




Database Guide

Ad\$pende

Introduction

AdSpender is a web-based database which delivers advertising expenditure information on over 100,000 brands and product categories, major industries, and companies across 18 media including cable and network TV, broadcast radio networks, major national newspapers and hundreds of business-to-business and consumer magazines.

Scope

- Includes data for the last five years
- Exact data on the number and contents of sources covered within each media is described in the **Methodology** section accessible by clicking the  icon on the top bar of the screen

Access

Available at Jackson Library Workstation 25. Log on to the computer using:

User name: **bridge**

Password: **jackbridge**

Domain: **SU-GSB**

- Double-click the **Ad\$pende** icon.
- Place the cursor in the **User Name** field. Type <Ctrl> A.

Note: Logoff when you are done.

Help

- Click on **Help** from the top menu bar on any page or call the Product Support Hotline at 1-800- 497-8450
- For search assistance, ask a librarian at the Information Desk or email to Jackson-infodesk@gsb.stanford.edu
- For technical problems, email to rcrc-action@gsb.stanford.edu

Features

- Functionality for creating customized data, comparative, and ranking reports in spreadsheet and/or text formats
- Option to create and save custom media groups and product sets
- Option to select as individual media network and spot television dayparts
- Option to use broadcast calendar


Creating an Ad\$pende report

On the **Home** page, click on the **Create** link under the **Custom Reports** in the left column. The report is created in six steps listed in left column. You can navigate between the steps by either clicking the buttons in the left index column or by clicking the **Next** and **Prev** links at the bottom or top right corner of each step page.

Note: If you make no selections or skip a step, the system will assign the default setting. For media and products that will be **All** selections, e.g. all media, or all categories; for time period the default setting is **current month**, etc.

Step 1: Media

Select media from the list in the **Available Media** left window and use the arrows to move the selected items to the **Selected Media** right window. You have several additional options:

- Click the **Display Dayparts** check box to display the dayparts for network and spot television as separately listed items available for selection
- Highlight one media in the **Selected Media** window and click the **Base**. This allows you to select one media as the "base" for calculation, e.g. consider the data in the selected media as 100%. Then on your report, the data for the other media will be presented as a percentage of your "base" media.
- Create media groups by doing the following:
 - In the **Selected Media** right window, highlight the items you want to group together and click the  icon.
 - In the new window, give the group a name, define access, and sort items in the group if needed. Click **Save** when finished.

For adding media groups to your report, you have two options:



– highlight the title of the group and click this icon, in which case on your final report you will see the total expenditure for all the media included in the selected group



– highlight the title of the group and click this icon, in which case on your final report you will see the expenditure by each individual media included in the selected group

To see the contents of a group, click the [View Content](#) button below the **Available Groups** window.

Follow or toggle between the steps here to create a new report

Click here to select one highlighted media as a base for calculation

Click here to create a media group out of highlighted media in the **Selected Media** window

Click here to add a highlighted group to the **Selected Media** window

Click here to view all media included in a highlighted group

Step 2: Time Period

You have several options for selecting time periods for your report:

Single or multiple time periods - toggle between these two options by clicking on the **Select Single/Multiple Time Period(s)** link in the upper right corner of the screen.

In **Multiples Time Periods**, which is also a default setting, you can choose between the **Static** and the **Dynamic** modes.

- **Static** – you can select a specific date range and frequency, e.g. *Jan 2002-Dec 2004 quarterly*, or *Jan 2003-Dec 2003 monthly*, or yearly etc., and the data in your report do not change as the database is being updated
- **Dynamic** – you can select relative dates, e.g. *current month*, *last 3 months* etc. As the new data is being added to the database, the information in the report is dynamically updated for the corresponding time periods every time you run the same report. To retrieve an updated report, you need only to click **Run** on the list of your existing report.

In **Single Time Period**, you can choose only date ranges or relative dates from the drop-down list.

Base time period – highlight one time period in the **Time Periods** window on the right and click the **Base**. This allows you to select one time period as the “base” for calculation, e.g. consider the selected time period as 100%. Then on your report, the data in the other time periods will be presented as a percentage of your “base” time period.






Click here to toggle between **Single and Multiple time periods**

Click here to elect **Static** for date ranges and frequency of data; select **Dynamic** for relative dates for which data are updated in your report as being added to the database

Step 3: Product set

Select products from seven available groups which include brands, industries, parent companies etc. Use the **Search** text box next to each category to find a product by entering its complete or partial name. When uncertain which category to search, enter the name of the product in the **Search Across All Products Level** search box. You will receive a list of matching entries within each available category.

You can also create and save a product set for future reference by using the toolbar options on top of the window:

-  **Open Set** – Click to open a list of already created sets. To add the set to your report, click the **View**  icon
-  **Save Set** – Highlight the products and click this icon. Next, you will need to give the set a name and specify access
-  **Save As Set** – Save an updated or already created product set with a new name
-  **New Set** – Create a new product set without interrupting your session

Click on the category link here or enter the product name in the Search box for the respective category

Enter the product term here to search across all categories

Step 4: Report format


Define the structure of your report, e.g. which information goes to rows and columns, which calculations you want to include, whether you want to measure advertising expenditure in dollars or units (number of advertising spots).

Ranking is available on this step. If you want to include in addition to the top spenders, expenditure for all selected categories, click the **Include All Other** check box.

Step 5: Report options

You can add and edit formatting features, such as select a font size, add a header up-to three lines long, add a footer and more.

Step 6: Report summary

Review all your selections before you run the report. Give your report a name. You can make changes to your selections by clicking the  icon. When you are done, click on the  **Run Report** link.

Your report's results will appear in a new window as a PDF file. On the upper toolbar, note the options for sharing your report



such as signing your report and inserting comments to your own and your peers' reports.



Using the **Output toolbar** icons, open or save your report in spreadsheet format, or save or print as a PDF file.

Other database features

On the Home page, use the links in the left column for the following:

Report Viewer – from the list of all available reports, view, export, or delete reports

Maintenance – create, edit, or delete media groups and data sets

Searching Tips:

- For multiple selections, hold down the **Ctrl** key
- For multiple media selections, keep the **Trim time periods to the latest period through which all selected media are available** check box checked. To see data availability for individual media, click on the **Show Data Availability** link.
- To begin a new search, click on the **Home** link from the top menu
- To create a new report, click the **Custom Reports** in the left column or click on the **New Report** link on the top bar

Sample Searches

Find out where the following brands spent their advertising dollars in 2002: Estee Lauder Cosmetics, Fashion Fair Cosmetics, and Lancôme Cosmetics

1. From the **Home** page, click on the **Create** link under **Custom Reports** in the left column.
2. Go into **Step 2 Time Period**. Click the **Static** tab; select **Year** as the frequency; enter **2002** as beginning and end dates. Click the **Add** arrow. Click the **Next**

3. Click on the **Brand** link. Enter *Estee Lauder* in the Search box. Select **Estee Lauder Cosmetics** from the left window and move it to the **Selected Brand** window on the right.
4. Repeat step 3 for **Fashion Fair Cosmetics** and **Lancôme Cosmetics**.
5. Go to **Step 5 Report Format**. Add a heading or footer if needed; change the formatting options if needed. Click the **Next**.
6. Review the selections; enter the name of the report; specify the access; Click the **Run Report**.
7. View, print, save the report.

Compare print vs. television spending for Johnson & Johnson in 2004

1. From the **Home** page, click on the **Create** link under **Custom Reports** in the left column.
2. From the **Available Media** list in the left window, select all TV media and move selections to the right window.
3. Highlight all selections in the right window and click the **Create Group**. In the new window, assign a name to the new group, e.g. **TV media**. Click **Save**.
4. From the **Available Media** list in the left window, select all print media and move your selections to the right window.
5. Highlight all the print media selections in the right window and click the **Create Group**. In the new window, assign a name to the new group, e.g. **Print media**. Click **Save**. Click the **Next**.
6. Click the **Static** tab; select **Year** as frequency; enter 2004 as beginning and end dates. Click the **Add** arrow. Click the **Next**.
7. In the **Parent** category, enter *Johnson* in the Search text box. Click the **Search**.
8. Select **Johnson & Johnson** in the left window and move it to the right window. Click the **Next**.
9. Add a heading or footer if needed; change the formatting options if needed. Click the **Next**.
10. Review the selections; enter the name of the report; specify the access. Click the **Run Report**.
11. View, print, save the report.

Determine the top 10 brands in 2004 for the sportswear jeans category

1. From the **Home** page, click on the **Create** link under **Custom Reports** in the left column.
2. Go into **Step 2 Time Period**. Click the **Static** tab; select **Year** as frequency; enter 2002 as beginning and end dates. Click the **Add** arrow. Click the **Next**.
3. In the **Category**, enter *sportswear* in the Search text box. Click the **Search**.
4. Highlight the **Sportswear Jeans**.
5. On the bar below, leave the **Brands** for selection in **Show Me** box. Click the **Search** next to **For Highlighted Available Items**. The brands will populate the **Available Categories** window on the left.
6. Click the double-arrow to move all the brands the right window. Click the **Next**.
7. On the **Report Format** page, in the **Columns** box select **Time Period**; the **Sort by** selection will default to **Product**, click or leave checked the **Brand** check box in the **For Product Break Out** area.
8. Scroll down to the **Specify what your report should rank** area; click the **Top items** check box and enter **10** in the text box. Click the **Next**.
9. Add a heading or footer if needed; change the formatting options if needed. Click the **Next**.
10. Review the selections; enter the name of the report; specify the access. Click the **Run Report**.
11. View, print, save the report.

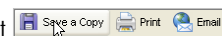
Trend by year, Network Television expenditures by brand for all Volkswagen vehicles in 2002


1. From the **Home** page, click on the **Create** link under **Custom Reports** in the left column.
2. In the **Available Media** window, click on the **Network TV** and move your selection to the right window. Click the **Next**.
3. Click the **Static** tab; select **Month** as frequency; select Jan 2002 as the beginning date and Dec 2002 as the end dates. Click the **Add** arrow. Click the **Next**.
4. In the **Brands** Search box, enter **Volkswagen autos**. Click the **Search**.
5. Click the double-arrow to move all the brands to the **Selected Brands** window on the right. Click the **Next**.
6. Add a heading or footer if needed; select the formatting options if needed. Click the **Next**.
7. Review the selections; enter the name of the report; specify the access. Click the **Run Report**.
8. View, print, save the report.

Note: Advertising expenditures are expressed in thousands.

Print/Download

With the report displayed, use the options on the top toolbar to print, save, or email a report



Use the  icon on the **Output toolbar** in the top right corner to open/save your report in a spreadsheet format.