

Default

Cancel

Add Filters

41

Refine Search

41. Select **Media Outlet** in your menu and click Add Filters.

FILTER BY MEDIA OUTLET

The screenshot shows the Vivvix interface with a search bar and filter options. A callout box labeled '43' points to the search bar with the text: "Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter". Another callout box labeled '42' points to the 'Media Outlet' dropdown menu, which is currently set to 'All'. Below the search bar, there are three filter options: 'Mobile (0/1360)', 'Publication (0/1040)', and 'Radio Station (0/985)'. A callout box labeled '42' points to the 'Publication' option with the text: "Type the **Media outlet** of interest to quickly upload." At the bottom of the filter list, there is a button labeled 'End of Results'. The left sidebar contains navigation options: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), and Settings (My Exports, Saved Searches, Alerts Manager, Branded Content, Help & Education).

Search Options

42. After you add the filter, **Media Outlet** will emerge in the Dashboard View.

Select Media Outlet. Quickly filter the list of media outlets based on creative placement:

- Publication
- Radio Station
- TV Program
- TV Station
- Website

43. Once you make your selections, click Search.



SEARCH BY MESSAGE ELEMENT

VIVVIX

General Media - US : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running ... Last 7 Days ... General Media (No Multicultural) ...

+ REFINE SEARCH

Additional Filters

Search filters

44

Multicultural Media

Media Outlet

Message Elements

Target

Length

New/Recut

Color

Default

Cancel

Add Filters



Refine Search

44. Select **Message Element** in your menu and click Add Filters.

SEARCH BY MESSAGE ELEMENT

46

The screenshot shows the Vivvix Ad Intel Universe search interface. The top navigation bar includes the Vivvix logo and the text 'Ad Intel Universe - US : New Search'. Below this is a search bar with the placeholder text 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. To the left of the search bar are filters for 'Ad Status' (set to 'Running'), 'Date Range' (set to 'Last 7 Days'), and 'Message Elements' (set to 'All'). A callout box labeled '45' points to the 'Message Elements' dropdown menu, containing the text: 'Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter'. Below the search bar is a '+REFINE SEARCH' link. The main content area features a search bar with a magnifying glass icon and the text 'Search'. A callout box labeled '46' points to this search bar, containing the text: 'Type the Message Element of interest to quickly upload.' Below the search bar is a vertical list of message elements, each with a radio button: '2D Code', 'African American (Talent)', 'Canadian Media', 'Celebrity Spokesperson', and 'Co-Op Partnership'. The left sidebar contains navigation links for 'CREATIVE', 'DASHBOARDS', and 'REPORTS', along with a 'Settings' menu at the bottom.

Refine Search

45. After you add the filter, **Message Element** will emerge in the Dashboard View. Some message elements are available for all ads. These include Direct Response, Comparative Ad, Price Point, and Environmentally Friendly. Most Message Elements are done on a custom basis for a specific client or category.

46. Once you make your selections, click Search.

SEARCH BY MULTICULTURAL MEDIA

VIVVIX

General Media - US : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running ... Last 7 Days ... General Media (No Multicultural) ...

+ REFINE SEARCH

Additional Filters

Search filters

Language

Market

47

Multicultural Media

Media Outlet

Message Elements

Target

Length

Default

Cancel

Add Filters



Refine Search
47. Select **Multicultural Media**
in your menu and click Add Filters.

SEARCH BY MULTICULTURAL MEDIA

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

REPORTS

Monthly Report

Settings

My Exports

Saved Searches

Alerts Manager

Branded Content

Help & Education

<<<

Ad Intel Universe - US : New Search

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

Ad Status ... Date Range ...

Running ... Last 7 Days ...

Multicultural Media ...

All

+REFINE SEARCH

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

49

Search



Refine Search

48. After you add the filter, **Multicultural Media** will emerge in the Dashboard View. Along with general media, you can monitor media targeted to the Hispanic, Asia and African-American communities. Asian tracking includes Chinese, Korean, Vietnamese, Japanese, Filipino and Asian Indian media. When you select a media segment from this filter, the site will return all ads running in the relevant media segment, regardless of the ad's language. Note: We do not monitor all categories for Hispanic and Asian advertising.

49. Once you make your selections, click Search.

48

Search

Type the **Multicultural Media** of interest to quickly upload.

General Media (No Multicultural)

African American Media

Asian Media: All Groups

Canadian Media

Chinese

SEARCH BY NEW/RECU



General Media - US : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running Last 7 Days General Media (No Multicultural)

+ REFINE SEARCH

Additional Filters

Search filters

- Media Outlet
- Message Elements
- Target
- Length
- New/Recut**
- Color
- Celebrities

50

Default

Cancel

Add Filters



Refine Search

50. Select **New/Recut** in your menu and click Add Filters.



SEARCH BY NEW/RECUT

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

Type the **New/Recut** option of interest to quickly upload.

Refine Search

51. After you add the filter, **New/Recut** will emerge in the Dashboard View. Select:

New: New ad creative which has no revisions/recuts associated

Original: First ad creative from which there were revisions/recuts associated (parent ad with revisions)

Recut: Ad creative which is a child/revision/recut to an Original ad creative

Same As: Identical ad creative but from a different media outlet. eg same ad creative is published in Online Video that has already aired on TV.

52. Once you make your selections, click Search.



SEARCH BY PARENT ADVERTISER

The screenshot shows the Vivvix search interface. At the top left is the Vivvix logo. Below it is a sidebar with navigation options: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), and Settings (My Exports, Saved Searches, Alerts Manager, Branded Content, Help & Education). The main search area is titled 'General Media - US : New Search'. It features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar are filter dropdowns for 'Ad Status' (Running), 'Date Range' (Last 7 Days), and 'Multicultural Media' (General Media (No Multicultural)). A '+ REFINE SEARCH' link is also present. The 'Additional Filters' section is open, showing a search bar for filters and a list of filter options: Keyword Type, Ad Code, Media, Category, Parent Advertiser (selected and highlighted with a blue box and the number 53), Advertiser, and Product. At the bottom of the filter section are buttons for 'Default', 'Cancel', and 'Add Filters'. A hand cursor is pointing at the 'Add Filters' button.

Refine Search

53. Select **Parent Advertiser** in your menu and click Add Filters.



SEARCH BY PARENT ADVERTISER

VIVVIX

CREATIVE

- Ad Intel Library

DASHBOARDS

- Dashboard - GM
- Dashboard - Hisp

REPORTS

- Monthly Report

Settings

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

Ad Intel Universe - US : New Search ▾

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

Ad Status ... Date Range ... Parent Advertiser ...

Running ▾ Last 7 Days ▾ All ▾

+REFINE SEARCH

55 [Search]

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

54 Search

Type the **Parent Advertiser** option of interest to quickly upload.

- Discount Water Softeners, Inc.
- Kontakt
- Librestream
- RiskLens
- Surgical Care Coalition

Refine Search

54. After you add the filter, **Parent Advertiser** will emerge in the Dashboard View. View creatives and spend at the Parent Level.

55. Once you make your selections, click Search.



SEARCH BY PRODUCT

VIVVIX

General Media - US : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running Last 7 Days General Media (No Multicultural)

+ REFINE SEARCH

Additional Filters

Search filters

Parent Advertiser

Advertiser

56 Product

Coop Advertisers

Language

Market

Multicultural Media

Default

Cancel

Add Filters



Refine Search

56. Select **Product** in your menu and click Add Filters.

SEARCH BY PRODUCT

The screenshot shows the Vivvix Ad Intel Universe search interface. On the left is a dark sidebar with the Vivvix logo and navigation options: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard - GM, Dashboard - Hisp), REPORTS (Monthly Report), and Settings (My Exports, Saved Searches, Alerts Manager, Branded Content, Help & Education). The main content area is titled 'Ad Intel Universe - US : New Search'. It features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar are filter options for 'Ad Status' (Running), 'Date Range' (Last 7 Days), and 'Product' (All). A blue box with the number '57' points to the search bar, containing the text 'Type the Product of interest to quickly upload.' Another blue box with the number '58' points to the 'Search' button, containing the text 'Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter'. Below the search bar is a scrollable list of search results, each with a radio button and a hierarchical path: 'RiskLens > RiskLens', 'Tote&Carry, Inc > Tote& Carry Accessories', 'Tote&Carry, Inc > Tote&Carry Bag', and 'Tote&Carry, Inc > Tote&Carry Brand Image'. A hand icon points to the search bar area.

Refine Search

57. After you add the filter, **Product** will emerge in the Dashboard View. Select Product to show 2 tiers of the hierarchy including advertiser and product.

58. Once you make your selections, click Search.

SEARCH BY TARGET

VIVVIX

General Media - US : New Search

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

Search

Ad Status ... Date Range ... Multicultural Media ...
Running ... Last 7 Days ... General Media (No Multicultural) ...

+ REFINE SEARCH

Additional Filters

Search filters

- Media Outlet
- Message Elements
- 59** **Target**
- Length
- New/Recut
- Color
- Celebrities

Default

Cancel

Add Filters



Refine Search

59. Select **Target** in your menu and click Add Filters.

VIVVIX

SEARCH BY TARGET

VIVVIX

CREATIVE

Ad Intel Library

DASHBOARDS

Dashboard - GM

Dashboard - Hisp

REPORTS

Monthly Report

Settings

My Exports

Saved Searches

Alerts Manager

Branded Content

Help & Education

Ad Intel Universe - US : New Search

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

Ad Status ... Date Range ... Target ...

Running ... Last 7 Days ... All

+REFINE SEARCH

Protip: Select the horizontal ellipsis to: Exclude, Reset Filter, Info, or Remove Filter

61

Search



60

Search

Type the **Target** option of interest to quickly upload.

Business

Consumer

NA

Refine Search

60. After you add the filter, **Target** will emerge in the Dashboard View.

Select **Business** if the ad was targeted towards businesses. Select **Consumer** if the ad was targeted towards consumers.

Select **Known** if the ad was known. Select NA if not applicable.

61. Once you make your selections, click Search.

