



**MEDIA ANALYSIS USE CASE:**

**MEDIA OUTLET AND PLACEMENT ANALYSIS**

# PRIMARY USE CASE EXAMPLES

## AD CREATIVE ANALYSIS

- View or Download an Ad
- Identify Breaking ads
- Visibility into Message Elements
- Pre- & Post-planning Campaign Analysis
- Competitive Messaging Trends
- New Item Launch Support

## MEDIA ANALYSIS

- Near Real Time Visibility into Media Spend
- Link Creatives with Top Level Spend
- View Competitor Media Mix
- Drill down on any Spend Data Point
- Spending by Market
- **Media Outlet and Placement Analysis**
- Media Audience Targeting
- Pre and Post Planning Analysis
- View Spend at the Product Level
- Confirmation of Co-Op Ad Spend

## LEGAL & COMPLIANCE ANALYSIS

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

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# MEDIA OUTLET AND PLACEMENT ANALYSIS

You can use the Magnifier Solution to have visibility into competitive ad spend at the Media Outlet and Program Level. Also view the media selected as a way to understand who your competition is trying to reach with their messaging.

**WHAT MEDIA OUTLETS ARE MY COMPETITORS USING TO LAUNCH THEIR NEW AD CAMPAIGN?**

**WHICH OUTLET DID THEIR AD RUN THE MOST AND WHERE DID THEY SPEND THE MOST?**

# RUN A SEARCH IN THE DASHBOARD

- 1 Select **Refine Search**, then choose **Advertiser** and/or **Product**
- 2 Select **Running Ads** for Ad Status.
- 3 The date range in the dashboard defaults to the **Last 7 Days**. You can select a different date range.

For this example, select **Year to Date**.

The screenshot shows the 'Dashboard - GM : New Search' interface. At the top, there is a search bar labeled 'Search by Keyword (Advertiser, Visual, Description, etc.)'. Below this, there are several filter dropdowns: 'Ad Status' (set to 'Running'), 'Date Range' (set to 'Year To Date'), 'Multicultural Media' (set to 'General Media (No Multicultural)'), 'Advertiser' (set to 'All'), and 'Product' (set to 'All'). A '+ REFINE SEARCH' link is visible. A modal window titled 'Additional Filters' is open, showing a search bar for filters and a list of filter options: 'Keyword Type', 'Ad Code', 'Media', 'Category', 'Parent Advertiser', 'Advertiser', and 'Product'. The 'Advertiser' and 'Product' options are checked and highlighted with a blue box. At the bottom of the modal, there are buttons for 'Default', 'Cancel', and 'Add Filters'.

# SELECT THE ADVERTISER AND/OR NEW PRODUCT

- 4 Select your Brand under the **Advertiser** filter. In this example **select Johnson & Johnson Band Aid**.

In the Product filter, select **Band-Aid > Flexible Fabric Adhesive Bandages**.

- 5 Select **Search** to run your search.

The screenshot shows the 'Dashboard - GM : New Search' interface. At the top is a search bar with the placeholder text 'Search by Keyword (Advertiser, Visual, Description, etc.)'. Below the search bar are several filter categories: 'Ad Status' (Running), 'Date Range' (Year To Date), 'Multicultural Media' (General Media (No Multicultural)), 'Advertiser' (Band-Aid), and 'Product' (Flexible Fabric Adhesive Bandages). A red circle with the number '4' highlights the 'Advertiser' dropdown menu, which is open to show a list of options: 'Johnson & Johnson > Band-Aid' (selected with a blue checkmark), 'Johnson & Johnson > Johnson & Johnson', 'Johnson & Johnson > Listerine', and 'Johnson & Johnson > Motrin'. To the right, the 'Product' dropdown menu is also open, showing 'Band-Aid > Flexible Fabric Adhesive Bandages' (selected with a blue checkmark) and an 'End of Results' button below it. A '+ REFINE SEARCH' link is visible below the filter categories.

# VIEW THE MARKETS THIS CAMPAIGN RAN IN

- 6 The results will appear based on your search criteria. You can view the creatives in the Carousel of Ads.
- 7 **Select Markets** to verify when and where the ad ran.

Dashboard - GM : New Search ▾

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

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

Running ▾ Year To Date ▾ General Media (No Multicultural) ▾ Band-Aid ▾ Flexible Fabric Adhesive Bandages ▾


[+ REFINE SEARCH](#)

TOTAL ADS: 4 Organic Social (2) Online Display (2)

**Most Recent Creatives**

Band-Aid BANDPM-0897

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



Organic Social 1/20/24

**Creative Details for BANDPM-0893** View Ad Markets More Details Group By ▾

Selected Date Range (01/01/2024 - 01/31/2024) Lifetime (01/01/2020 - 01/31/2024)

MARKET	MEDIA OUTLET	FIRST RUN DATE	LAST RUN DATE	OCCURRENCES - DATE RANGE (01/01... 1)	SPEND (000\$) - DATE RANGE (0... 1)	Start Run Date
New York City, NY	New York Magazine	01/01/2024	01/08/2024	2	\$0.10	
United States, NA	AccuWeather.com	01/08/2024	01/08/2024	1	\$0.59	
United States, NA	Other Sites	01/08/2024	01/08/2024	1	\$0.00	
United States, NA	Sickdeals	01/01/2024	01/01/2024	1	\$0.05	

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

[Close](#) [Download Creative](#)

# SORT AND EXPORT THE GRID

- Next to the DMA column, you will see the **Media Outlet** column. You can sort the grid by Occurrences, Spend or any other column.
- Select **Download Grid** to export this list in Excel.

## Creative Details for BANDPM-0893

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

Selected Date Range (01/01/2024 - 01/31/2024)	Lifetime (01/01/2020 - 01/31/2024)						
MARKET	MEDIA OUTLET	FIRST RUN DATE	LAST RUN DATE	OCCURRENCES - DATE RANGE (01/01/2024 - 01/31/2024)	SPEND (000s) - DATE RANGE (01/01/2024 - 01/31/2024)		
New York City, NY	New York Magazine	01/01/2024	01/08/2024	2	\$0.10		
United States, NA	AccuWeather.com	01/08/2024	01/08/2024	1	\$0.59		
United States, NA	Other Sites	01/08/2024	01/08/2024	1	\$0.00		
United States, NA	Slickdeals	01/01/2024	01/01/2024	1	\$0.05		

Market Details for BANDPM-0893					
Market	Media Outlet	First Run Date	Last Run Date	Occurrences - Date Range (01/01/2024 - 01/31/2024)	Spend (000s) - Date Range (01/01/2024 - 01/31/2024)
New York City, NY	New York Magazine	1/1/2024	1/8/2024	2	0.1
United States, NA	AccuWeather.com	1/8/2024	1/8/2024	1	0.59
United States, NA	Other Sites	1/8/2024	1/8/2024	1	0
United States, NA	Slickdeals	1/1/2024	1/1/2024	1	0.05

Exported on January 31st 2024 at 11:15:11 am  
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# MEDIA OUTLET ANALYSIS

Sorting the grid by **Occurrences**, Band-Aid ran this ad the most on National Cable in New York Magazine.

**Creative Details for BANDPM-0893** View Ad Markets More Details

Selected Date Range (01/01/2024 - 01/31/2024) Lifetime (01/01/2020 - 01/31/2024)

MARKET	MEDIA OUTLET	FIRST RUN DATE	LAST RUN DATE	OCCURRENCES - DATE RANGE (01/01/2024 - 01/31/2024)	SPEND (000S) - DATE RANGE (01/01/2024 - 01/31/2024)
New York City, NY	New York Magazine	01/01/2024	01/08/2024	2	\$0.10
United States, NA	AccuWeather.com	01/08/2024	01/08/2024	1	\$0.59
United States, NA	Other Sites	01/08/2024	01/08/2024	1	\$0.00
United States, NA	Slickdeals	01/01/2024	01/01/2024	1	\$0.05

Sorting by **Spend**, they spent the most running this ad on AccuWeather.com

**Creative Details for BANDPM-0893** View Ad Markets More Details

Selected Date Range (01/01/2024 - 01/31/2024) Lifetime (01/01/2020 - 01/31/2024)

MARKET	MEDIA OUTLET	FIRST RUN DATE	LAST RUN DATE	OCCURRENCES - DATE RANGE (01/01/2024 - 01/31/2024)	SPEND (000S) - DATE RANGE (01/01/2024 - 01/31/2024)
United States, NA	AccuWeather.com	01/08/2024	01/08/2024	1	\$0.59
New York City, NY	New York Magazine	01/01/2024	01/08/2024	2	\$0.10
United States, NA	Slickdeals	01/01/2024	01/01/2024	1	\$0.05
United States, NA	Other Sites	01/08/2024	01/08/2024	1	\$0.00

Utilizing the downloaded excel file, you can easily sort, filter and pivot the data for further analysis.

**Market Details for BANDPM-0893**

Market	Media Outlet	First Run Date	Last Run Date	Occurrences - Date Range (01/01/2024 - 01/31/2024)	Spend (000s) - Date Range (01/01/2024 - 01/31/2024)
New York City, NY	New York Magazine	1/1/2024	1/8/2024	2	0.1
United States, NA	AccuWeather.com	1/8/2024	1/8/2024	1	0.59
United States, NA	Other Sites	1/8/2024	1/8/2024	1	0
United States, NA	Slickdeals	1/1/2024	1/1/2024	1	0.05

Exported on January 31st 2024 at 11:15:11 am  
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**WHAT MEDIA PROGRAMS ARE MY COMPETITORS  
UTILIZING TO LAUNCH THEIR NEW AD CAMPAIGN?**

# VIEW MEDIA PLACEMENT IN THE OFFLINE EXCEL REPORT

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**.

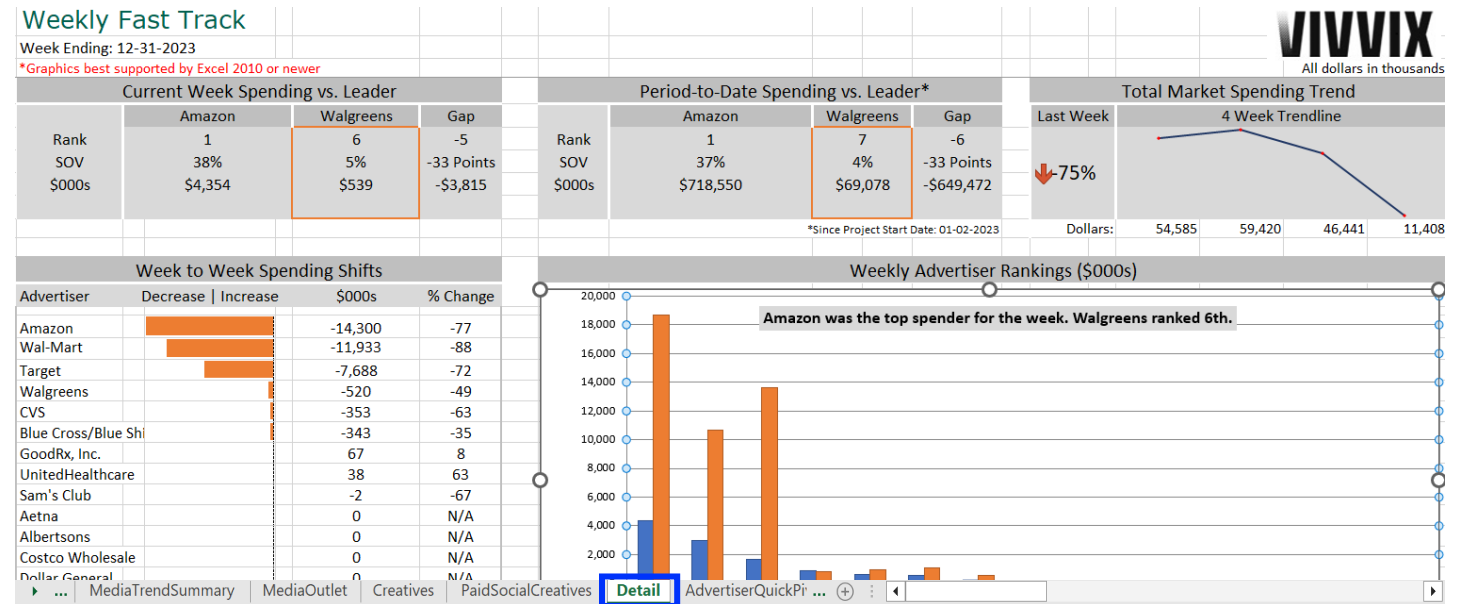
The screenshot shows the VIVVIX user interface. On the left is a dark sidebar with the VIVVIX logo at the top. Below the logo are sections for CREATIVE, DASHBOARDS, and REPORTS. The 'My Exports' option is highlighted in blue. The main content area is titled 'My Exports' and has tabs for 'Dashboards & Reports', 'Library', and 'Offline' (which is selected and highlighted in blue). Below the tabs is a table with columns: EXPORT, NAME, TYPE, FORMAT, SIZE, DELIVERED, and ACTIONS. The table contains three rows of reports. The 'Download' button in the ACTIONS column for the 'JC Penney GRP Report' row is highlighted in blue.

EXPORT	NAME	TYPE	FORMAT	SIZE	DELIVERED	ACTIONS
JC Penney		Report	XLSM	15.62 MB	1/15 to 1/21/2024	...
JC Penney GRP Report		Report	XLSM	16.03 MB	1/15 to 1/21/2024	Download
Sherwin Williams CBG		Report	XLSM	17.74 MB	November 2023	...

# VIEW MEDIA PLACEMENT IN THE OFFLINE EXCEL REPORT

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 Select the **Detail Tab**



# FILTER LIST BY PRODUCT/CAMPAIGN

4 Sort and filter the columns to view the creative in question. **Filter your list by Product/Campaign.**

5 Scroll over to the **Program/PageCount/Format Column** to view all the programs this competitor is using to launch their campaign.

Vivvix WeeklyFastTrack Report  
12/25/23 - 12/31/23

(Run Pivot Tables from this list for further analyses)

Note: This table shows occurrences for the currentreportweek . If you need cumulative occurrences, please contact [\(Trouble? Click Here\)](#)

[Show Category](#)  
[Show Subcategory](#)  
[Show BusCon](#)

Occurrence List					
Advertiser	Ad Code	Media(1)	Headline	Product/Campaign	Program/PageCount/Format
Amazon	AMAZRT-133889	Television	RUFUS HATES BEING STUCK INSIDE LUCKILY AMY SAVED	Multiple Products	Paid Programming
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Football: NFL
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Movie
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Buffy The Vampire Slayer
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Paid Programming
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Movie
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	The Real Housewives Of Atlanta
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Baggage
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Movie
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Movie
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Football: NFL
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Movie
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Movie
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Movie
Amazon	AMAZRT-138591	Television	(TEXT) JOY IS SHARED	Image	Paid Programming

MediaTrendSummary | MediaOutlet | Creatives | PaidSocialCreatives | **Detail** | AdvertiserQuickPi ...

# SORT BY SPEND

- Sort the **AdSpend** column to view the program and media outlet that the most expensive occurrence ran on.

Vivvix WeeklyFastTrack Report  
12/25/23 - 12/31/23

(Run Pivot Tables from this list for further analyses)

Note: This table shows occurrences for the current report period. Values are in thousands.

Occurrence List												
Advertiser	Ad Code	Media(1)	AdSpend	1stRunDate	Quarter	MonthNum	Media Week	Media(2)	Year	Program/PageCount/Format		
Walmart	WALMRT-93922	Online Display	690.191	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Amazon	AMAZRT-150532	Online Display	624.193	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Amazon	AMAZRT-149992	Online Display	566.868	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Target	TARGRT-127204	Television	397.831	11/29/2023	Q4	12	52	Network	2023	Football: NFL		
Amazon	AMAZRT-151059	Online Display	282.406	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Amazon	AMAZRT-151006	Online Display	263.179	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Amazon	AMAZRT-154352	Online Display	207.875	12/18/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Amazon	AMAZRT-150138	Online Display	127.582	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Walmart	WALMRT-93565	Online Display	117.239	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Amazon	AMAZRT-155220	Online Display	112.027	12/25/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
GoodRx, Inc.	GORXOL-1628	Television	95.85	06/06/2022	Q4	12	52	Network	2023	Football: NFL		
GoodRx, Inc.	GORXOL-1857	Television	94.912	10/25/2023	Q4	12	52	Network	2023	Football: College		
Walmart	WALMRT-93623	Online Display	93.57	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Amazon	AMAZRT-152296	Online Video	93.439	12/20/2023	Q4	12	52	Online Video	2023	Full Motion Video		
Amazon	AMAZRT-151001	Online Display	85.247	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		
Amazon	AMAZRT-150067	Online Display	82.844	12/11/2023	Q4	12	52	Online Display	2023	Medium Rectangle		

# MEDIA PLACEMENT ANALYSIS

In the Detail Tab you can view all raw spending data in a consolidated view. This tab includes Market, Media Outlet, Media and Program level information.

You can easily sort any column to answer many questions regarding what programs or publications your competitors are using.

Vivvix WeeklyFastTrack Report  
12/25/23 - 12/31/23

(Run Pivot Tables from this list for further analyses)

Note: This table shows occurrences for the currentreportweek . If you need cumulative occurrences, please contact your rep for a separate delivery.

Occurrence List									
Advertiser	Ad Code	Media(1)	Market	RunDate*	MediaOutlet	Media(2)	Year	Program/PageCount/Format	
Walmart	WALMRT-93922	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Amazon	AMAZRT-150532	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Amazon	AMAZRT-149992	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Target	TARGRT-127204	Television	National	12/25/2023	ABC	Network	2023	Football: NFL	
Amazon	AMAZRT-151059	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Amazon	AMAZRT-151006	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Amazon	AMAZRT-154352	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Amazon	AMAZRT-150138	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Walmart	WALMRT-93565	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Amazon	AMAZRT-155220	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
GoodRx, Inc.	GORXOL-1628	Television	National	12/30/2023	ABC	Network	2023	Football: NFL	
GoodRx, Inc.	GORXOL-1857	Television	National	12/27/2023	FOX	Network	2023	Football: College	
Walmart	WALMRT-93623	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Amazon	AMAZRT-152296	Online Video	National	12/25/2023	YouTube	Online Video	2023	Full Motion Video	
Amazon	AMAZRT-151001	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	
Amazon	AMAZRT-150067	Online Display	National	12/25/2023	Yahoo!	Online Display	2023	Medium Rectangle	

MediaTrendSummary | MediaOutlet | Creatives | PaidSocialCreatives | **Detail** | AdvertiserQuickPi ...



# 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](mailto:support@vivvix.com).

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