



Use Case: Link Creatives with Top Level Spend  
Media Analysis

# PRIMARY USE CASE EXAMPLES

## Ad Creative Analysis

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- 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

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- 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

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



# LINK CREATIVES WITH TOP LEVEL SPEND

You can view occurrences and high level spend for a campaign in the Vivvix platform.

Business Question Answered

How much spending and activity is focused on a specific category for my top competitors year to date?



# MEDIA ANALYSIS: LINK CREATIVES WITH TOP LEVEL SPEND

The screenshot shows the Vivvix dashboard search interface. The left sidebar contains navigation options: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard, In-Access Creative Se..., Hispanic Dashboard), REPORTS (FastTrack Weekly Hisp..., FastTrack Weekly), and Settings (My Exports, Saved Searches, Alerts Manager, Branded Content, Help & Education). The main content area is titled 'Dashboard : New Search' and features a search bar with the placeholder 'Search by Keyword (Advertiser, Visual, Description, etc.)' and a 'Search' button. Below the search bar, a filter section is highlighted with a blue box, containing 'Ad Status' (Running), 'Date Range' (Year To Date), and 'Multicultural Media' (General Media (No Multicultural)). A '+REFINE SEARCH' link is also present. The 'Additional Filters' section includes a search bar for filters and a list of filter categories: Keyword Type, Ad Code, Media, Category (checked), Parent Advertiser, Advertiser, and Product. At the bottom of this section are 'Default', 'Cancel', and 'Add Filters' buttons. A blue line connects the 'Category' filter to a text box on the right. The text box contains instructions for the search criteria and a note about advertiser selection.

Dashboard : New Search

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

Ad Status ... Date Range ... Multicultural Media ...  
Running Year To Date General Media (No Multicultural)

+REFINE SEARCH

### Additional Filters

Search filters

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

Default Cancel Add Filters

For your search, select:

- Running ads for Ad Status, as we want to see all ads not just new or breaking ads.
- Year to Date for the Date Range
- Click Refine Search for the pop up menu to appear and select Category

Note: If needed you can select your advertisers, but in this example we want to see all the advertisers included in my competitive set.

# MEDIA ANALYSIS: LINK CREATIVES WITH TOP LEVEL SPEND

The screenshot shows the Vivvix dashboard interface. On the left is a dark sidebar with the Vivvix logo and navigation links for Creative, Dashboards, Reports, and Settings. The main area is titled 'Dashboard : New Search' and features a search bar and several filter dropdowns. A blue box highlights the filter area, which includes 'Ad Status' (Running), 'Date Range' (Year To Date), 'Multicultural Media' (General Media (No Multicultural)), and 'Category' (Software). A 'Refine Search' dropdown menu is open, showing a search bar and three options: 'Software (54/54)' (checked), 'Software-Creativity (0/3)', and 'Software-Games (0/12)'. A blue arrow points from a text box on the right to the 'Search' button. Another blue box at the bottom contains explanatory text.

Dashboard : New Search

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

Search

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

Running ... Year To Date ... General Media (No Multicultural) ... Software ...

REFINE SEARCH

Search

- Software (54/54)
- Software-Creativity (0/3)
- Software-Games (0/12)

Category will emerge into the dashboard view.  
Select Software for the Category

Note: If needed you can select subcategories of interest, but in this example we want to see all activity included for the software category.

After you make your other selections in Refine Search, click Search.

# MEDIA ANALYSIS: LINK CREATIVES WITH TOP LEVEL SPEND

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

The Dashboard will automatically upload. Scroll down to the Ad List, in Table View, where you will find the results. Sort the Ad List by Spend.

Based on the search, Workday spent heavily on TV. It is listed as the first line item in the ad list.

Select the "View Ad" to view the Workday ad in its entirety.

All Creatives

<input type="checkbox"/>	AD CODE	ADVERTISER	PRODUCT	MEDIA	FIRST RUN DATE	OCCURRENCES - ...	SPEND (000S) - D...	CATEGORY
<input type="checkbox"/>	WKDACO-1642	Workday	Workday	Television	February 12, 2023	51	\$14,203.19	Softwar
<input type="checkbox"/>	Z0F8OL-0485	Rakuten	Rakuten App	Television	February 12, 2023	1,475	\$9,340.51	Softwar
<input type="checkbox"/>	ADBECO-16476	Adobe Inc.	Adobe Connect	Online Display	February 6, 2023	4,305	\$9,085.26	Softwar
<input type="checkbox"/>	INTUCO-12449	Intuit	QuickBooks	Television	January 1, 2023	2,619	\$8,824.29	Softwar
<input type="checkbox"/>	ATTTL-97929	AT&T	ActiveArmor	Television	March 12, 2023	118	\$7,886.17	Softwar
<input type="checkbox"/>	Z0A6CO-0841	CrowdStrike	Crowdstrike	Television	February 12, 2023	224	\$7,766.72	Softwar
<input type="checkbox"/>	Z9MDOL-0044	WhatsApp (Meta)	WhatsApp	Television	October 16, 2022	1,418	\$6,997.78	Softwar
<input type="checkbox"/>	Z3FPOL-10343	Chewy.com	Chewy App	Television	September 24, 2022	5,563	\$6,962.20	Softwar
<input type="checkbox"/>	Z6L6CO-1501	NortonLifeLock	NortonLifeLock	Television	November 19, 2022	15,912	\$5,426.33	Softwar
<input type="checkbox"/>	PAYYCO-0779	Paycom	Paycom	Mobile	December 19, 2022	51	\$4,985.41	Softwar
<input type="checkbox"/>	WKDACO-1643	Workday	Workday	Television	February 12, 2023	259	\$4,715.17	Softwar
<input type="checkbox"/>	ADBECO-16475	Adobe Inc.	Adobe Connect	Mobile	February 6, 2023	220	\$4,411.10	Softwar
<input type="checkbox"/>	WIXCO-1184	Wix.com	Website Services	Online Video	January 2, 2023	31	\$4,108.08	Softwar
<input type="checkbox"/>								

« < 1 2 3 4 5 6 7 > »

10 20 50 100

Table View

Workday

View Ad

Markets

Details

Related Ads



Ad Code WKDACO-1642

Parent Advertiser Workday

Advertiser Workday

Title Rock Star (60 sec)

21522 items

# MEDIA ANALYSIS: LINK CREATIVES WITH TOP LEVEL SPEND

**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

**All Creatives**

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<input type="checkbox"/>								

« < 1 2 3 4 5 6 7 > »

10 20 50 100

Table View

**Workday**

View Ad Markets Details Related Ads

Ad Code: WKDACO-1642

Parent Advertiser: Workday

Advertiser: Workday

Title: Rock Star (60 sec)

21522 Items

To export specific ads, select the check boxes next to the Ad Code then select the Export Results chip.

Select the Items dial to export the whole ad list into Excel.

# MEDIA ANALYSIS: LINK CREATIVES WITH TOP LEVEL SPEND

Select Ad List – XLS as your export type to download the creative and spending information via excel to easily see the total amount of ads ran. Select Send & the file will download.

**Export**

Name of Export ⓘ (optional)  
What do you want to call this export ?

**Select an Export Type ...**

Ad List - XLS  
 10 Creatives / Slide  
 2 Creatives / Slide (2x1)  
 1 Creative / Slide  
 Landing Page Assets \*

Occurrence Report - XLS  
 4 Creatives / Slide  
 2 Creatives / Slide (1x2)  
 Creative Assets \*

Excel

This export exceeds the automatic download limit and will be emailed

You will be notified about the status of the export once it is processed.

Cancel Send

Dashboard - Amazon

Export is based on occurrences between 01/01/2023 - 06/01/2023. Export may not contain all occurrences across the creative's lifetime.

Actions	Ad Code	Advertiser	Product	Media	First Run Date	Occurrences - Date Range (01/01/2023 - 06/01/2023)	Spend (000s) - Date Range (01/01/2023 - 06/01/2023)	Category
<a href="#">View Ad</a>	WKDACO-1642	Workday	Workday	Television	02/12/2023	51	14,203.19	Software
<a href="#">View Ad</a>	Z0F8OL-0485	Rakuten	Rakuten App	Television	02/12/2023	1,475	9,340.51	Software
<a href="#">View Ad</a>	ADBECO-16476	Adobe Inc.	Adobe Connect	Online Display	02/06/2023	4,305	9,085.26	Software
<a href="#">View Ad</a>	INTUCO-12449	Intuit	QuickBooks	Television	01/01/2023	2,619	8,824.29	Software
<a href="#">View Ad</a>	ATTTL-97929	AT&T	ActiveArmor	Television	03/12/2023	118	7,886.17	Software
<a href="#">View Ad</a>	Z0A6CO-0841	CrowdStrike	Crowdstrike	Television	02/12/2023	224	7,766.72	Software
<a href="#">View Ad</a>	Z9MDOL-0044	WhatsApp (Meta)	WhatsApp	Television	10/16/2022	1,418	6,997.77	Software
<a href="#">View Ad</a>	Z3FPOL-10343	Chewy.com	Chewy App	Television	09/24/2022	5,563	6,962.20	Software
<a href="#">View Ad</a>	Z6L6CO-1501	NortonLifeLock	NortonLifeLock	Television	11/19/2022	15,912	5,426.33	Software
<a href="#">View Ad</a>	PAYYCO-0779	Paycom	Paycom	Mobile	12/19/2022	51	4,985.63	Software
<a href="#">View Ad</a>	WKDACO-1643	Workday	Workday	Television	02/12/2023	259	4,715.17	Software
<a href="#">View Ad</a>	ADBECO-16475	Adobe Inc.	Adobe Connect	Mobile	02/06/2023	220	4,411.10	Software
<a href="#">View Ad</a>	WIXCO-1184	Wix.com	Website Services	Online Video	01/02/2023	31	4,108.08	Software

All Ads

# MEDIA ANALYSIS: LINK CREATIVES WITH TOP LEVEL SPEND

Reviewing the most heavily supported creative in the Dashboard allows us to see how much of their total spend was behind that one creative. Workday spent \$14m on a TV ad, promoting finance and human resources. Celebrities Paul Stanley, Ozzy Osbourne, Joan Jett, Billy Idol, + Gary Clark JR are featured.

<input type="checkbox"/>	ADVERTISER	↑↓ MEDIA	↑↓ OCCURRENCES - ...	↑↓ SPEND (000S) - D...	↓ CATEGORY	↑↓ SUBCATEGORY	↑↓ PRODI
<input type="checkbox"/>	Workday	Television	51	\$14,203.19	Software	Human Resources Sof...	Wor
<input type="checkbox"/>	Rakuten	Television	1,475	\$9,340.51	Software	Mobile Apps	Rak
<input type="checkbox"/>	Adobe Inc.	Online Display	4,305	\$9,085.26	Software	Web Conferencing Sof...	Adc
<input type="checkbox"/>	Intuit	Television	2,619	\$8,824.29	Software	Finance/Insurance Sof...	Qui
<input type="checkbox"/>	AT&T	Television	118	\$7,886.17	Software	Security Software	Act
<input type="checkbox"/>	CrowdStrike	Television	224	\$7,766.72	Software	Security Software	Cro
<input type="checkbox"/>	WhatsApp (Meta)	Television	1,418	\$6,997.78	Software	Mobile Apps	Whi
<input type="checkbox"/>	Chewy.com	Television	5,563	\$6,962.20	Software	Mobile Apps	Che
<input type="checkbox"/>	NortonLifeLock	Television	15,912	\$5,426.33	Software	Security Software	Nor

## Workday

[View Ad](#) [Markets](#) [Details](#)

[Related Ads](#)



# MEDIA ANALYSIS: LINK CREATIVES WITH TOP LEVEL SPEND

## Dashboard - Amazon

Export is based on occurrences between 01/01/2023 - 06/01/2023. Export may not contain all occurrences across the creative's lifetime.

Actions	Ad Code	Advertiser	Product	Media	First Run Date	Occurrences - Date Range (01/01/2023 - 06/01/2023)	Spend (000s) - Date Range (01/01/2023 - 06/01/2023)	Category
<a href="#">View Ad</a>	PAYYCO-0756	Paycom	Paycom	Television	11/15/2022	970	1,797.98	Software
<a href="#">View Ad</a>	WIXCO-1188	Wix.com	Website Services	Online Display	01/09/2023	25	1,797.90	Software
<a href="#">View Ad</a>	INTUCO-12400	Intuit	QuickBooks	Online Display	12/05/2022	196	1,736.93	Software
<a href="#">View Ad</a>	Z1P5CO-0587	NetSuite	Netsuite	Mobile	01/23/2023	137	1,736.25	Software
<a href="#">View Ad</a>	Z1P5CO-0313	NetSuite	Netsuite	Online Video	05/31/2021	172	1,701.20	Software
<a href="#">View Ad</a>	IBMCO-26717	IBM	Data Management	Mobile	12/05/2022	20	1,660.12	Software
<a href="#">View Ad</a>	GOOGCO-40674	Google	Chrome App	Mobile	04/10/2023	16	1,651.12	Software
<a href="#">View Ad</a>	GUD4HC-0033	SingleCare	SingleCare App	Television	12/26/2022	1,921	1,628.17	Software
<a href="#">View Ad</a>	INTUCO-12503	Intuit	QuickBooks	Television	01/14/2023	670	1,619.21	Software
<a href="#">View Ad</a>	NWRLCO-0682	New Relic	New Relic Software	Online Display	05/30/2022	6,187	1,569.03	Software
<a href="#">View Ad</a>	INTUCO-13150	Intuit	QuickBooks	Online Display	04/24/2023	522	1,537.47	Software
<a href="#">View Ad</a>	ADBECO-16061	Adobe Inc.	Acrobat	Television	12/19/2022	115	1,490.44	Software
<a href="#">View Ad</a>	APPLCO-24822	Apple Inc.	Apple Fitness+	Mobile	01/01/2023	111	1,483.00	Software

Downloading the excel file of the creative and spending information, I see that my competition is advertising their software using TV +, Digital (Online Display, Online Video, Mobile) media types. If I want to compete with the most heavily weighted creative, I need to promote my product using these media types.

# 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.

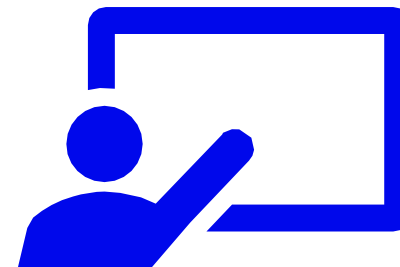
## Support Email



Simply email the Vivvix Support team at [support@vivvix.com](mailto: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](#).