



# Use Case: View Spending by Market

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)



# VIEW SPENDING BY MARKET

You can use the solution to view spending information and how it is being broken out by market in:

- The Vivvix Dashboard

## Business Question Answered

Which print ad from my competitor generated the most spend over the last 3 months in 2023 in the NYC market?

Did the print campaign run in any other local markets?



# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

**VIVVIX**

Dashboard : New Search ▾

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

Ad Status ... Date Range ... Multicultural Media ...  
Running ▾ Last 3 Months ▾ General Media (No Multicultural) ...

+REFINE SEARCH

TOTAL ADS: Mobile (12432) Online Video (11755) Opt-In Email (1853) Print (1114) Group By ▾

Sort by:  Spend  First Run Date

**Most Recent** Last 3 Months

De... **LOWERT-28492**  
View Ad Markets Details  
Related Ads

Kinder Chocolate **KCHOFB-0195**  
View Ad Markets Details  
Related Ads

Mobile 3/20/23 Television 1/30/23 Television 3/6/23 Mobile 12/4/22

**Leading Advertisers Media Mix**

Television Mobile Online Display Online Video  
Radio Print

\$50.0m  
\$40.0m

**Creatives Running by Advertiser and Media Type**

Online Display Television Mobile Online Video  
Organic Social Radio Opt-In Email  
Outdoor Cinema

2,000 84894 items

Select Date Range. For your search, select Last 3 Months for the Date Range.

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

The screenshot shows the Vivvix dashboard interface. On the left is a dark sidebar with navigation options: CREATIVE (Ad Intel Library), DASHBOARDS (Dashboard, In-Access Creative Se..., Hispanic Dashboard), and REPORTS (FastTrack Weekly Hisp..., FastTrack Weekly). At the bottom of the sidebar is a '<<<' button. The main dashboard area has a header with 'Dashboard : New Search' and a search bar. Below the search bar are filters for Ad Status (Running), Date Range (Last 3 Months), and Multicultural Media (General Media (No Multicultural)). A '+REFINE SEARCH' link is visible. A pop-up window titled 'Additional Filters' is open, containing a search bar for filters and a list of filter categories: Coop Advertisers, Language, Market (selected and highlighted with a blue box), Media Outlet, Message Elements, Target, and Length. At the bottom of the pop-up are buttons for 'Default', 'Cancel', and 'Add Filters'. A blue box on the right contains instructional text, with a line pointing from the 'Add Filters' button to the text.

Dashboard : New Search

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

Search

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

Running ... Last 3 Months ... General Media (No Multicultural) ...

+REFINE SEARCH

### Additional Filters

Search filters

- Coop Advertisers
- Language
- Market**
- Media Outlet
- Message Elements
- Target
- Length

Default Cancel Add Filters

Click Refine Search and the pop up menu will appear. Select Market and click Add Filters.

Markets will emerge into the Dashboard view.

Pro Tip: You can select additional Filters, such as Advertiser, Category, and Media Type to customize your search.

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

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 ... Date Range ... Multicultural Media ... Market ...  
Running ▾ Last 3 Months ▾ General Media (No Multicultural) ▾ New York City,NY ▾

+ REFINER SEARCH

Pro Tip: Make sure the carousel of ads is sorted by Spend. This will allow you to see what creatives generated

TOTAL ADS: 23100 Television (11179) Radio (2665) Online Display (4888) Print (960) Mobile (1712) Online Video (1434) Outdoor (261) Cinema (1)

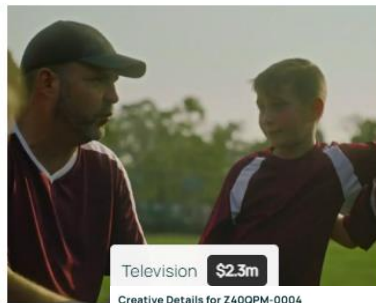
Group By ▾

## Top Creatives By Spend

Sort by:  Spend  First Run Date

Northwell Health NORTHC-3162

View Ad Markets Details



Television \$2.3m

Creative Details for Z40QPM-0004

Journey Health & Lifestyle Z40QPM-0004

View Ad Markets Details

Related Ads

You can't always lie down in bed and sleep. Heartburn, cardiac problems, hip or back aches – and dozens of other ailments and worries. Those are the nights you'd give anything for a comfortable chair to sleep in one that reclines to exactly the right degree, raises your feet and legs just where you want them, supports your head and shoulders properly, and operates at the touch of a button. Our Perfect Sleep Chair® does all that and more. More than a chair or recliner, it's designed to provide total comfort. Choose your preferred heat and massage settings, for hours of soothing relaxation. Reading or watching TV? Our chair's recline tech lets you to pause the chair number of settings. And features a powerful lift mechanism that tilts the entire chair forward and unique seat design will cradle you in comfort. Generously filled, wide armrests provide enhanced arm support when sitting or reclining. It even has a battery backup in case of a power outage. White glove delivery included in shipping charge. Professionals will deliver the chair to the exact spot in your home where you want it, unpack it, inspect it, test it, position it, and even carry the packaging away! You get your choice of Luxurious and Lasting Miralux, Genuine Italian Leather, stain and liquid repellent Duralex with the classic leather look, or plush Microsue microfiber, all handcrafted in a variety of any decor. Call now!

Print \$2.0m

View Ad Markets More Details

Optimum ZZ8TL-2563

View Ad Markets Details

Related Ads



Television \$2.2m

View Ad Markets More Details

Ford Automobiles FORDAU-97243

View Ad Markets Details

Related Ads



Television \$2.2m

View Ad Markets More Details



"To you, it's the perfect lift chair. To me, it's the best sleep chair I've ever had."

The only sleep chair that is both a bed and a chair. Back and neck support will cradle you in comfort. Generously filled, wide armrests provide enhanced arm support when sitting or reclining. It even has a battery backup in case of a power outage. White glove delivery included in shipping charge. Professionals will deliver the chair to the exact spot in your home where you want it, unpack it, inspect it, test it, position it, and even carry the packaging away! You get your choice of Luxurious and Lasting Miralux, Genuine Italian Leather, stain and liquid repellent Duralex with the classic leather look, or plush Microsue microfiber, all handcrafted in a variety of any decor. Call now!

AD CODE: Z40QPM-0004 SOURCE: Worcester Telegram & Gazette-JAN 20 23



White glove delivery included in shipping charge. Professionals will deliver the chair to the exact spot in your home where you want it, unpack it, inspect it, test it, position it, and even carry the packaging away! You get your choice of Luxurious and Lasting Miralux, Genuine Italian Leather, stain and liquid repellent Duralex with the classic leather look, or plush Microsue microfiber, all handcrafted in a variety of any decor. Call now!

The Dashboard will upload to show all activity related to New York City over the last 3 months.

Select View Ad on the Print ad to view the ad in its entirety.

Close Download Creative

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

Select Markets to view the markets this ad ran in

Journey Health & Lifestyle Z40QPM-0004

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

[Related Ads](#)



Print **\$2.0m** my perfect sleep chair

## Creative Details for Z40QPM-0004

[View Ad](#) [Markets](#) [More Details](#) [Related Ads](#)

Selected Date Range (03/01/2023 - 06/01/2023)		Lifetime (01/01/2019 - 06/01/2023)			
MARKET	MEDIA OUTLET	FIRST RUN DATE	LAST RUN DATE	OCCURRENCES - DATE RA...	SPEND (000S) - DATE RAN...
Cincinnati,OH	Cincinnati Enquirer	03/03/2023	06/01/2023	71	3,541.59
Phoenix,AZ	Arizona Republic	03/02/2023	05/27/2023	42	1,186.74
Oklahoma City,OK	Oklahoma City Daily Oklahoman	03/03/2023	05/31/2023	44	935.01
New York City,NY	Bergen County Record	03/02/2023	06/01/2023	55	639.30
New York City,NY	Asbury Park Press	03/02/2023	05/31/2023	54	541.00
Indianapolis,IN	Indianapolis Star	03/06/2023	06/01/2023	30	526.31
Milwaukee,WI	Milwaukee Journal Sentinel	03/08/2023	05/31/2023	37	449.81
New York City,NY	Westchester Journal News	03/02/2023	06/01/2023	62	364.38
Orlando-Daytona Beach,FL	Florida Today	03/02/2023	06/01/2023	49	346.13
Evansville,IN	Evansville Courier & Press	03/02/2023	05/30/2023	82	317.51
Greenville-Spartanburg-Asheville,SC	Greenville News	03/08/2023	05/31/2023	41	292.02
Erie Times-News		03/08/2023	06/01/2023	61	284.59
Asheville Citizen Times		03/08/2023	06/01/2023	39	282.14
Binghamton Press & Sun-Bulletin		03/03/2023	06/01/2023	43	269.12
Springfield News-Leader		03/03/2023	05/31/2023	39	265.35
Jackson Clarion-Ledger		03/04/2023	05/30/2023	43	248.11
Nashville Tennessean		03/05/2023	05/29/2023	40	238.57
South Bend Tribune		03/04/2023	05/31/2023	50	238.02

[Download Grid](#) [Grid Options](#)

View Spend at the top right of the chart & sort by spend in descending order.

Viewing spend at the market level, we see that this creative also ran in other local markets over the last 3 months..

You can also select Lifetime ( 01/01/2019- 6/01/2023) to view market level spend for the full lifetime of the ad.

Select Download Grid to export all the Market Details for this ad to Excel.

Close

Download Creative

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

Market Details for Z40QPM-0004						
Export is based on occurrences between 03/01/2023 - 06/01/2023. Export may not contain all occurrences across the creative's lifetime.						
Market	Media Outlet	First Run Date	Last Run Date	Occurrences - Date Range (03/01/	Spend (000s) - Date Range (03/01/	
Cincinnati,OH	Cincinnati Enquirer	3/3/2023	6/1/2023	71	3541.59	
Phoenix,AZ	Arizona Republic	3/2/2023	5/27/2023	42	1186.74	
Oklahoma City,OK	Oklahoma City Daily Oklahoman	3/3/2023	5/31/2023	44	935.01	
New York City,NY	Bergen County Record	3/2/2023	6/1/2023	55	639.3	
New York City,NY	Asbury Park Press	3/2/2023	5/31/2023	54	541	
Indianapolis,IN	Indianapolis Star	3/6/2023	6/1/2023	30	526.31	
Milwaukee,WI	Milwaukee Journal Sentinel	3/8/2023	5/31/2023	37	449.81	
New York City,NY	Westchester Journal News	3/2/2023	6/1/2023	62	364.38	
Orlando-Daytona Beach,FL	Florida Today	3/2/2023	6/1/2023	49	346.13	
Evansville,IN	Evansville Courier & Press	3/2/2023	5/30/2023	82	317.51	
Greenville-Spart-Ashevil-An,SC	Greenville News	3/8/2023	5/31/2023	41	292.02	
Erie,PA	Erie Times-News	3/8/2023	6/1/2023	61	284.59	
Greenville-Spart-Ashevil-An,SC	Asheville Citizen Times	3/8/2023	6/1/2023	39	282.14	
Binghamton,NY	Binghamton Press & Sun-Bulletin	3/3/2023	6/1/2023	43	269.12	
Springfield, MO	Springfield News-Leader	3/3/2023	5/31/2023	39	265.35	
Jackson, MS	Jackson Clarion-Ledger	3/4/2023	5/30/2023	43	248.11	
Nashville,TN	Nashville Tennessean	3/5/2023	5/29/2023	40	238.57	
South Bend-Elkhart,IN	South Bend Tribune	3/4/2023	5/31/2023	50	238.02	
Des Moines,IA	Des Moines Register	3/3/2023	5/28/2023	10	222.6	
Palm Springs,CA	Palm Springs Desert Sun	3/6/2023	5/29/2023	35	212.68	
Tallahassee-Thomasville,FL	Tallahassee Democrat	3/5/2023	5/31/2023	37	208.95	
Wilmington, NC	Wilmington Star-News	3/7/2023	5/31/2023	48	195.54	
Boston,MA	Worcester Telegram & Gazette	3/3/2023	5/28/2023	39	194.42	
New York City,NY	North Jersey Herald News	3/2/2023	6/1/2023	71	191	
Knoxville,TN	Knoxville News-Sentinel	3/3/2023	5/28/2023	31	185.36	
Los Angeles,CA	Ventura County Star	3/4/2023	6/1/2023	43	183.84	

Vivvix tracks many Publications in the New York City market.

The total sum for this creative in all the Publications in the New York City market is \$2039.

This print campaign also ran in other local markets, such as Chicago, Atlanta, Detroit, and Cincinnati.

Market Details for Z40QPM-0004						
Export is based on occurrences between 03/01/2023 - 06/01/2023. Export may not contain all occurrences across the creative's lifetime.						
Market	Media Outlet	First Run Date	Last Run Date	Occurrences - Date Range (03/01/	Spend (000s) - Date Range (03/01/	
New York City,NY	Bergen County Record	3/2/2023	6/1/2023	55	639.3	
New York City,NY	Asbury Park Press	3/2/2023	5/31/2023	54	541	
New York City,NY	Westchester Journal News	3/2/2023	6/1/2023	62	364.38	
New York City,NY	North Jersey Herald News	3/2/2023	6/1/2023	71	191	
New York City,NY	East Brunswick Home News Tribu	3/2/2023	6/1/2023	29	109.16	
New York City,NY	Middletown Times Herald-Record	3/2/2023	6/1/2023	48	84.06	
New York City,NY	Bridgewater Courier News	3/3/2023	6/1/2023	30	57.32	
New York City,NY	Morristown Daily Record	3/14/2023	5/25/2023	14	29.7	
New York City,NY	Poughkeepsie Journal	3/4/2023	5/31/2023	36	23.48	

Exported on June 2nd 2023 at 10:40:28 am from AdIntel.Vivvix.com

# VIEW SPENDING BY MARKET

You can use the solution to view spending information and how it is being broken out by market in:

- The Vivvix Online Report

Business Question Answered

Which competitor has the most share of spend in the New York City market in the last media week?



# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

**VIVVIX**

FastTrack Weekly : New Search ▾

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

Ad Status ... Date Range ...

Running ▾ Last Media Week ▾

+REFINE SEARCH

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

In the Online Report, select Date Range.  
For your search, select Last Media Week.

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

The screenshot shows the Vivvix FastTrack Weekly search interface. On the left is a dark sidebar with 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 'FastTrack Weekly : 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 are filters for 'Ad Status' (Running) and 'Date Range' (Last Media Week). A '+REFINE SEARCH' button is highlighted with a blue box. A modal window titled 'Additional Filters' is open, containing a search bar for filters and a list of filter categories: Coop Advertisers, Language, Market (checked and highlighted with a blue box), Media Outlet, Message Elements, Target, and Length. At the bottom of the modal are buttons for 'Default', 'Cancel', and 'Add Filters'. A blue callout box on the right contains text explaining the 'Refine Search' process and a pro tip.

FastTrack Weekly : New Search

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

Ad Status ... Date Range ...  
Running ... Last Media Week

+REFINE SEARCH

### Additional Filters

Search filters

- Coop Advertisers
- Language
- Market**
- Media Outlet
- Message Elements
- Target
- Length


Default Cancel Add Filters

<<<

Click Refine Search and a pop up menu will appear. Select Market and type in New York City or the local market(s) you care about. Once you click add filters, then click Search.

Pro Tip: You may also select additional filters in Refine Search, such as Advertiser, Category, or Media Type to customize your search.

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET



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

FastTrack Weekly : New Search ▾

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

Ad Status ... Date Range ...

Running ▾ Last Media Week ▾

+ REFINER SEARCH

TOTAL ADS: 67746

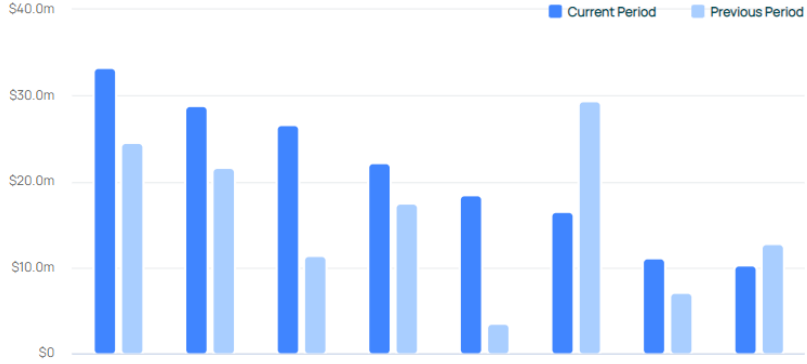
Television (8432) Radio (5945) Online Display (25109) Mobile (14856) Online Video (12637) Print (767)

1st ↑  
Your Ranking Current Period

3% ↑  
Your Share Of Spend

\$997.1m ↓  
Market Spend Current

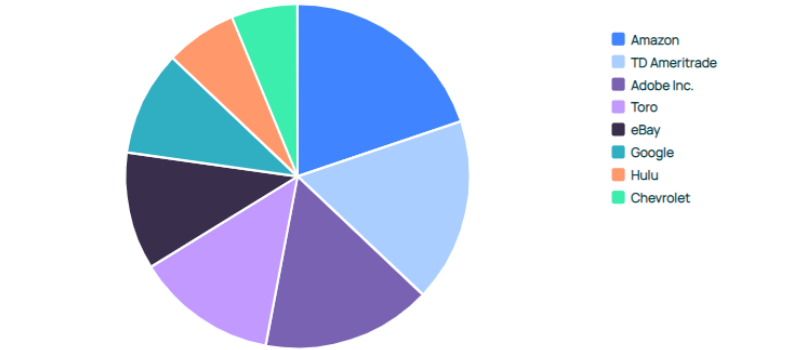
**Advertiser Rankings Period over Period**



Advertiser	Current Period (\$m)	Previous Period (\$m)
Amazon	~\$33	~\$24
TD Ameritrade	~\$28	~\$21
Adobe Inc.	~\$26	~\$11
Toro	~\$22	~\$17
eBay	~\$18	~\$3
Google	~\$16	~\$29
Hulu	~\$11	~\$7
Chevrolet	~\$10	~\$12

5/22/23 to 5/28/23 and 5/15/23 to 5/21/23

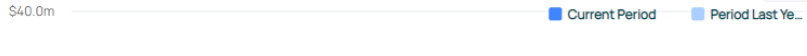
**Share of Spend**  
Top 8 Advertisers



Advertiser	Share of Spend
Amazon	~22%
TD Ameritrade	~18%
Adobe Inc.	~12%
Toro	~10%
eBay	~8%
Google	~7%
Hulu	~5%
Chevrolet	~4%

5/22/23 to 5/28/23

**Advertiser Rankings Year over Year**



Advertiser	Current Period (\$m)	Period Last Year (\$m)
Amazon	~\$33	~\$24
TD Ameritrade	~\$28	~\$21
Adobe Inc.	~\$26	~\$11
Toro	~\$22	~\$17
eBay	~\$18	~\$3
Google	~\$16	~\$29
Hulu	~\$11	~\$7
Chevrolet	~\$10	~\$12

**Leading Advertisers Media Mix**

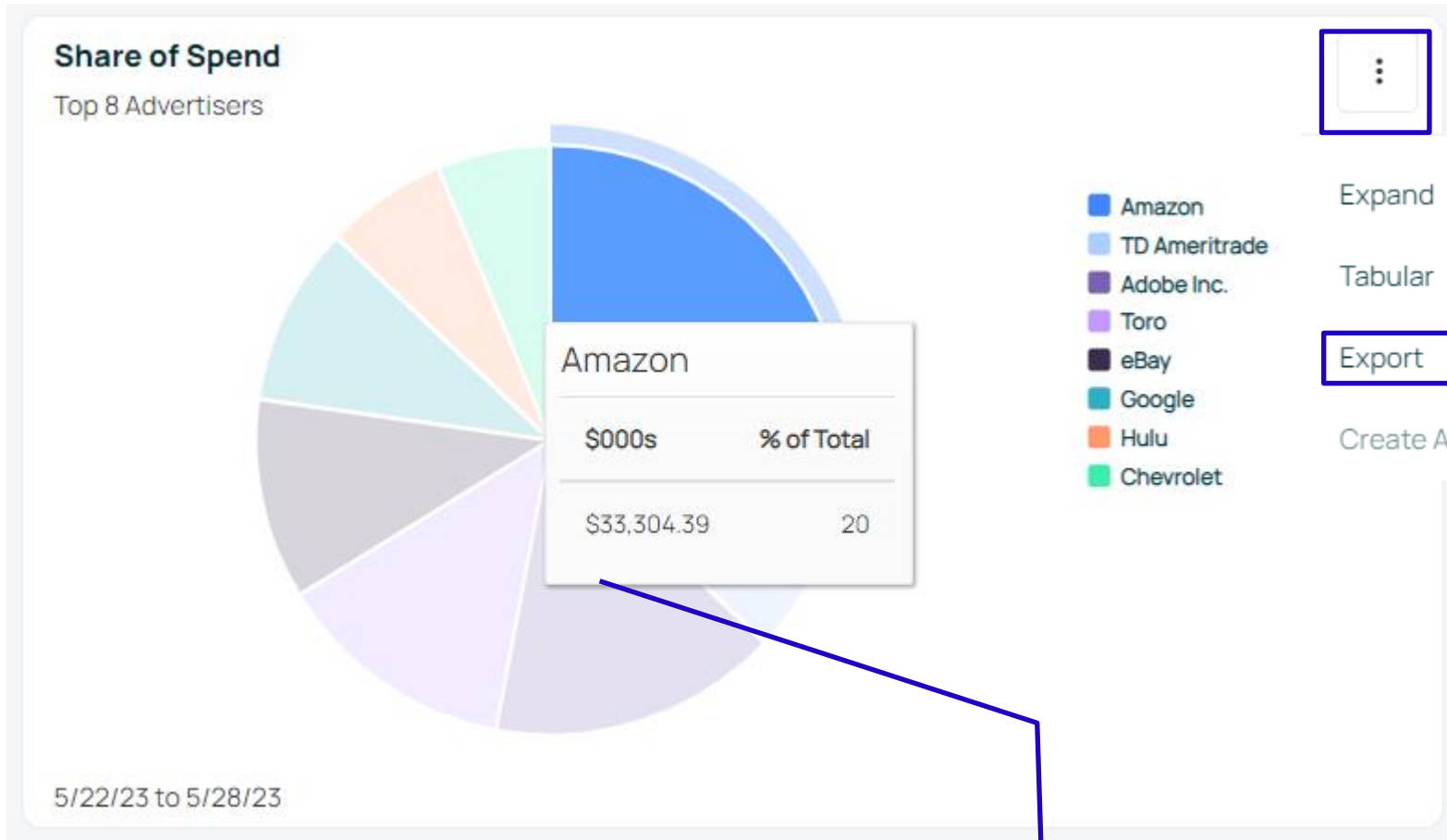
67746 items

- Television
- Online Display
- Mobile
- Online Video
- Radio
- Print

The Report will upload based on your search. At the top right of the page, you can view a graphical summary of the Share of Spend across your competitors in the pie chart.

Share of Spend  
Top 8 Advertisers

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET



Expand

Tabular

Export

Create Alert

The chart can easily be exported in a variety of formats, which could be helpful for an analysis or project you may be working on.

Download Excel

Download JPEG

Download PNG

Download PDF

Amazon had the most share of spend in New York City over the last media week.

# VIEW SPENDING BY MARKET

You can use the solution to view spending information and how it is being broken out by market in:

- Supplemental Offline Excel Report

Business Question Answered

How can I view spend for a particular media week across 3 different markets?



# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

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

<<<

## My Exports

Dashboards & Reports

Library

Offline

Select Offline to view your offline reports.

EXPORT

NAME

TYPE

FORMAT

SIZE

DELIVERED

ACTIONS

Weekly Fast Track Report

Report

XLSM

2.49 MB

5/22 to 5/28/2023

...

Select the horizontal three dots to download your report.

<< < 1 > >>

15 30 50 100

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

Vivix Weekly FastTrack Report	
Weekly FastTrack Report	
01/02/23 - 02/05/23	
Filters	Select Variables
Media Type	(All) ▾
Category	(All) ▾
Subcategory	(All) ▾
Product/Campaign	(All) ▾
Market	(All) ▾
Media Outlet	(All) ▾
Week of	(All) ▾
Month	(All) ▾
Quarter	(All) ▾
Year	(All) ▾
Dollars shown in thousands	
Sum of AdSpend	
Advertiser	Total
Bergdorf Goodman	112.41
Bloomingdale's	497.48
Brunello Cucinelli	55.65
Chanel Apparel & Accessories	483.55
Gucci Apparel & Accessories	1,125.89
Louis Vuitton	4,043.83
Neiman Marcus	362.25
Net-A-Porter.com	258.09
Nordstrom	1,977.48
Prada Apparel & Accessories	550.05
Saks Fifth Avenue	946.80
Veronica Beard	136.59
YvesSaintLaurent	96.77
Alexander McQueen	3.84
Christian Louboutin	64.25
Farfetch	93.24
MR PORTER	12.48
ModaOperandi.COM	40.90
Mytheresa.com	15.39
Prada Beauty	12.28
Shopbop.com	19.26
YvesSaintLaurent Beaute	64.52
<b>Grand Total</b>	<b>10,972.98</b>
(C) 2023 Competitive Media Reporting, LLC d/b/a Vivix.	

When you open the report, shift to the Advertiser's Quick Pivot Tab.

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

Vivvix Weekly FastTrack Report	
Weekly FastTrack Report	
01/02/23 - 02/05/23	
Filters	Select Variable
Media Type	(All) ▼
Category	(All) ▼
Subcategory	(All) ▼
Product/Campaign	(All) ▼
Market	(All) ▼
Media Outlet	(All) ▼
Week of	(All) ▼
Month	(All) ▼
Quarter	(All) ▼
Year	(All) ▼
Dollars shown in thousands	
Sum of AdSpend	
Advertiser	Total
Bergdorf Goodman	112.41
Bloomingdale's	497.48
Brunello Cucinelli	55.65

Use the Select Variable column to apply the market and week filters to the data.

For Market select:

- New York City, NY
- Philadelphia, PA
- Washington, DC

Select the Media Week of interest. In this example, 1/9/23 will be selected.

# MEDIA ANALYSIS: VIEW SPENDING BY MARKET

1	Vivvix Weekly FastTrack Report				
2	Weekly FastTrack Report				
3	01/02/23 - 02/05/23				
4					
5					
6	<b>Filters</b>	<b>Select Variable</b>			
7					
8	Media Type	(All)			
9	Category	(All)			
10	Subcategory	(All)			
11	Product/Campaign	(All)			
12	Media Outlet	(All)			
13	Week of	1/9/2023			
14	Month	(All)			
15	Quarter	(All)			
16	Year	(All)			
17	Dollars shown in thousands				
18	<b>Sum of AdSpend</b>	Market			
19	Advertiser	New York City	Philadelphia	Washington, DC	Grand Total
20	Bergdorf Goodman	0.03			0.03
21	Bloomingdale's	6.14	10.61		16.75
22	Neiman Marcus			0.12	0.12
23	Grand Total	6.17	10.61	0.12	16.90
24					

Drag and drop the markets filter onto the main table, to see the breakout of spend by New York City, Philadelphia and Washington.

You can include pivot tables to view market level data in whatever way you need to answer your most pressing business questions.

Bloomingdales spent the most in the Philadelphia market and the least in the New York City market the week of 1/9/23.  
 Bloomingdales did not have any media spend in the Washington market.

# 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.

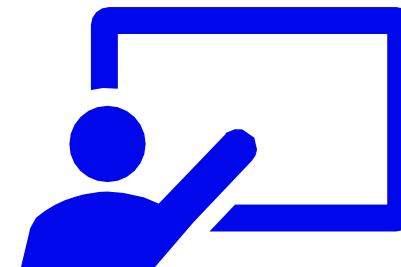
## Support Email



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](#).