Ad$spender Quick Guide

Use Ad$spender to track the competition
How much do they spend, where do they spend it, and when?
- Advertising expenditures for over 2 million brands
- Media placement information for 12 channel types (TV, magazine, etc.)

Access Ad$spender from the Databases list on the Goizueta Business Library’s website. Whether you are on or off-campus, you will need a username and password to log on. You will find a link to these from the Ad$spender database launch page (http://business.library.emory.edu/research-learning/databases/adspender.php) and remember to use the extra password the launch page points to.

Create a Report
To begin, click Create under Custom Reports on the left navigation bar. You will then click through steps to build and run your report. To get from step to step, click Next at the bottom right of each screen.

Step 1: Media
Choose the media you want to include in your report. The default report includes all media, so this step is only necessary if you want to limit your report to certain media.
- Base (optional): Use for doing calculations, for example, if for each media type you want to see % difference from Newspapers spending, Newspapers is your Base.
- Group (optional): Use to group media together, for example, if you want to see all TV together (network, cable, spot and syndicated).

Step 2: Time Period
Choose the time periods to include in your report. Single Time Period will give you a lump sum. Typically you will want to click Select Multiple Time Periods.
- Broadcast: Use to run a report by week
- Dynamic: Use to automatically run current time periods at regular intervals
Tip: Data are generally available in Ad$pending within 4-8 weeks of air date. To see exact dates for each type of media, click [Show Data Availability] at the bottom of the Time Period Selection screen.

**Step 3: Product Set**

Choose the products, brands or companies for which you want to measure advertising spending and media placement. You can search by Product or Category. Use **All Products** to pull up a Parent, Subsidiary, Advertiser, Brand or Product. Use **All Categories** to pull up an Industry, Major, Category or Subcategory.

**Product Examples**
- **Parent**: Procter & Gamble
- **Advertiser**: Bounty
- **Brand**: Bounty Rinse & Reuse

**Category Examples**
- **Industry**: Household Supplies
- **Major**: Household Paper Products
- **Category**: Paper Towels

Tip: If you know the advertiser but not the parent, highlight the advertiser, then click the Drill button at the bottom of the results set.
Step 4: Report Format
Choose how you want to display your report. Ad$pend has two types of reports: Media Mix reports show selected media types as the columns; Trend reports show time periods as the columns. Depending on what you choose for your column, you will have the option to select Product, Time Period and Media for your rows. You can also select the level for your product break out.

Also select the measures for your report (dollars or units) and any calculations you’d like to run, such as % Difference, Index and Ranking.

Tip: Be sure to specify all the information you want to include in your report on the Report Format screen. For example, in the above screenshot, even though 12 media types have been selected, the report will not include a break out by channel because Media is not specified as a column or a row. The report will include 4 brands and 9 products (even though only one Advertiser has been selected) because that is the Product break out specified.

Step 5: Report Options
Make any layout changes (typically you can accept the defaults).

Step 6: Report Summary
Enter a name for your report. Your report will be saved in the Ad$pend database. Note that “public” or “private” does not matter for Goizueta students because we share the account! This page also summarizes all the choices you’ve made, so you can edit your selections if needed before running your report.

If everything looks correct, click Run Report.

Step 7: View Report
Ad$pend takes a short period of time to run the report. Click Refresh until you see the check mark next to your report, then click Refresh again until you see the pdf and spreadsheet icons.

If your report is taking a long time to load, you can log out, then log in again later (be sure to use the same username) to view the report. Once you log in, locate your report in the My Reports box on the home page, or click Report Viewer on the left navigation bar.
Tips and FAQs

- Be sure to check if dollars reported are in 1000s or actual. For many reports, you can choose which is used. Media Mix reports are in 1000s.
- Emory has rolling online access to 5 years of data dating back from the most current.
- Data are usually available within 4 to 8 weeks of air date.
- For more information about product and category level definitions, refer to the Brand Central files on the Ad$pender home page.