

ADSpot by intelligentVIEW



Consumer
Intelligence
Group

In-depth understanding of advertising strategy and tactic, whether an internal review or seeing what competitors are doing.

Unparalleled view of advertising occurrence across a host of different media.

In a very simple interactive dashboard summary, get a trove of information to support strategic and tactical media decisions.

What you get in the dashboard:

- Campaign over Campaign Analysis
- Share of Advertising Activity
- Trending Report
- Active Creative Report
- New Creative Report
- Media Verification Schedule
- Notifications



Media Monitor

- 💡 100 Television Stations
- 💡 100+ Radio Stations
- 💡 Flyers on Demand
- 💡 30 Daily Newspapers
- 💡 Websites on Demand
- 💡 Magazines on Demand
- 💡 E-Commerce on Demand

CiG's data partners track and monitor national media activity in near realtime.

intelligentVIEW AdSpot Built for Marketers

Within seconds, generate the competitive insights needed to make business decisions, guide creative development and respond to competitor activity.

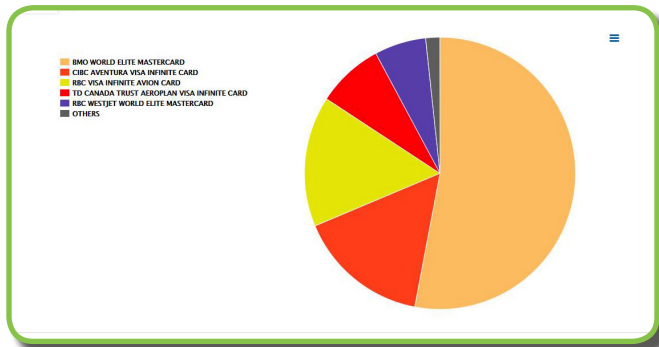


Media monitoring integrated with the dynamic insights of intelligentVIEW

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intelligentVIEW AdSpot

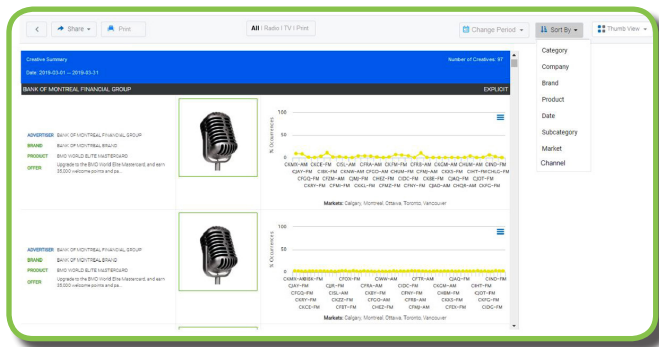
A 360° view of competitive activity delivered within a customizable dashboard of robust reports.



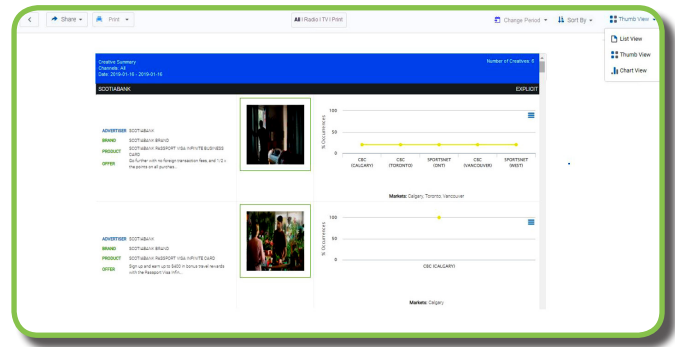
Share of Advertising - see how your promotional efforts measure up against the competition

Notifications - Recap of all the new creative notifications that were sent to you

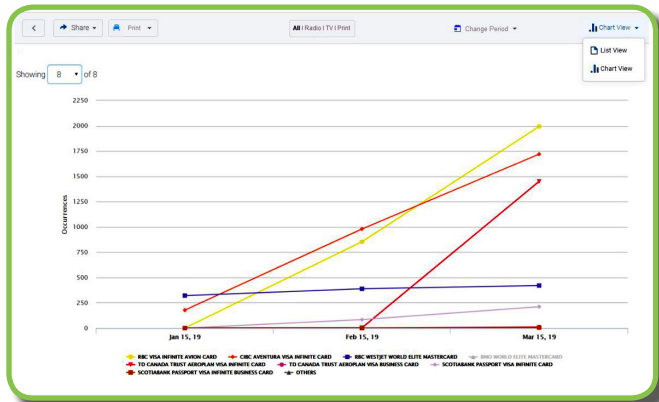
Notifications - Recap of all the new creative notifications that were sent to you



New Creative - See what new ads ran this month



New Creative Report - See what new ads ran this month



Trend Report - Analyze historic vs current competitive ads and promotional campaigns

Media Verification Schedule - Verify that your ads ran as planned & be notified of any broadcast errors

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How Can AdSPOT Help

Executive Briefing – within the business case that you are developing, highlight the competitive advertising environment, who is doing what, where and how often.

Agency Briefing – provide your agency access to provide more detailed rationale as to their media strategy by addressing and understanding which competitor is doing what, where. Complete review and comparison of your own advertising campaign as well.

Planning – see what you did where last year, measure success and re-tool the media plan based on results.

Competitive Analysis – dynamically see share by occurrence, media choices and markets to get the advantage in your media planning.