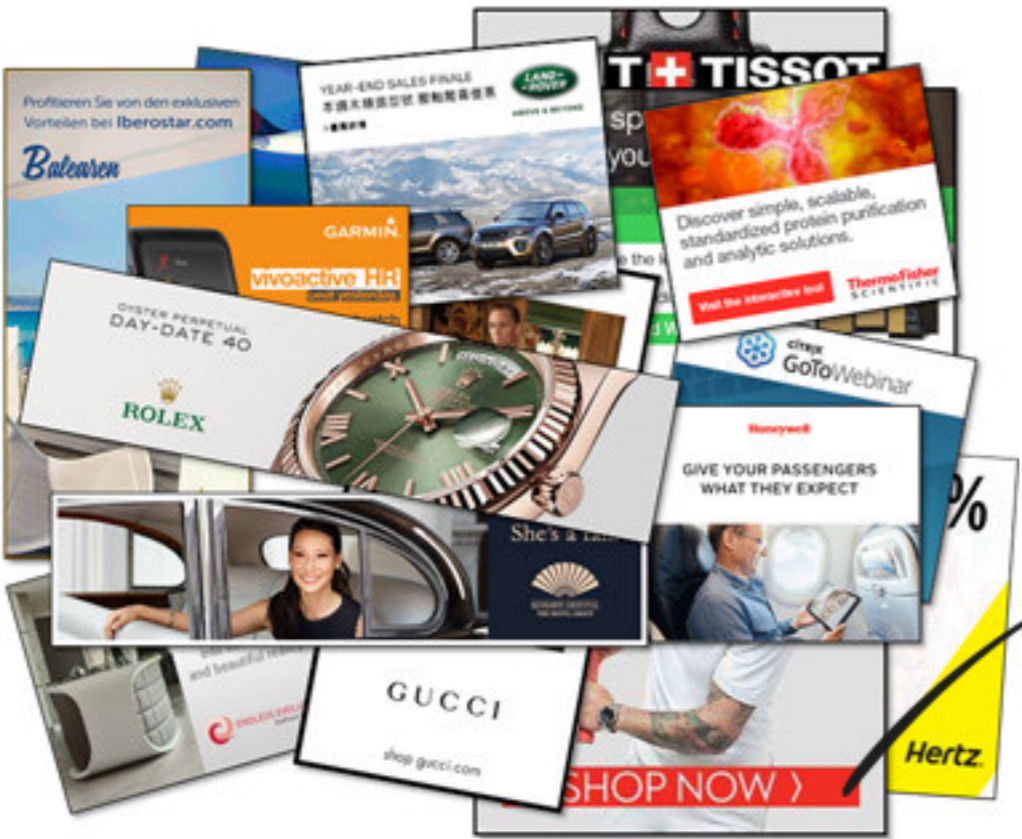


Creating clarity from the clutter in the Digital-Ad Space



WEBSPYDER

Advertiser
Tissot NEW

Product
Tissot 1853 **'This is your time'**

Ad Type	Ad Size	Ad Format
Direct Buy	200x400	Animated GIF

Last Seen
1 day ago at [cnn.com](#)

Site Activity

Jan 1, 2014 - Jul 14, 2014 

Sites: 20 of 36 

Categories: 12 of 16 

Sales Territory: John Smith 

Sites 

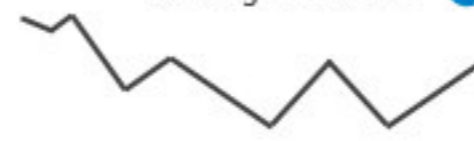
20 of 36

Advertisers 




























2,528



Rolling Year Trend 



Download .CSV 

Sites	Total	Missing	New	Mutual	Exclusive
 NYT	290 11.5% 	3	5	2	3
 Time	267 10.6% 	6	10	4	6
 Newsweek	257 10.2% 	9	15	6	9
 FAZ	250 9.9% 	12	20	8	12
 HANDELSBLATT	218 8.6% 	15	25	10	15
 Forbes	195 7.7% 	18	30	12	18
 New York Times	169 6.7% 	21	35	14	21
 Wall Street Journal 	128 5.1% 	24	40	16	24
 CNBC	106 4.2% 	27	45	18	27
 T Magazine	88 3.5% 	30	50	20	30
 Manager Magazine	82 3.2% 	33	55	22	33
 BLOOMBERG	82 3.2% 	36	60	24	36
 CNN	74 2.9% 	39	65	26	39
 FT	73 2.9% 	42	70	28	42
 ECONOMIST	68 2.7% 	45	75	30	45
 BBC	56 2.2% 	48	80	32	48

Site Activity

An Uncomplicated Web Reporting System that Reveals a Prospecting Pipeline In Seconds!

Powerful Filters

WebSpyder allows you to view the websites you monitor in your own customized way. You control a number of filters to give you just the right view on advertising activity you are looking for.

The screenshot displays the WebSpyder filter interface, which is organized into five main filter panels, each with a close button (X) in the top right corner. A vertical sidebar on the left contains navigation icons for search, website, hierarchy, users, and monitor.

- Sites:** Includes a 'Check/Uncheck: All Sites' link and two rows of country flags (Germany, UK, USA, France, Turkey, Spain). An 'Apply' button is located below the flags. A list of sites with checkboxes is shown below, including NYT, Time, Newsweek, FAZ, HANDELSBLATT, Forbes, New York Times, Wall Street Journal, CNBC, T Magazine, Manager Magazine, BLOOMBERG, CNN, and FT.
- Categories:** Includes a 'Check/Uncheck: All Categories' link and an 'Apply' button. Two categories are checked: 'Internet' (with sub-items: Search Engine, Arts & Entertainment, TV & Video, Social Network, News & Media) and 'Consumer Sector' (with sub-items: Computer & Electronics, Software, Finance, Banking, Autos & Vehicles, Music & Audio, Shopping, Jewellery).
- Sales Territories:** Includes a 'Check/Uncheck: All Sales Territories' link and an 'Apply' button. A list of names with checkboxes is shown, including Wilt Chamberlain, Michael Jordan, Elgin Baylor, Jerry West, Bob Pettit, George Gervin, Oscar Robertson, Karl Malone, Larry Bird, Pete Maravich, Kareem Abdul-Jabbar, Shaquille O'Neal, Rick Barry, George Mikan, Paul Arizin, and Charles Barkley.
- Advertiser Search:** Features an 'Advertiser Name:' search box with the placeholder 'Name contains...'. Below this is a section titled 'Last 5 Advertisers:' listing Microsoft, Google, and MONOQI, each with a sub-category and a '1 more...' link.
- Creatives:** Includes a 'Check/Uncheck: All Creative Properties' link and an 'Apply' button. Two creative sources are checked: 'Network' and 'Direct'. Below this is a section titled 'Creative Size' with checked options for 'Leaderboard (728 x 90)', 'Medium Rectangle (300 x 250)', 'Skyscraper (120 x 600)', 'Full Banner (468 x 60)', and 'Wide Skyscraper (160 x 600)'. An 'Apply' button is located at the bottom of this panel.

Advertiser Rankings

The sales team is seconds away from what would take them hours to compile.

A full-on Dashboard of Advertiser Activity allows users to take decisions on who they need to take a deeper dive into.

Last 30 Days | Current Month | Rolling Year | Year-to-Date | Custom Period

My Advertisers

This is your master list of advertisers running creative on your selected sites. Jan 1, 2014 - Jul 14, 2014

Sites: 20 of 36 | Categories: 12 of 16 | Sales Territory: John Smith

Total Advertisers Rolling Year Trend
1,569 ↓

420 Network | 630 Direct | 1,059 Using Both

Total Creatives Rolling Year Trend
6,623 ↑

4,203 Network | 2,420 Direct

Rank by: Most Total Ads | Filter Results: advertiser name contains... | [Download .CSV](#)

MICROSOFT ×
Computer & Electronics > Software and [2 more...](#)
Greg Harrison and [1 more...](#)

Sites
9 → top site: **Wall Street Journal**

Creatives
269 108 (direct) | 161 (network)

GOOGLE ×
Technology > Search Engines and [2 more...](#)
Greg Harrison and [1 more...](#)

Sites
7 → top site: **BBC.COM HK**

Creatives
257 108 (direct) | 161 (network)

Advertiser Profile

This is the complete profile of your advertiser detailing its complete activity on your selected sites.

Jan 1, 2014 - Jul 14, 2014

VERIZON

open

Sites

9

top site:
Wall Street Journal

Creatives

1,891

810 (direct)
1,081 (network)

Ad Schedule

Weekly | Monthly



Sites Appeared on

Site	Total Creatives	Network	Direct
NYT	269 (11.5%)	161	108
Time	238 (10.6%)	143	95
Newsweek	158 (10.2%)	95	63
FAZ	112 (9.9%)	90	45
HANDELSBLATT	103 (8.6%)	88	41
Forbes	95 (7.7%)	67	38
New York Times	87 (6.7%)	62	35
Wall Street Journal	82 (5.1%)	57	33

Domains Used

Domain	Ads
verizonwireless.com	988
business.verizonwireless.com	467
www22.verizon.com	362
business.verizon.com	125
about.verizonwireless.com	49

Top 5 Units

Unit	Ads
Leaderboard (728 x 90)	88
Medium Rectangle (300 x 250)	67
Skyscraper (120 x 600)	62
Full Banner (468 x 60)	57
Wide Skyscraper (160 x 600)	49

Top 5 Networks

Network	Ads
Google Ad Network	253
ATT Adworks	110
AOL Advertising	87
Genome	52
ValueClick Networks	32

Advertiser Profile

A complete picture of every advertisers activity across the sites you monitor. This includes:

- ✓ Advertiser Creative Schedule
- ✓ Activity on Sites Used
- ✓ Network or Direct Source
- ✓ Ad Domains Used
- ✓ Creative Ad Formats
- ✓ Top Networks Used
- ✓ Creative Portfolio and more!

The IMS Team Is Ready to Share Their Screen With You

Request A Demonstration

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