



Getting The Most Out Of Adsphere

[Click here](#) for video tutorials of our latest build.

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LOGGING INTO ADSPHERE

After you sign into AdSphere with your email and password the system will request that you also enter in an **AUTHY code** once every 30 days from any new computer/browser combination. The required AUTHY code will automatically be sent via SMS to your smartphone. In situations where you are unable to receive the SMS code, you can generate a code using the free AUTHY app which is available by searching for “Authy” in the app store.

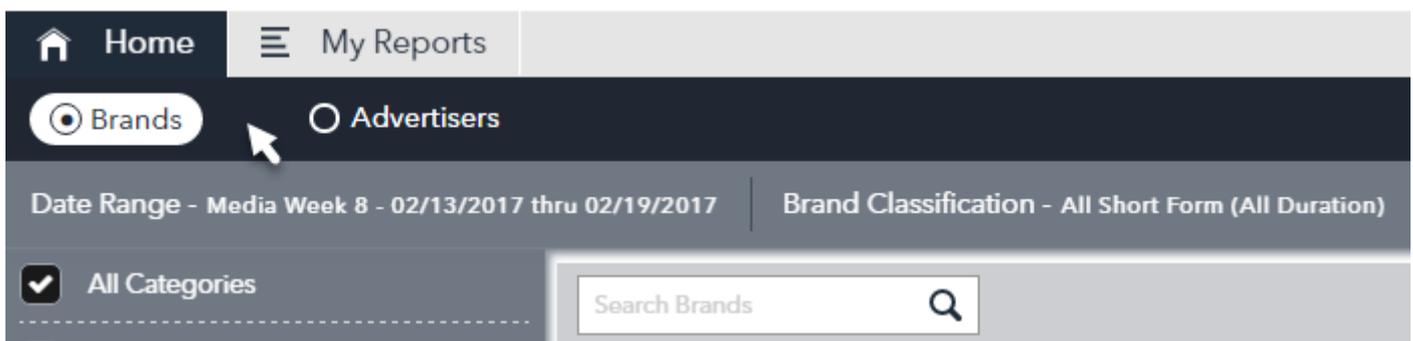
UNDERSTANDING RANKING DATA

RANK	Brands and Advertisers are ranked based on spend index value for the period selected.
BRANDS /CREATIVES	Please look for the small ‘+’ sign adjacent to both the brands and creatives columns depending on whether you are ranking by advertisers or brands. This will allow you to expose additional details regarding all associated brands and/or creatives. When you expand the creatives detail, you will find clickable play buttons allowing you to play any of the 20K+ creatives in the AdSphere database.
CATEGORY	Each brand is associated to one or more categories. You can use this information to help you find similar brands by choosing any combination of category or sub-categories across 165 combinations.
CREATIVE CLASSIFICATION	At the creative level, you will find one of three values in this column.
Product - DR	Creative is advertising a product with a price point using a trackable call to action which varies by network.
Lead Gen - DR	The classification assigned to all other creatives with a trackable call to action.
Lead Gen - BRAND DR	The classification assigned to all other creative using a vanity call to action ie: single toll free number, web address, etc., which does not vary by network.
RESPONSE TYPES	At the creative level, you will find up to 4 response type icons in this section to designate if the creative uses a toll free number, web address, SMS, or Mobile App Response in the call to action. You can mouse over these icons to see a tool tip / description.
AIRINGS	This is the count of how many airings were detected for the period in question across the national cable networks monitored by DRMetrix.
SPEND INDEX	In the latest build of AdSphere, the spend index is calculated dynamically based on the custom filters selected. As an example, if one filters for 300 second creatives, then AdSphere will only consider brands and advertiser with airings for 300 second creative. Some of the custom filters that can be applied include: Date Range, Brand Classification, Creative Length, Creative Type (English or Spanish), Response Type, Network filter, etc. The brand or advertiser with the top estimated schedule valuation (based on airings matching selected filters) will be assigned a spend index of 100. All others will be assigned a spend index value based on the estimated valuation of their schedule in comparison. For example, a spend index value of ‘20.5’ reflects a projected schedule valuation which is 20.5% of the top ranked schedule’s valuation. The spend index considers the average value of DR inventory by network, daypart, as well as for both national and local spot airings on the network. For more details please visit our Spend Index™ Q&A page by clicking here .
National % & Local %	DRTV advertisers buy two different types of inventory from the national cable networks. For a detailed explanation of these two different types of inventory please click here .
ASD	Average Spot Duration. The total run time across all creatives divided by the number of airings. Example: If an advertiser runs (1) :120 spot and (1) :60 spot and (1) :30 spot then the total run time would be 210 seconds divided by 3 airings for an ASD of 70s. This allows one to understand the average spot duration for short form brands. You can expand brands to see the creative level details from which the ASD is derived.
WEEKS	The number of media weeks that AdSphere has detected airings for any brand.

DEFAULT REPORT

Upon first logging into AdSphere, you will see a report based on default filter settings. The data shown will be for the last media week, and will include a ranking of brands across all 165 industry categories. The types of DRTV campaigns being shown will be based on “All Short Form” which is the default Brand Classification. This classification combines three other short form classifications - Short Form Products, Lead Generation, and Brand/DR campaigns. If you expand the creatives column, you’ll be able to view each creative along with its classification. See “CREATIVE CLASSIFICATION” on page 1 for more details.

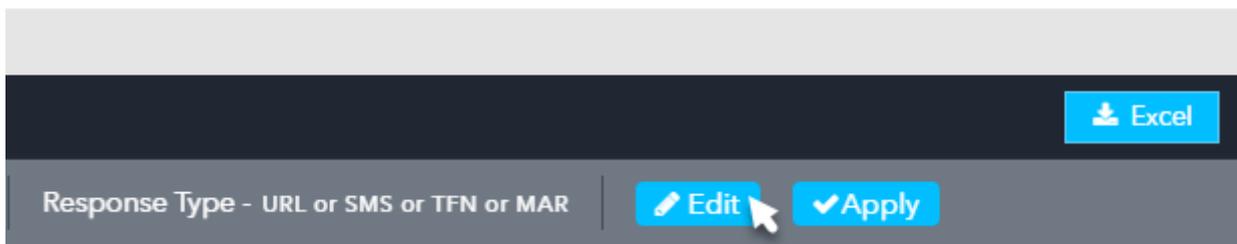
CHOOSE BETWEEN RANKING BRANDS OR ADVERTISERS



You can switch between ranking DRTV brands or advertisers by clicking on either choice located under the AdSphere logo on the top left of the site.

ADVANCED FILTERS

After you have clicked on either Advertisers or Brands, to choose the type of report you wish to run, you can access advanced filters to customize your report. To begin, click the EDIT button located at the top right of the home screen.



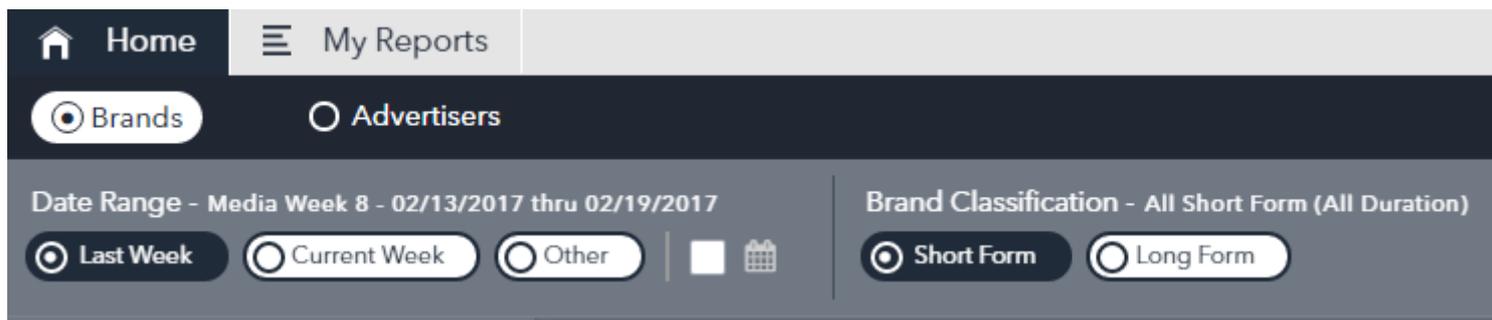
TIP: In situations where your browser screen is not maximized, the EDIT and APPLY icons may appear without the text descriptions as shown in the next page.



You will see several filters upon clicking on EDIT for report customization.

DATE RANGE

Starting on the far left, you'll find an area where you can choose a date range for your report.

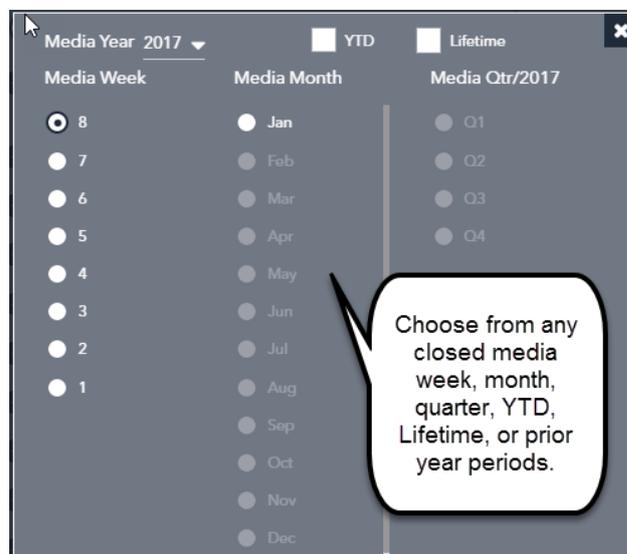


You have the following choices:

Last Week – Click here to select the most recently closed media week. The media week number and date range will be shown. In the sample shown above, “Media Week 8 – 02/13/2017 thru 02/19/2017”

Current Week – Click here to select the current media week. AdSphere will report results for the current week to date. Be aware that airings can be delayed up to 30 minutes. Also, depending on the day (weekends vs. weekdays) it can take 24-48 hours for new advertisers, brands, and creatives to be registered into the AdSphere database. Our research team attempts to register all new discovered creatives as quickly as possible during regular office hours Mon-Friday Pacific Coast Time.

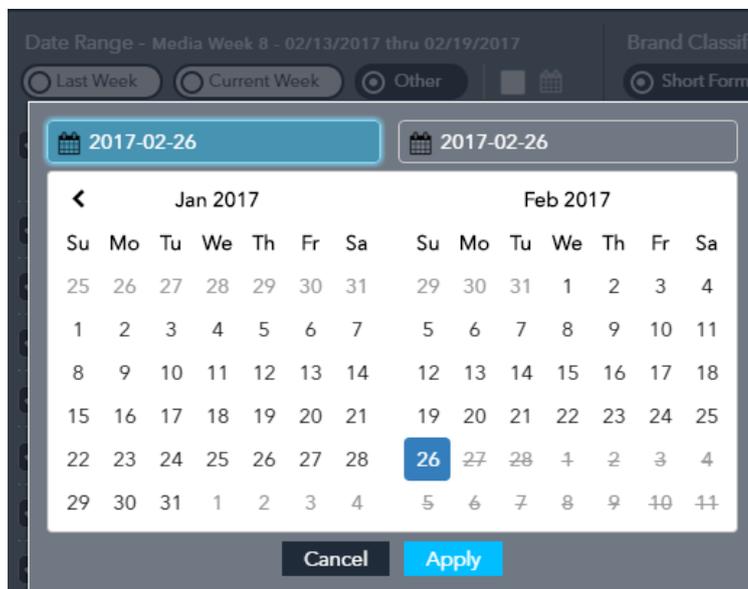
Other – Click to open up the following menu of choices:



Custom Date – You may also choose your own date range by clicking here:



This will open a calendar selector where you can select a custom FROM and TO date.

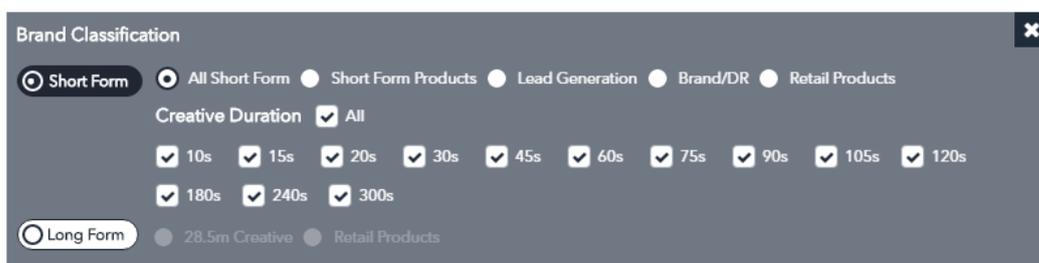


BRAND CLASSIFICATION / CREATIVE LENGTH

To the right of date range, you will find the brand classification selector



Choose either Short Form or Long Form (28.5 minute) which will open the following menu:



From this menu, you can toggle between either Short Form or Long Form and choose the brand classification of your choice. For Short Form, you may also further customize your report by choosing any combination of creative lengths.

AdSphere includes campaigns that are managed on both a brand and traditional DRTV basis. With traditional DRTV media management, consumer response and/or sales are tracked to the network level (using different toll free numbers, promotion codes, etc.) in order to better measure and optimize media placements based on various metrics such as quantity and quality of consumer response, return on media dollars spent, etc. AdSphere will help you identify which networks and dayparts DRTV brands are focusing on which often can be an indicator of where campaigns are generating the highest return on media investment.

— SHORT FORM PRODUCTS & LEAD GENERATION

The brand classifications “Short Form Products” and “Lead Generation” will allow you to filter the results to only show traditional DRTV brands and creatives that use different phone numbers and/or trackable promotion codes or serialized web addresses. If you are interested in finding which networks and dayparts are likely to produce the highest return on investment for similar DRTV campaigns, we recommend you study brands and creatives within these two classifications.

— BRAND/DR

By choosing the Brand/DR classification, you can filter results to show brands and creatives that use a vanity number, and/or branded website, etc. Brand/DR campaigns are not able to measure consumer response back to individual networks and therefore do not optimize media placements in the same way as traditional DRTV campaigns. Often, these campaigns are relying on third party metrics of audience viewership, from companies such as Nielsen, to determine metrics such as cost per thousand viewers reached.

— RETAIL

Retail is technically not a brand classification but rather a special filter that AdSphere researchers set for certain brands where there is some evidence of 'planned' or 'existing' presence in brick and mortar retail. These brands may exist across different brand classifications but will all appear together when you choose to rank by either 'Short Form' or 'Long Form' Retail Products. Brands flagged as 'retail' are eligible to appear in the AdSphere™ Weekly Top 40 Spend Index™ rankings which are distributed every Monday to retailers and marketers across the United States.

— CREATIVE CLASSIFICATION

When choosing “All Short Form”, results may include brands with creatives that fall into Brand/DR or traditional DR classifications. By referencing the creative classification, you can determine for each creative listed whether it is Traditional DR or Brand/DR.

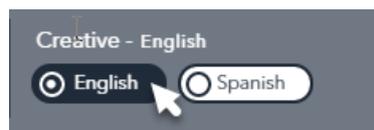
Rank	Brand Name	Creatives	Category	Advertiser	Price	Airings	Spend Index	National %	Local %	ASD	Networks
1080	Lock Wallet	2	Miscellaneous	Ontel Products	\$10.00	408	0.16	100	0	120 sec	17
2547	A/C Security Lock	1	Miscellaneous	Nation Wide Products LLC	\$14.99	8	0.00	100	0	120 sec	3
2659	Glock.com	1	Miscellaneous	Glock INC	Lead Gen	33	0.00	100	0	30 sec	1
82	H&R Block	11	Financial	HRB Digital	Lead Gen	9,890	8.29	99	1	19 sec	46
975	Garlock/Coltec Asbestos ...	1	Legal Services	Garlock/Coltec Asbestos Rel...	Lead Gen	326	0.22	99	1	30 sec	10
23	LifeLock	17	Online Services & Shopping	LifeLock	Lead Gen	49,400	21.36	95	5	46 sec	71

Creatives	Classification	Duration	Airings	Response Type	National %	Local %	First Aired	Last Aired
I'm Not A Security Guard	Lead Gen - BRAND DR	30 sec	16,799		96.57	3.43	11/25/15 11:49 AM	10/06/16 3:43 PM
I'm Not A Security Guard	Lead Gen - BRAND DR	60 sec	6,258		93.27	6.73	01/05/16 4:31 PM	09/25/16 9:28 PM
Yup, It's Termites	Lead Gen - BRAND DR	30 sec	4,705		96.43	3.57	05/23/16 10:55 AM	10/06/16 5:04 PM
What Puts You at Risk for Identity The...	Lead Gen - BRAND DR	30 sec	4,099		96.90	3.10	10/02/15 12:11 PM	05/23/16 3:15 AM
I'm Not A Dentist	Lead Gen - DR	30 sec	3,707		96.12	3.88	06/17/16 12:35 AM	10/06/16 4:57 PM
Tax Season Is Hunting Season	Lead Gen - BRAND DR	30 sec	2,909		94.16	5.84	03/11/16 9:26 AM	05/01/16 4:49 PM
Elaine, Anthony, Stacy	Lead Gen - DR	30 sec	2,124		92.75	7.25	02/20/16 8:13 AM	08/25/16 7:49 PM
What Puts You at Risk for Identity Theft	Lead Gen - DR	60 sec	1,939		95.77	4.23	06/16/15 1:09 PM	02/28/16 2:48 PM
Yup, It's Termites	Lead Gen - BRAND DR	60 sec	1,754		94.98	5.02	05/25/16 2:28 AM	09/26/16 4:31 AM
I'm Not A Dentist	Lead Gen - BRAND DR	60 sec	1,467		93.59	6.41	06/11/16 10:29 AM	09/26/16 3:40 AM

TIP: You can click the play button to see a representative sample of each creative. In most cases, creatives flagged as BRAND/DR will show a vanity call to action. There are over 20,000 spots & infomercials to play in AdSphere!

CREATIVE TYPE

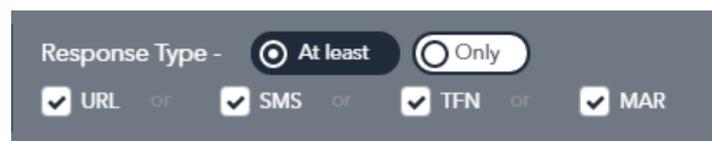
Located between the Brand Classification filter and the search box you'll find a drop down selector which will provide you with a choice of English or Spanish



When AdSphere researchers are adding new creatives to the database, they will flag them as either English or Spanish based on the “spoken language” in the creative. You can use this feature to see rankings for Advertisers and Brands based on Spanish creative expenditures. DRMetrix plans on adding more Spanish networks to AdSphere in the future so this feature will provide more value over time.

RESPONSE TYPE

You can filter results to only include creatives with any combination of URL, SMS (Short Message Service also known as Text Messaging), TFN (Toll Free Number) or MAR (Mobile App Response).



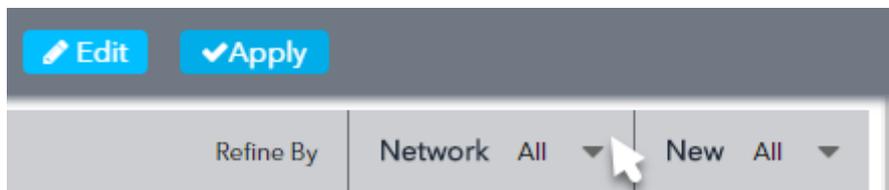
You can select one or more of these choices and specify ‘At least’ or ‘Only’ condition. For example, if you select URL and ‘At least’ then AdSphere will return all results that include any combination of response types provided the creative ‘at least’ has a URL. If you select URL and ‘Only’ then AdSphere will include creatives that have a URL only and no other response types present.

Now you are ready to click “APPLY” and create your report! If you would like to change all the filters back to their default values, you may also click the reset icon.

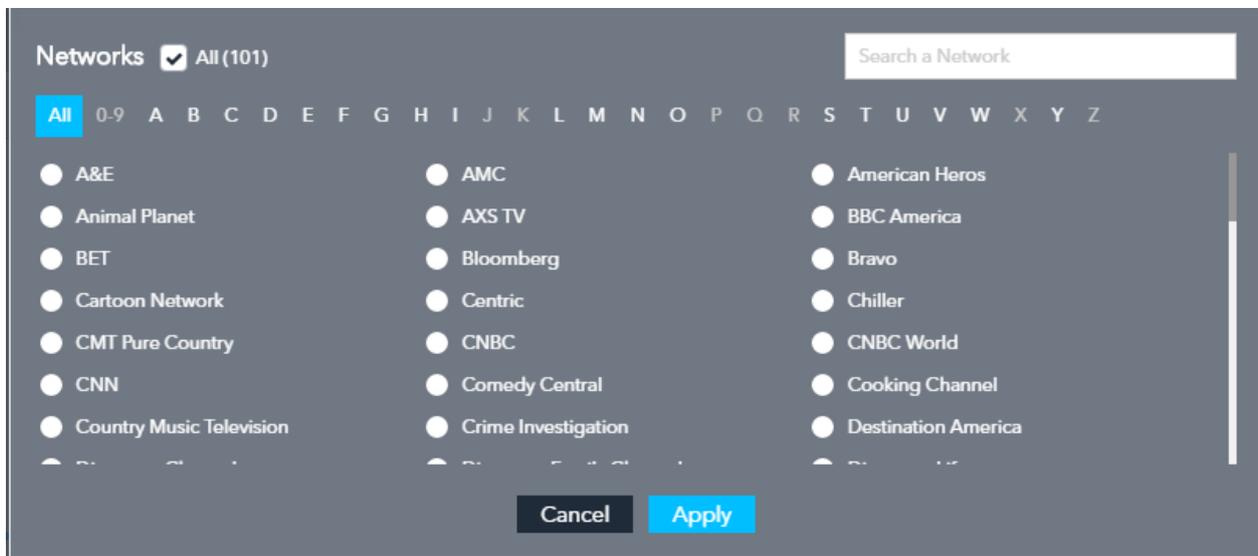


NETWORK SELECTOR

Upon running your report, you will be presented with sub-filters that allow you to further refine your results. One of these is the network selector.



Clicking on the network selector will open the following dynamic menu:

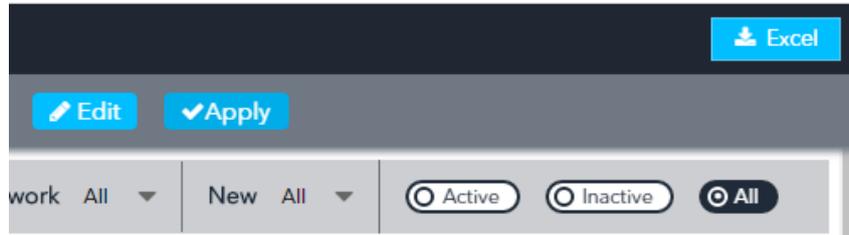


Based on the filters you’ve set previously, Adsphere will build a dynamic list of networks. As an example, if you’ve filtered for only 300 second creatives then only those networks that ran 300 second spots during the chosen period will be included in the list of networks displayed.

You can search for specific networks using the search box, alphabetically, or by scrolling through the list and making your selection. You can choose any singular network or all networks. After you have made your choice, click apply to generate the filtered report.

ACTIVE / INACTIVE / ALL

When you choose any time period that goes back further than 30 days, you'll notice that three new buttons (Active/Inactive/All) will appear underneath the Apply Filter buttons as shown below:



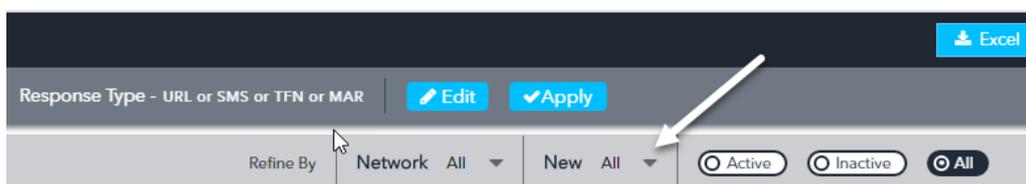
Brand Name	Excel	Creatives
● Nutrisystem		37
Creatives	Excel	Classification
● Marie Osmond - Introducing...		Lead Gen - DR
● Dan Marino - Go For The Big...		Lead Gen - DR
● Marie Osmond - Here's Som...		Lead Gen - DR
● Marie Osmond - Introducing...		Lead Gen - DR

Additionally, you will notice either a green or red dot appears adjacent to all advertisers, brands, and creatives. To demonstrate, we ran a report for short form advertisers and have focused in on the advertiser Nutrisystem. The green dot signifies that airings for this advertiser have been detected in the last 30 days. Some advertisers will have multiple brands. Some brands may show active in green and others, without airings in the last 30 days, will show inactive in red. As you drill down to the creative level, you can now see at a quick

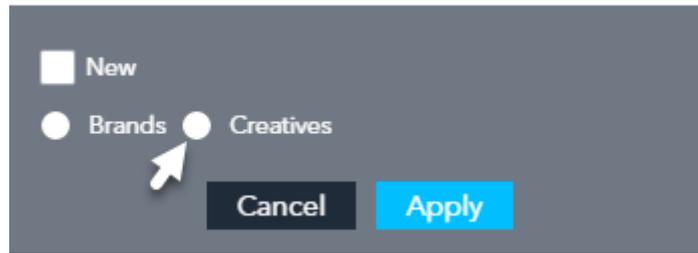
glance, which creatives are currently active or inactive. You can also click the ACTIVE / INACTIVE or ALL buttons to apply a filter to the results. Let's say we want to look back at advertisers or brands that were on the air last quarter but are currently inactive. By clicking the INACTIVE button, we can now see various inactive campaigns that were perhaps seasonal campaigns or perhaps tests for new brands that didn't rollout. Conversely, we could filter to see advertisers or brands that were on the air last quarter and that are currently active. If you wish to go back to the default view just click "ALL" and you'll be able to see both active and inactive results.

NEW ADVERTISERS, BRANDS, CREATIVES

This sub-filter will help you isolate new advertisers, brands, and creatives that were first detected on the air provided they meet all of the conditions of your chosen filters. As an example, if I only wanted to display new 300 second 'short form product' creatives that we discovered on the air last week, I would choose "last week" as my date range, short form products as my brand classification, the creative length of 300 seconds, and then after running my report I would click on the 'new filter' as shown below and choose to see 'new creatives'



When running a 'brands' report, if you open the 'new' filter, the following choices will be shown:



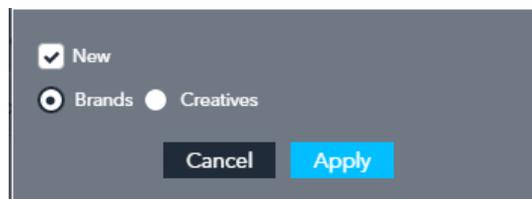
You can click on either 'brands' or 'creatives' to filter for new content. Creatives will show you any brand (new or existing) that launched a new creative during the chosen date range. You can then expand the creative column for any brand to see all new creatives.

In the sample report below, we have expanded the creatives column for Jenny Craig after running a brand ranking report for media week 8 - 02/13/17 thru 02/19/2017 and then applying the "new creatives" filter. As shown, AdSphere detected 3 new creatives for week 8 for this brand.

Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index	National %	Local %	ASD
1	Rexulti	+ 1	Drug & Toiletry	Otsuka America Pharmaceu...	290	100	100	0	90 sec
2	Jenny Craig	- 3	Health & Fitness	Jenny Craig	309	83.47	95	5	29 sec

Creatives	Classification	Duration	Airings	Response Type	National %	Local %	First Aired	Last Aired
Ginette v2	Lead Gen - BRAND DR	15 sec	171		97.08	2.92	02/13/17 09:53 AM	02/26/17 12:42 PM
Angela, Ginette v2	Lead Gen - DR	60 sec	76		98.68	1.32	02/13/17 09:39 AM	02/26/17 10:20 AM
I Dropped 40 Lbs - Tim, US Vete...	Lead Gen - BRAND DR	30 sec	62		87.10	12.90	02/13/17 09:36 AM	02/26/17 12:39 PM

Alternatively, we could apply a 'new brands' filter.



Jenny Craig would not appear in the results anymore because it is not a new brand. Instead we would discover all of the brands that were new on the air for week #8 a sample of which is shown below:

Search Brands		Refine By		Network	All	New Brands			
Rank	Brand Name	Creatives	Category	Advertiser	Airings	Spend Index	National %	Local %	ASD
1	Transitions Adaptive Lenses	+ 2	Health & Fitness	Transitions Optical	157	100	99	1	26 sec
2	Greatcall Lively Mobile	+ 1	Communications	Greatcall	111	54.96	95	5	30 sec
3	8 Ball Pool	+ 1	Electronics & Software	Miniclip SA	120	38.34	98	2	30 sec
4	Run Rich Run	+ 1	Public Service	NFL Enterprises	127	29.18	85	15	30 sec
5	Hollar	+ 1	Miscellaneous	Hollar INC	83	19.99	95	5	30 sec
6	One Park Financial	+ 1	Financial	One Park Financial LLC	10	16.86	40	60	60 sec
7	Clorox ScrubTastic	+ 1	Home & Garden	E. Mishan & Sons	10	15.37	100	0	120 sec
8	Flip A Zoo Slippers	+ 1	Miscellaneous	Jay at Play Int'l	61	12.03	51	49	60 sec
9	Original Roto Sweep	+ 1	Housewares & Appliances	SAS Group	10	10.1	100	0	120 sec

TIP: When running an Advertisers ranking report, you will additionally be able to choose to filter for new 'advertisers'. If you choose new brands or creatives, AdSphere will show you a list of Advertisers that aired a new brand or creative for the chosen period.

New

Advertisers Brands Creatives

Cancel
Apply

SEARCH FUNCTION

Q

Apply Filter
Clear Filter

The Search function is limited to searching within the results shown. For example, if you have selected "Last Media Week", and the brand or advertiser you are searching for was not on the air last week, no results will be shown. Try choosing Media Month or a longer period of time, click apply, and then try your search again. Please be aware that other filters such as Brand Classification and Categories may narrow down results and limit your ability to find what you are looking for. If you're having trouble finding a particular brand or advertiser, try selecting the appropriate brand classification "ALL SHORT FORM" or "28.5m Creative". Also, select a longer timeframe, make sure all categories are selected, and then try your search again.

TIP: If you're having difficulty finding a multi-word brand or company name, such as "National Express" try separate one word searches for "national" and "express".

NETWORK TREND VIEW AIRING ANALYSIS

AdSphere makes it possible to study the DRTV media execution at the brand level (which aggregates airings across all associated creatives) or you can drill down to study at the creative level. Depending on whether you are in the Advertiser or Brand ranking section, you can expand the brand column for any advertiser to find click-able airings totals, and for any brand you can drill down further by expanding the creative column to find click-able totals for creative.

Rank	Advertiser	Brands	Airings	Spend Index	National %	Local %	ASD
1	Idea Village Products	+ 45	57,735	100	64	36	85 sec
2	The Proactiv Company	+ 1	49,013	95.04	63	37	79 sec
3	Allstar Products	+ 53	19,456	45.33	79	21	94 sec
4	Telebrands	+ 103	19,924	44.17	87	13	113 sec
5	E. Mishan & Sons	+ 35	16,891	35.7	88	12	106 sec
6	Ontel Products	+ 34	12,201	28.68	96	4	127 sec
7	Swift Response	- 3	17,523	24.98	51	49	74 sec

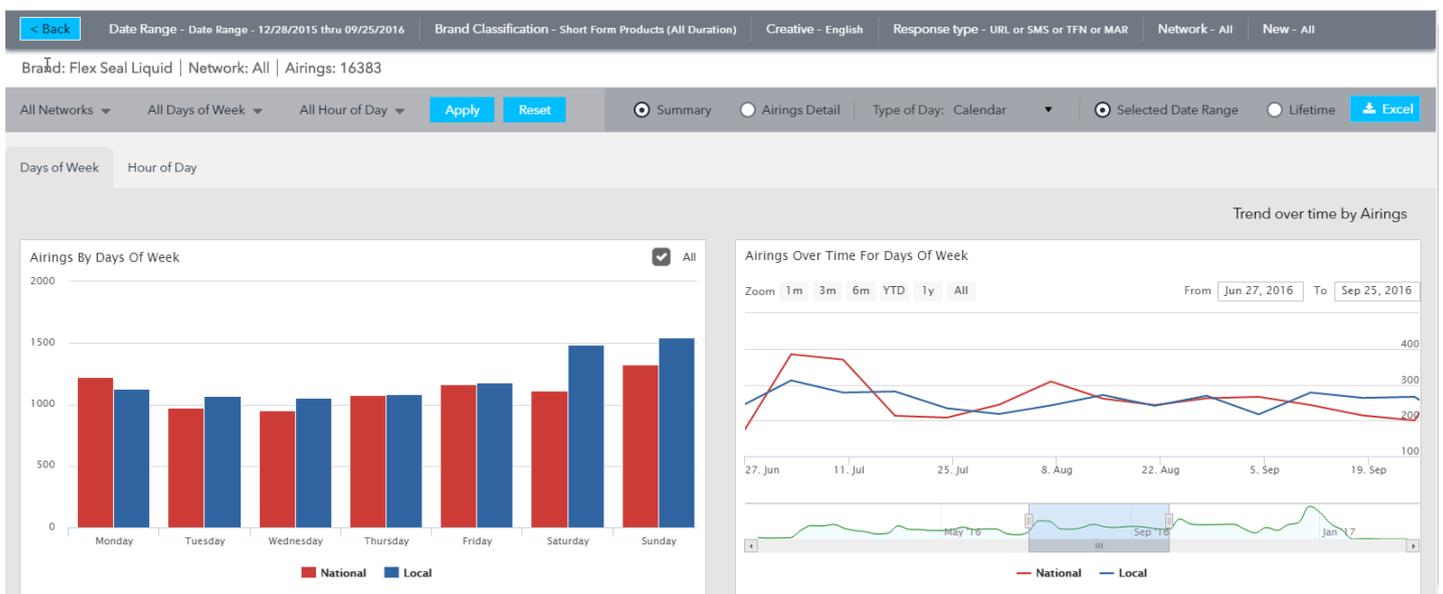
From Advertiser level expand Brands

Brand Name	Creatives	Category	Airings	Spend Index	National %	Local %	ASD
Flex Seal Liquid	+ 2	Miscellaneous	16,383	24.15	48	52	91 sec
Flex Seal and Flex Shot	+ 1	Miscellaneous	521	0.56	99	1	60 sec
Flex Seal Colors	+ 1	Miscellaneous	619	0.27	100	0	60 sec

Expand creative column for creative airing counts

Clickable airing counts for each brand

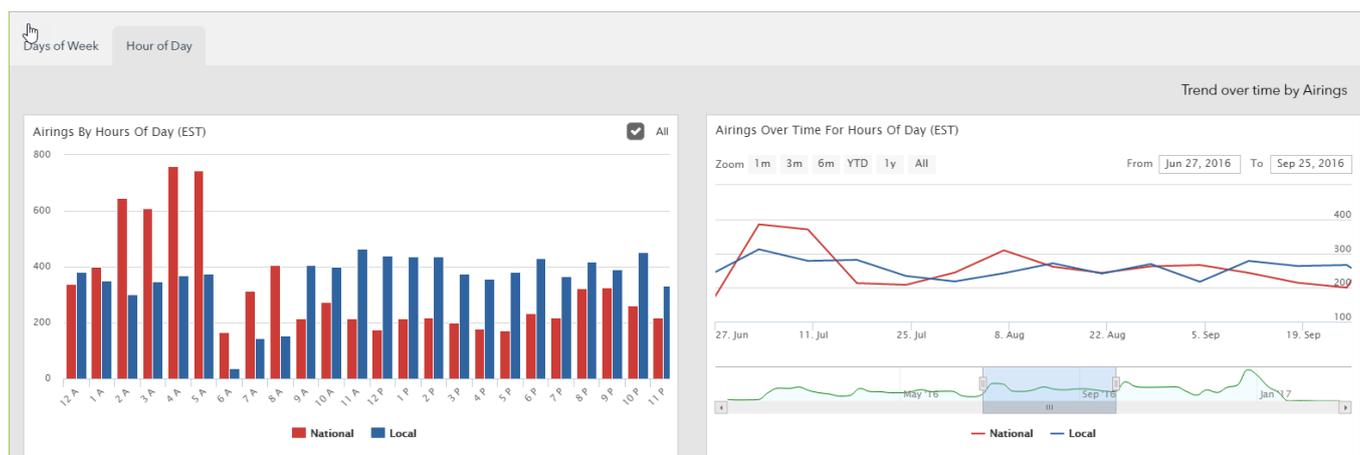
Clicking on any blue hyperlinked airing count will take you to the all Network Trend View:



The Network Trend View above, shows the brand "Flex Seal Liquid". On the previous page, you can see that this brand had two creatives on the air which together totaled 16,383 airings. The trend shows that this brand purchased a lot of national and local breaks on the networks with the most airings on Sat/Sun.

You can study airing trends across any combination of network, day of week, or hour of day, by customizing the "Network", "Day of Week", and "Hour of Day" drop down menus. After clicking through and making your selections, please be sure and click the "apply" button. If you wish to reset your custom selections back to their default, you may click the "reset" button.

You may also click on the tabs as shown below, to switch between Day of Week and Hour of Day trends. The Day of Week trend allows you to quickly see details such as when the brand ran the most national spots, which in this case was between 2A-5A EST.



Mousing over the bars in either day of week or hour of day graphs will provide counts for both national and local airings. Also, as an alternative to the drop down menus, you can click on any set of bars to select a specific "day of week" or "hour of day". When you do, the trend graph on the right will automatically update. You can mouse over the weekly trend graph to see total national and local airings by media week for the networks, days of week, and hours of day selected. In the bottom section of the trend graph, you can click and drag the highlight window to bring different historical time frames into the main view.

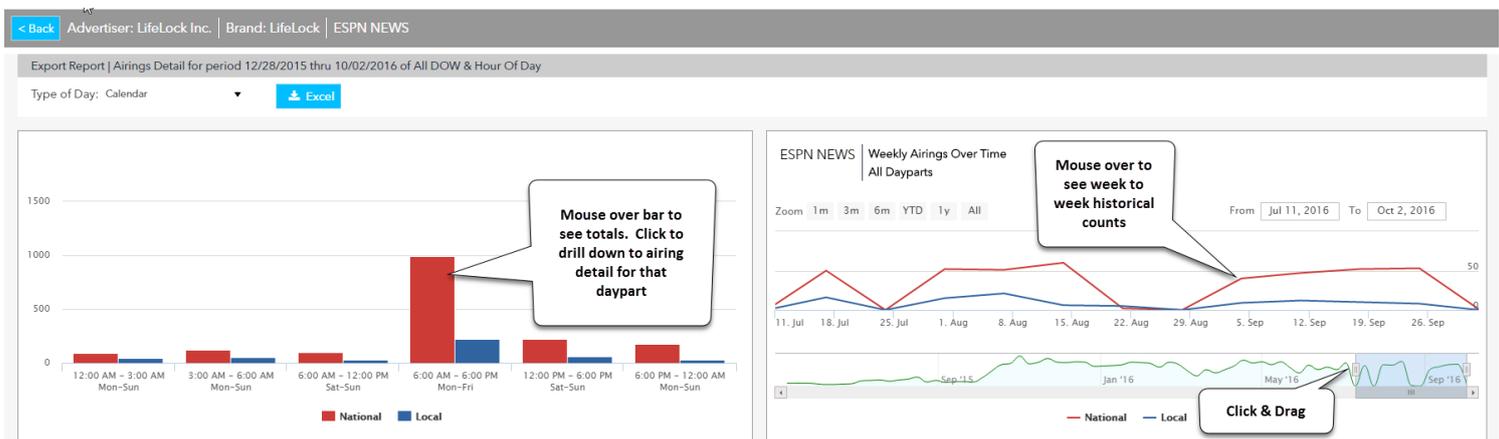
DRILLING DOWN INTO AIRING DETAILS

Scroll to the bottom of the network trend page, to find a listing of each network with associated airing counts for the period selected. If you have chosen to analyze airings at the brand level, you will be able to expand networks, where applicable, to see airing counts by specific creative. Here you may select any airing count to drill down to specific network level views.

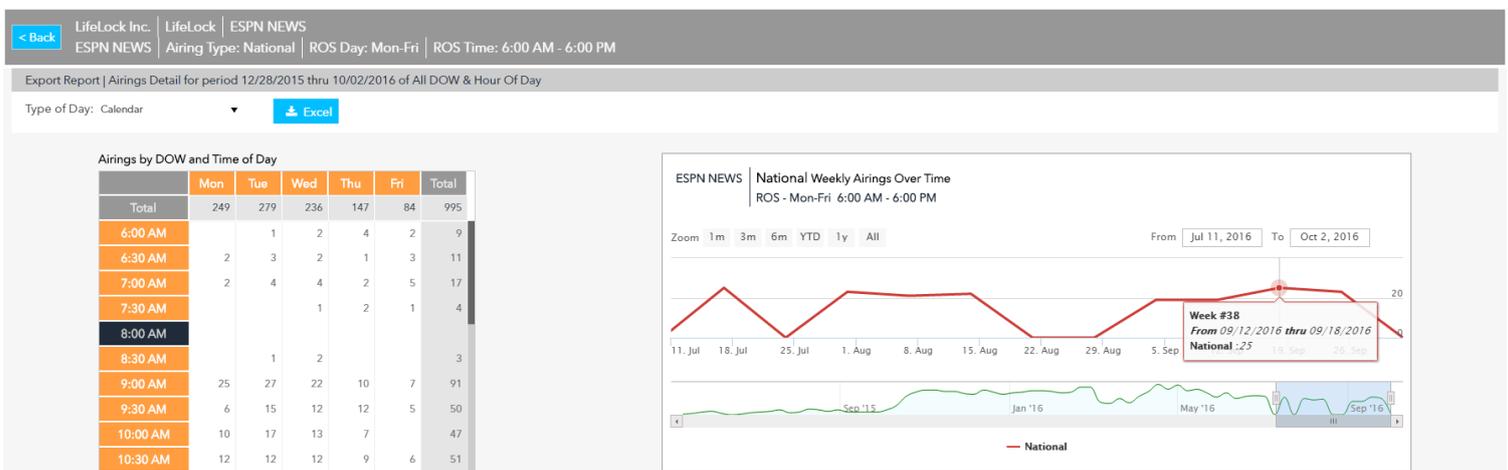
ROS DAYPART VIEW & WEEKLY AIRING HISTORICAL TREND GRAPH

As shown below, all of the airings for the period chosen will be segmented by national and local airings for each of the network's DR ROS Dayparts. You can mouse over any of the bars to see the total airings for the chosen period. You can also mouse over the trend graph to see week to week totals for both national and local airings on the network. The expandable and clickable timeline allows you to bring more data into the trend graph section. For example, you could drag the left edge of the time selector windows back in time to first quarter 2016 to bring all of these data points into view. Then, you can mouse over and see all of the week to week historical airings for the network.

The Excel button found on the network pages will provide you with an airings detail output for all airings on the network for the period selected. You can choose to export in either broadcast day (Monday 6A - Monday 6A) or Calendar (Sunday 12A - Sunday 12A). Excel outputs can be found in the My Reports section of the dashboard.



From the left section of the network detail screen, you can click on any of the bars to drill into airing detail for a single ROS daypart and media type.



From the network ROS daypart screen, you can see all of the individual airing details. The Airings by Time section on the left will allow you to see if the media execution is a standard ROS rotation or if the buy has been restricted to certain days of the week and/or hours of the day.

The trend graph in this section is specific to the media type and daypart selected. This will allow you to understand historically what the airings have been week to week for this particular daypart.

ISOLATING PER INQUIRY SCHEDULES

Sometimes, traditional DR creatives are run on a cost-per-action or “Per Inquiry” basis by cable networks. These are not regular DR cash buys which presents a challenge to media researchers. Per Inquiry schedules can make a particular brand or creative running on a network look attractive but it would be a mistake to think that one could generate an acceptable ROI buying the same media. Therefore, it’s critically important that one considers the National and Local % data that AdSphere provides. In the case of Esquire below, we can see that 100% of the airings are inside local “cue tone” breaks on the network. When Cable Networks run Per Inquiry schedules, they typically restrict them to the less expensive local “cue tone” break inventory. While we can’t assume this is the case 100% of the time, when we see a high % of local airings we need to be aware that it could indicate a Per Inquiry schedule. To avoid such a pitfall, consider testing networks and dayparts that have a higher percentage of national airings.

Rank	Brand Name	Category	Advertiser	Price	Airings	Spend Index	National %	Local %	ASD	Networks
32	Proactiv+	Beauty, Hygiene & Personal ...	Guthy-Renker	(Continuity) \$...	4,278	19.51	60	40	78 sec	43
Networks	Creatives	Airings	National %	Local %	ASD					
+ Esquire	1	55	0.00	100.00	60 sec					
+ Animal Planet	3	49	44.90	55.10	60 sec					
+ E! Entertainment	3	39	100.00	0.00	120 sec					
+ FX	2	35	0.00	100.00	60 sec					
+ Lifetime Movie Network	4	33	51.52	48.48	91 sec					
+ Crime Investigation	1	30	100.00	0.00	120 sec					
+ Country Music Television	1	29	100.00	0.00	60 sec					
+ Military History	2	28	100.00	0.00	120 sec					
+ Nickelodeon	3	28	14.29	85.71	66 sec					
+ ID	3	25	12.00	88.00	70 sec					

High % of Local could indicate Per Inquiry Schedule

IMPORTANT TIP: Be aware that there are some networks that do not have local breaks. It can be challenging to isolate Per Inquiry buys on these smaller networks using the approach described above. Studying the dayparts and frequency of airing can be clues. That said, we ask our users to be aware of this problem and to exercise caution when analyzing DR airings on the following networks where Per Inquiry schedules and DR cash buys will both show 100% national airings:

CMT Pure Country	Discovery Life	Inspiration
BET Jams	MTVU	NBC Universo
Nick Junior	Teen Nick	youtoo America
MTV Life		

EXCEL OUTPUTS

RANKINGS

There are a few different types of EXCEL outputs currently available in AdSphere. In the upper right hand corner of the home page, you will find an Excel button that will produce an output of the Ranking Report based on your filter selections. After clicking this button, please look in the My Reports section of the dashboard to find your file.

Create Excel Output of Ranking Report



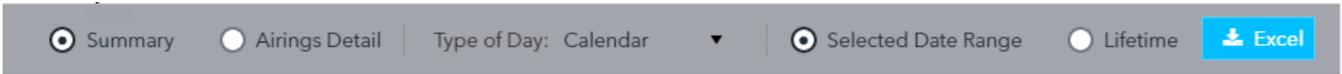
All outputs can be found in My Reports tab. You can now create Excel outputs including all creative level details along with clickable play buttons for any brand or across all of an advertiser's brands for any period. Look for the Excel buttons (see below) which can be found when expanding brands and creatives.

Rank	Advertiser	Brands	Airings	Spend Index	National %	Local %	ASD	Networks
1	Idea Village Products	+ 11	1,545	43.93	75	25	87 sec	54
2	Swift Response	+ 1	597	20.40	71	29	86 sec	40
3	Allstar Products	- 7	513	18.32	85	15	106 sec	49

Brand Name	Creatives	Category	Price	Airings	Spend Index	National %	Local %	ASD	Networks
Simply Fit Board	+ 2	Health & Fitness	\$39.99	229	9.42	76	24	105 sec	27
True Touch	+ 1	Miscellaneous	\$14.99	97	2.58	99	1	120 sec	18
Wonder Wallet	+ 3	Miscellaneous	\$19.99	45	1.73	53	47	80 sec	9
Orbitrim	+ 2	Home & Garden	\$19.95	54	1.72	96	4	90 sec	11
Snuggie Tails	- 2	Miscellaneous	\$19.95	23	0.72	100	0	102 sec	5

Creatives	Classification	Duration	Airings	Response Type	National %	Local %	First Aired	Last Aired
The Fun New Snuggie For Kids	Product - DR	120 sec	16	🔗 🔗	100.00	0.00	07/14/16 9:05 AM	10/06/16 1:41 AM
The Fun New Snuggie For Kids	Product - DR	60 sec	7	🔗 🔗	100.00	0.00	07/14/16 10:25 AM	10/02/16 7:37 PM

The most exciting outputs can be found on the Network Trend View Page where you can create Summary and Airings Detail outputs. Using the drop down selections on the page, you can choose a report for any combination of networks, days of week, and hours of day. Make your selections, click Apply, and then choose from the options shown below and click the Excel button. As always, your reports can be found in the My Reports section.



TIP: Choose Calendar or Broadcast day for output

SUMMARY

This choice will produce a summary EXCEL output for the period you have chosen. On the first tab, brand results are rolled up with the network/ROS dayparts sorted by most airings. In the creative tab, you will find the same broken out for each unique creative that was running on the air for the chosen period.

AIRING DETAIL

This choice will produce an airing level output based on your chosen filters. You can choose to export in either broadcast day (Monday 6A - Monday 6A) or Calendar (Sunday 12A - Sunday 12A).

The following data fields will be provided in the airings detail output:

Ad ID	Unique airing ID assigned by DRMetrix
Station Code	Unique code assigned to each cable network
Station Name	Text friendly name for each cable network
Creative	Unique creative name assigned by DRMetrix
Play	Hyperlink to streaming video of airing (within 10 days) or reference creative
Start Time	Time that ad started running in EST
End Time	Time that ad concluded running in EST
Start Date	Date (Calendar/Broadcast) when ad started
End Date	Date (Calendar/Broadcast) when ad stopped
Brand	Name of Brand associated with creative
Length	Length of creative
Break Type	N = National Ad Break L = Local Ad Break
Verified	If TFN, URL, or Promo have been verified by DRMetrix then True
TFN	If Verified=True - Toll Free Number will be populated, if applicable
URL	If Verified=True - URL will be populated, if applicable.
Promo	If Verified=True - Promotion Code will be populated, if applicable
Thumbnail	Hyperlink to view thumbnail image of call to action scene for airing
Program	Program Name on air during this time according to ROVI/TIVO
rosDay	The days of week that correspond to ROS daypart ie: M-F, SAT-SUN, etc.
rosTime	The time range that corresponds to ROS daypart in military time

EXCEL POPUPS

When clicking on any Excel icon to create an export in AdSphere, you will be greeted by a popup window. In some cases, you will have the option of requesting an email notification when your report is ready for download in the My Reports section. You can also click on "Don't show me this again" which will turn off these popups. We recommend you leave the popups active until you have created one of each different type of output. If you do accidentally turn them off, you can re enable them in the My Reports section.

ADDITIONAL HELP AND RESOURCES

In the lower right corner of AdSphere, you will find a CHAT button. Feel free to chat with us at any time to get help. If we're not available, please leave us a message and we'll respond right away. You may also email support@drmetrix.com. Please be sure to subscribe to our AdSphere blog located at adsphere.drmetrix.com/blog to stay up to date on new AdSphere announcements!

