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Screen shots from Kantar Ad$pender database, accessed from Texas A&M University.
Introduction to Ad$pender

Location: Only accessible in WCL Barclay Reference Center

Content: Multi-year data on advertising spending across 6 media types; Data can be obtained down to the product-level

Good For: Company and industry research related to marketing efforts, and understanding the advertising landscape

Contact: Stacy Gilbert  
Business Librarian  
West Campus Library  
stacygilbert@library.tamu.edu  
979-458-1336

Additional aids: For more help, check out:  
Logging In

1.) At the WCL Barclay Reference Center, on the computer with the yellow sticker that says “Ad$pender”, turn on the computer. If the computer is on, click on “PubUser”. Ask the front desk if you need help finding and/or logging on to the computer.

2.) Click on the black and red icon titled “AdSpender”.

3.) On the log-in page, the username and password will automatically fill in and log you in.

Screen shots from Kantar Ad$pender database, accessed from Texas A&M University.
On the Home page, you can begin the process to create a new report and access past reports. All reports that are generated are automatically saved here, allowing you to edit reports and re-run them.

4.) To create a new custom report, click “Create”, located in the upper-left corner.
The Custom Reports are created in a 6 step process. Use the menu under Custom Reports and the “Prev” and “Next” buttons (“Prev” will appear on the next pages) to navigate forward and backwards. Do NOT use the browser’s forward and back buttons.

On the Media / Market tab, select which media you want to include in your report.

5.) Select the media you want to include by clicking on the available media and using the select arrows to move the media to “Selected Media”.

6.) If looking at local advertising (e.g. Spot TV, Outdoor, etc.) in a specific region, you can also select specific markets. This option is not available for all types of media.*

7.) Click “Next”.

*For definitions on these terms, please refer to the American Marketing Association’s Dictionary.
New Custom Report: Time Period - Single

On Time Period, select the years, months, and weeks you want to include in your report.

It is recommended you use Multiple Time Periods rather than Single Time Periods.

8.) Click on “Select Multiple Time Periods” in the upper-right corner.
9.) Select either a dynamic time period ("Current Month", "Current Year", etc.) or static time period which lets you select the exact dates (under "Select Frequency"). Static is recommended.

10.) Select either "Calendar" dates or "Broadcast" dates. "Calendar" dates align with the Western calendar year. "Broadcast" dates follow the TV and radio broadcast calendar where the weeks start on Monday, and the beginning and end of the months don’t always line up with the Western calendar. This example uses broadcast.

11.) Select the time period(s) you want to include by selecting the frequency, and start and end dates, and then click “Add”. This example is collecting data for every month from January 2014 to April 2015.

12.) Click “Next”.

View which data is available. Data is usually available about 1-2 months after the advertisement ran.
New Custom Report: Product Set
Search and Select

Choose which industries, companies, brands, products, and more you want to include in the report.

Page 18 has additional search tips.

13.) Use the search bar to find the products you want to include in your report.
   A.) Specify if you want to search by subsidiary, advertiser, brand, etc. The orange “?” provides definitions for these terms. This example is searching brands.
   B.) Enter the keywords. This example is searching for “Skinnygirl”.
   C.) Click “Search”.

14.) Click on the item you want to include in your report. Hold Ctrl and click to select more than 1 product. Sometimes it is difficult to distinguish the brands from each other as there is no description. Using a broader category like advertiser or company, and the drill function on page 18 may help you distinguish the brands.

15.) Click “Select”. The “Selected Items” tab allows you to view your selected products.

16.) Click “Next”.

Screen shots from Kantar Ad$pender database, accessed from Texas A&M University.
The final report is a spreadsheet. Here, you specify the additional information you want to include in your report, such as your products’ industry, parent company, and brand, the dates the advertisement ran, and more.

17.) Select the information you want to include in your report and how you want your report to look. If you want to see how much money was spent on advertising over time, specify “Time Period” in either “Columns”, “Sort by”, or “Then by”. Putting “Time Period” in the columns is recommended.

18.) Click “Next”.

Screen shots from Kantar Ad$pender database, accessed from Texas A&M University.
You can further specify how you want your report to look.

19.) If given the option to select subtotals, select which subtotals you would like to appear in the output. If the data will be heavily manipulated and used in Excel (.xlsx), it is recommend you do not include subtotals.

20.) Select the output’s file format. To review the data, this example uses the CSV Output and then re-saves the data as an .xlsx. Page 15 has steps on how to convert the CSV file to an .xlsx file.

21.) If necessary, give your report a header. A descriptive header can help you keep track of multiple reports and data.

22.) Click “Next”.

Screen shots from Kantar Ad$pender database, accessed from Texas A&M University.
Before running your report, double-check the media, time period, products, and report format.

23.) Give your report a title.
24.) Double-check the “Report Specifications”.
25.) Click “Run Report”.

Screen shots from Kantar Ad$pernder database, accessed from Texas A&M University.
After you click on “Run Report”, you will get the “Report Viewer”.

26.) Click “Refresh Listing” until you see the PDF icon and/or Spreadsheet or ASCII icon appear. Depending on how much data is in your report, it can take between 5 seconds to 10 minutes (or even longer) for the report to be ready.

27.) When the icons appear, click on either the PDF icon or Spreadsheet icon to view and download the report.
You can access old reports, edit them, and re-run them via the Home screen under “My Reports”. All reports are automatically saved.

28.) Click “Home” in the upper-right corner to return to the Home screen.
29.) Find the report you ran and click the check mark or folder under “View” to see the reports. Click the folder to edit the reports, and click the green arrow to re-run them.
Saving a CSV spreadsheet as an Excel file will allow you to edit, manipulate, and save the data.

1.) Click on the “Spreadsheet” icon.
Additional Tips: Saving as .xlsx

2.) Click “Save as”.
3.) Find the location you want to save the file.
4.) Before you click “Save,” change the “Save as type” to Excel Workbook.
5.) Click “Save”.

Screen shots from Kantar Ad$pender database, accessed from Texas A&M University.
To work with the data (e.g. add charts, equations, and pivot tables), it may be helpful to delete extra text. Before deleting text, be sure to note important information like the day the report was completed and title of the report.

6.) Delete the title, report completion date, and copyright information.
Additional Tips: Searching Products

Besides the search bar, you can use the drill function to find brands and products. This is helpful for finding the parent company of a product (“drilling up”) or looking at all the products within a company or brand (“drilling down”). This example drills up and looks at brands and advertisers, but the drill function works similarly with other categories.

1.) On tab #3, “Product Set,” perform a search using keywords. This example is searching brands for “Skinnygirl.”

Screen shots from Kantar Ad$pender database, accessed from Texas A&M University.
2.) Click on the product you would like to use to drill up or down. When it is selected it will turn orange.
3.) Click on triangle next to “Drill”.
4.) Select the category you want to view. This example drills up to advertisers.

Screen shots from Kantar Ad$pender database, accessed from Texas A&M University.
We can also use the advertiser “Skinnygirl” to drill back down to brand or product to find all brands or products under this advertiser. This example is drilling down to products.

5.) Click on the product you would like to use to drill up or down. When it is selected it will turn orange.
6.) Click on triangle next to “Drill”.
7.) Select the category you want to view. This example drills down to products.

Screen shots from Kantar AdSpend database, accessed from Texas A&M University.
**Global Product Groups:** Dental Care Products  
*The highest level of category classification*

**Industries:** Personal Hygiene & Health

**Majors:** Dental Supplies

**Categories:** Toothpaste & Whiteners

**Subcategory:** Regular Toothpaste

**Microcategory:** Regular Toothpaste

**Ultimate Owner:** Procter & Gamble Co.  
*The highest-level, owner of the product*

**Parent:** Procter & Gamble Co.

**Subsidiary:** Oral-B Lab

**Advertiser:** Oral-B  
*The payer of an ad*

**Brand:** Oral-B-3D White  
*Who is advertising?*

**Product:** Oral-B-3D White Brilliance
Additional Tips: Troubleshooting

No results? Try…

• …selecting different and/or more products. Also try a broader category. For example, if you selected a brand, try an advertiser or company. Then in Report Format, check “Brand” and “Product” under “For Product Break Out” (see page 10) to see the data at the brand level on the spreadsheet.
• …selecting a broader time period. The product may not had advertisements run during the selected time period. For example, if you only selected the month of January 2014, try January 2013 to January 2015.
• …selecting more media. The product may not had advertisements run on the selected media and markets. For example, if you only selected magazine and newspapers, try all media.

Still didn’t work? Try…

• …asking a librarian. Contact Stacy Gilbert at stacygilbert@library.tamu.edu.