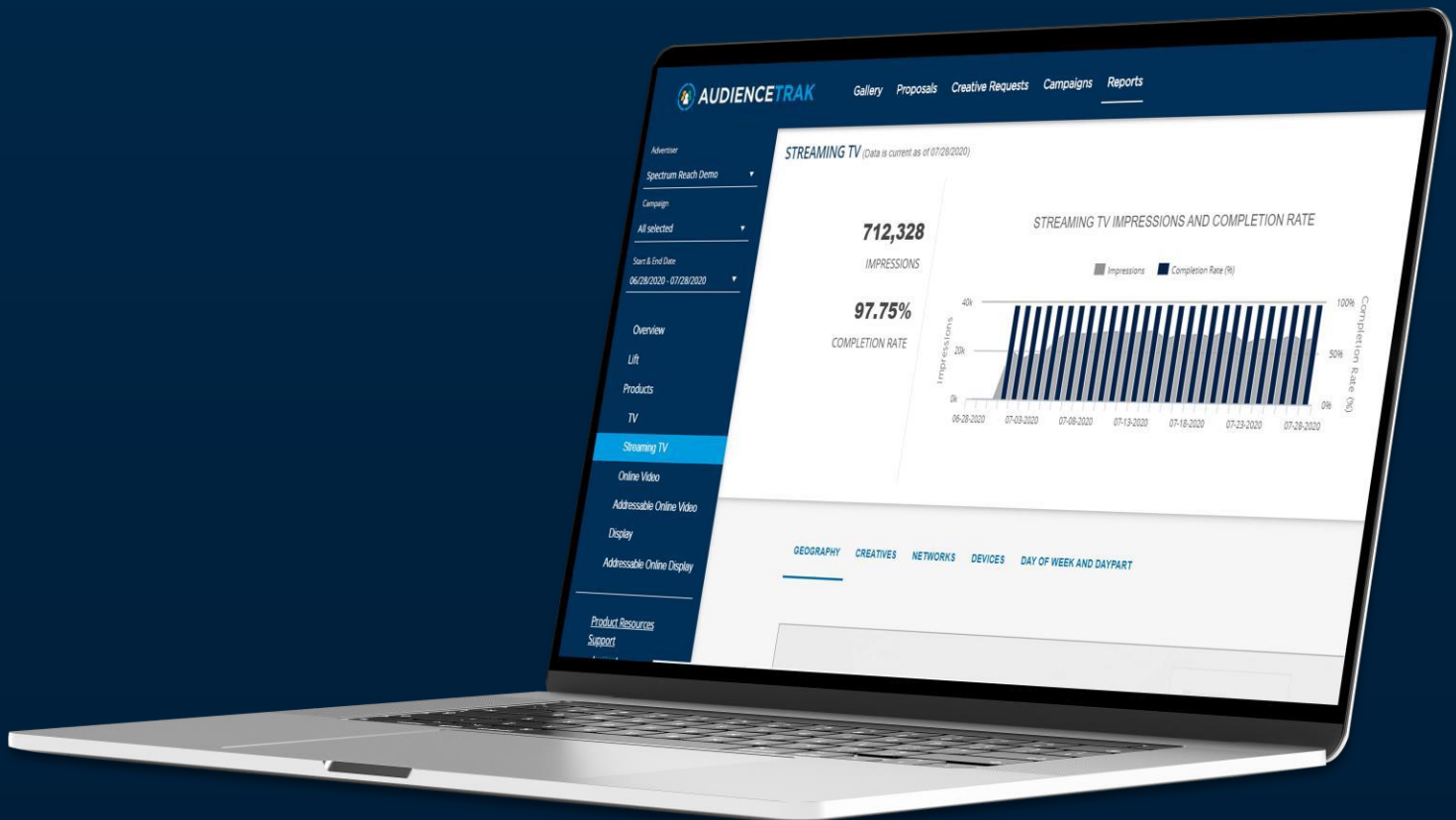# AudienceTrak

Client Reference Guide

March 2024

Welcome to AudienceTrak

We Built a More Transparent Way to Advertise

We believe it's important for you to know exactly what you're getting with your advertising. AudienceTrak provides transparency so you can easily find detailed information about your campaign schedule, where and when your spots will air, and measure your results with our state-of-the-art dashboard, that is accessible 24/7, 365 days a year.

This guide will give you instructions on how you can easily access information about your campaigns and get the results you want.

- Learn how to find where your spots will be airing

- See how your ads performed

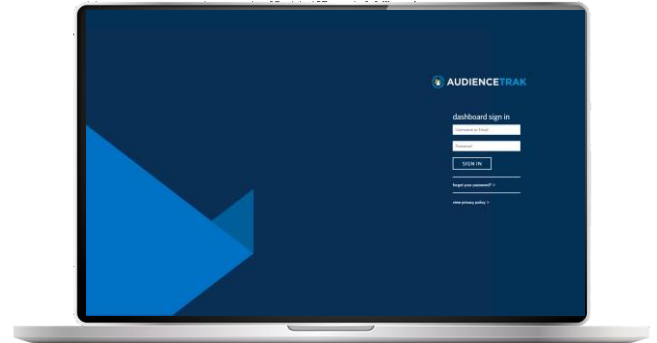- Analyze the reporting to identify what's working and how best to adjust

Spectrum REACH®
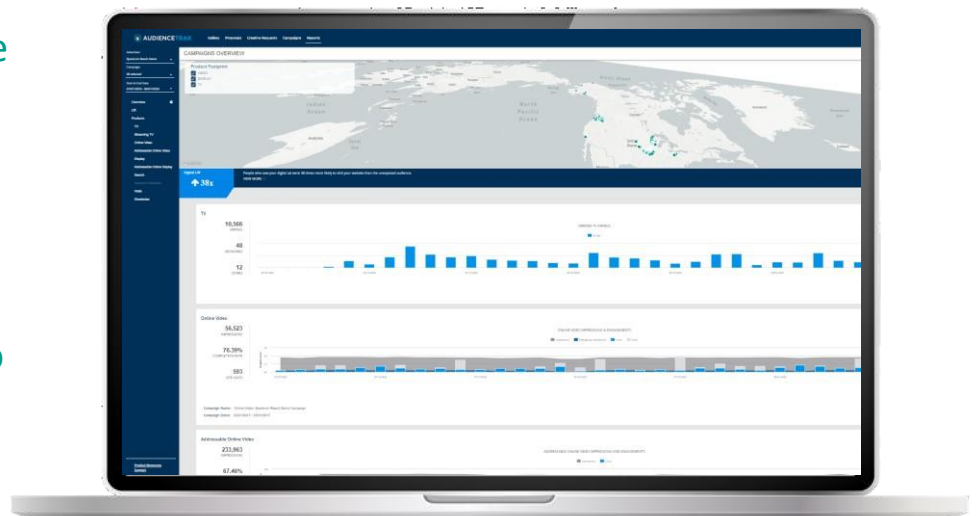
Step 1: Sign In

AudienceTrak URL Sign-In Page:

https://spectrumreach.brandcdn.com/login

Enter email address and password.

Contact your sales representative if you have any issues logging into AudienceTrak.

Step 2: Select Advertiser, Campaign, and Start & End Date

Advertiser: type in your business name to see campaign results

Campaign: click the dropdown menu to see the list of various campaigns that are running/run for the specific client identified – select all campaigns or a specific campaign for a deeper dive.

Start & End Dates: click the dropdown menu for the monthly calendar – select the date range for specific campaign results.
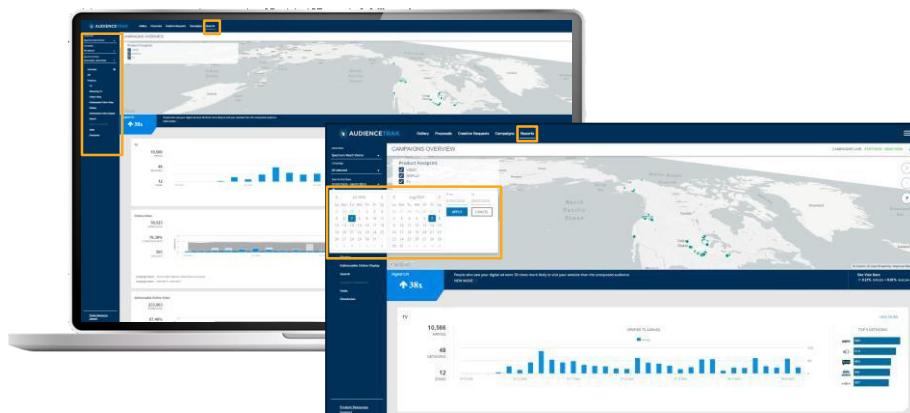
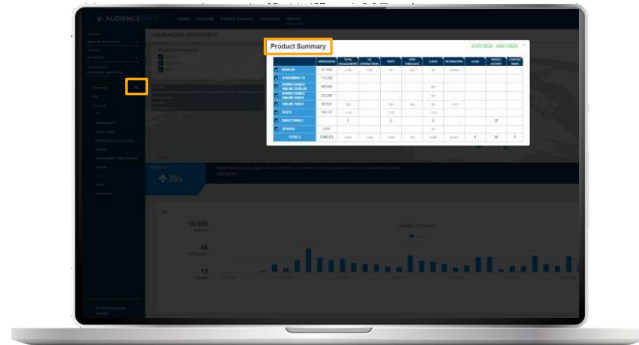**When all fields have been entered, click the APPLY button.**

Campaign Overview

The **Overview** tab at the left side of the screen provides a bird's eye view into the full campaign.

Helpful Tip: This information can be used to quickly check your campaign performance.

Click here for your campaign overview.

Product Footprint

The **Product Footprint** shows where ads are being served by product. If you are only interested in taking a look at a specific product, click on the product that is of most interest to you. Highlighted areas on the map will change based on selected products.

Helpful Tip: Click on the printer icon in the top right corner of the screen and export to PDF for a full campaign summary.
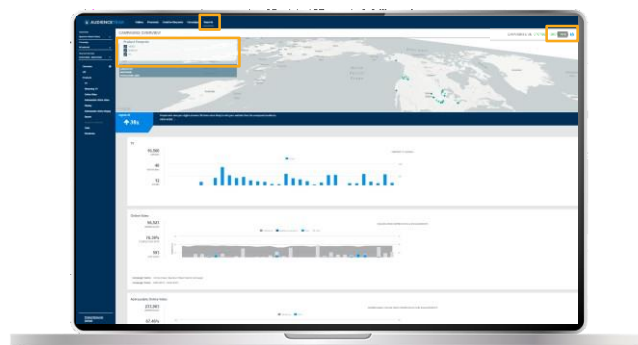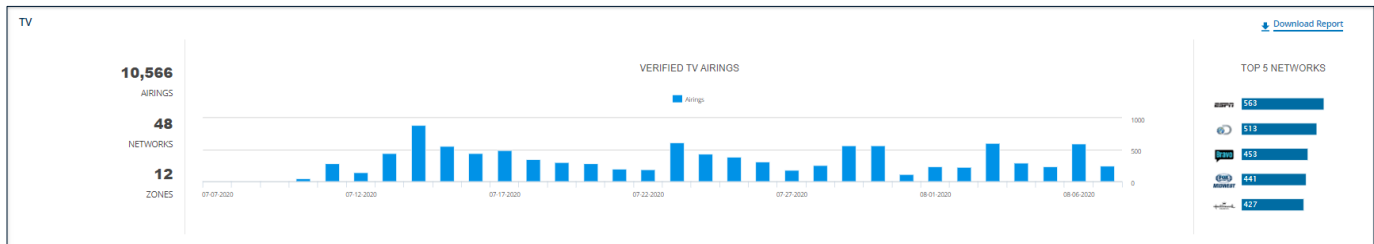
Television

The **Television** metrics give an overview of the total number of airings in the total number of zones within a desired campaign flight date.

To the right of the overview, the top 5 networks are highlighted in a bar chart with the total number of airings per network.

Do you want to see when and where your TV ads will air?

For a more granular level of detail into your Television campaign? Select the various tabs:

- The **Upcoming Airings** tab is a list of scheduled airings by network that are in the queue for the next 3 days.
    - Click on the arrow next to each network logo for a Demographic Profile breakout.

- The **Creative Details** tab displays performance based on specific creative.
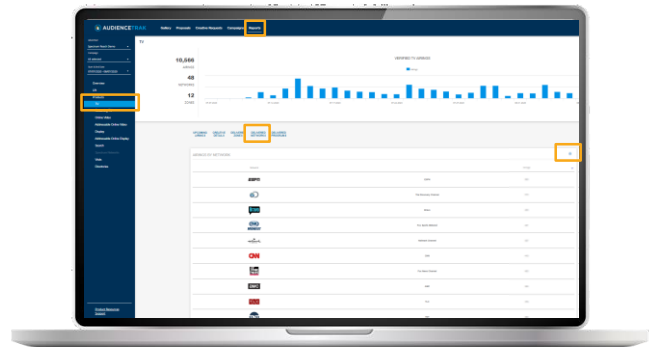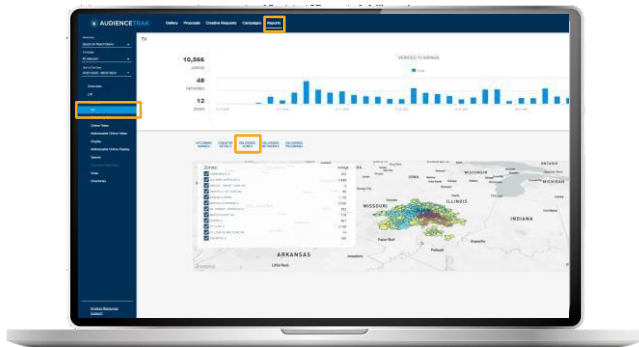   - Click on the play button to view each piece of creative.
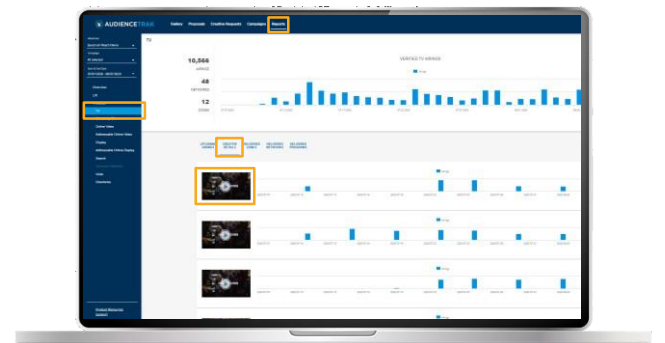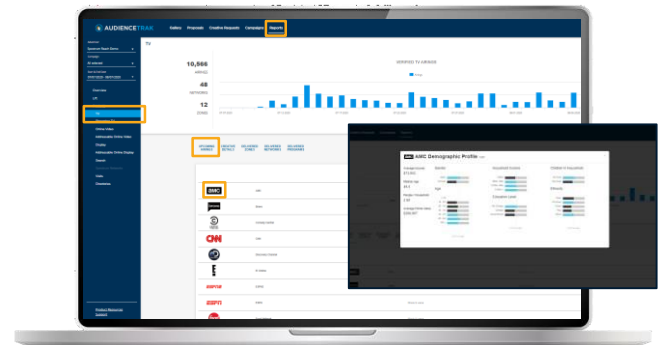
Television

The **Delivered Zones** tab shows the number of airings in each specific zone on a heat map.

The **Delivered Network** tab shows a list of the networks and the total number of verified airings within a desired flight date.

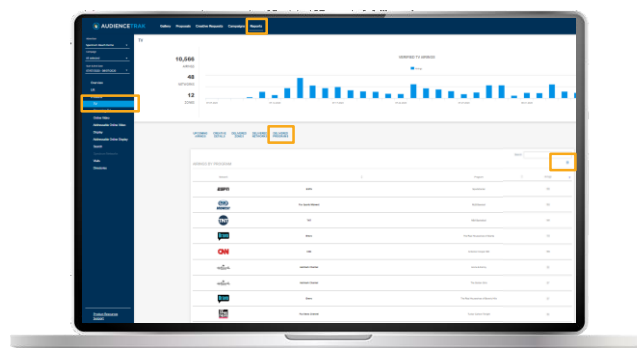**Helpful Tip: If you are interested in a specific zone, only click on that one zone.**

The **Delivered Programs** tab shows a list of programs and the total number of verified airings within a desired date.

Helpful Tip: If you are interested in the full list of programs, click on the small arrow and download.
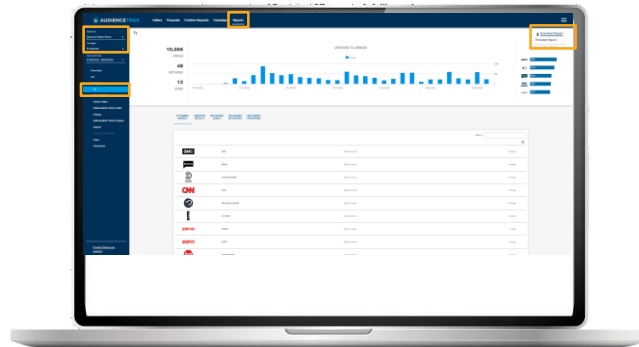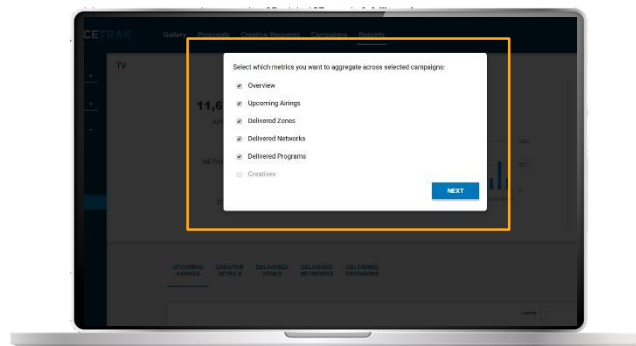
Television

Download Options

Click on Download Reports → Printable Reports to download a PDF of the Television reporting.

To download a printable report for more than one campaign and advertiser –

- First, type in the name of the advertiser,
- Second, select up to 12 campaigns to see the data for.

Helpful Tip: Please keep in mind that you will need to select the metrics that you wish to aggregate across multiple campaigns. If you select any of the boxes below, this will combine all of the data for multiple campaigns. If you do not select the boxes, there will be a standalone slide for each campaign in the report.

Select **NEXT** at the bottom of the screen. This will open another tab in your browser for the presentation of all Television reporting that can be saved.

Television
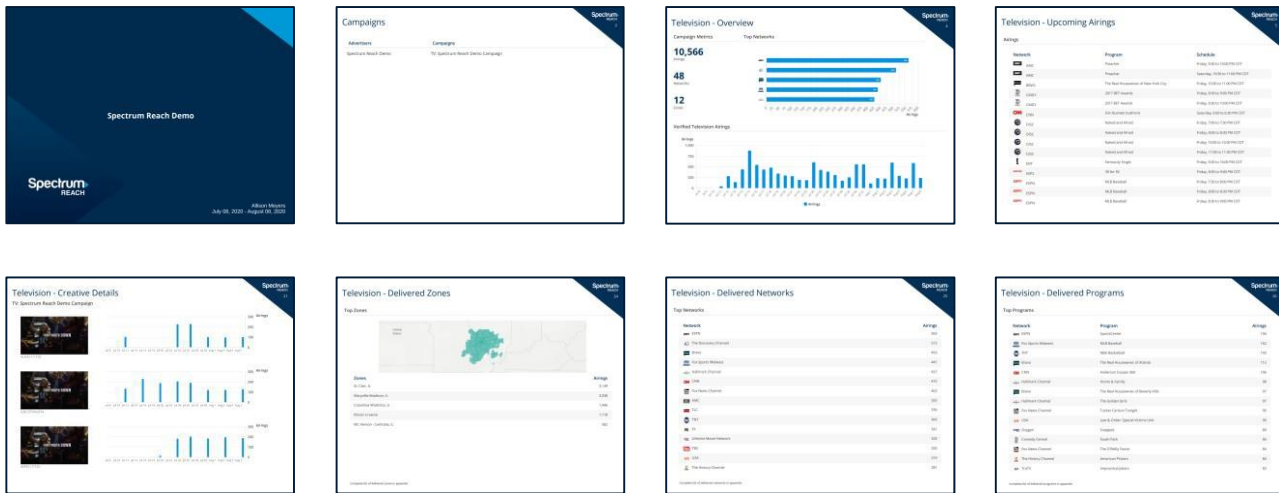
The printable reports will include the following slides and information:

- **Television – Campaigns:** List of all campaigns for a selected advertiser

- **Television – Overview:** High-level summary of campaign metrics

- **Television – Upcoming Airings:** List of upcoming airings by network, program and schedule

- **Television – Creative Details:** List of creatives with total airings by date

- **Television – Delivered Zones:** List of top 5 delivered zones with total number of airings

- **Television – Delivered Networks:** List of top 15 delivered networks and total number of airings (complete list of delivered networks in appendix)

- **Television – Delivered Programs:** List of top 15 delivered programs and total number of airings (complete list of delivered programs in appendix)

- **Appendix: Television – Delivered Networks** – List of delivered networks by network, airings, and impressions

- **Appendix: Television – Delivered Programs** – List of delivered programs by network, program, airings, and impressions

- **Appendix: Television – Delivered Zones** – List of delivered zones by zone name, airings, and impressions
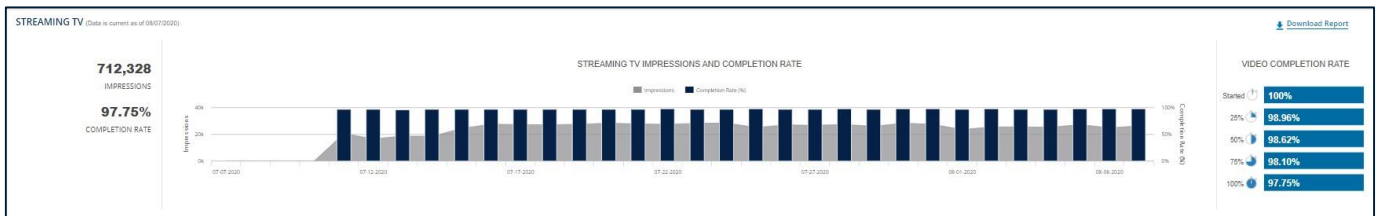
Streaming TV

Search by TIM#/Order ID:

- First, select the name for your Streaming TV campaign.

- Second, select which campaign(s) you would like to view.
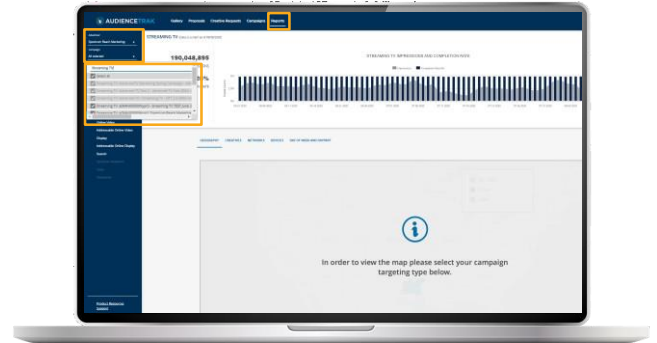
The **Streaming TV** metrics display an overview with total impressions and average completion rate % for the campaign dates selected. Within the chart, the number of impressions and average completion rate % is broken out per day.

To the right of the overview, the **Video Completion Rate** percentages are highlighted in a bar chart based on the percentage of total impressions that were viewed continuously at normal speed for the corresponding length of time (started, 25%, 50%, 75%, 100%).

Check out the next page for a more detailed view into your Streaming TV campaign

Streaming TV

The **Geography** tab provides an overview into where your ad is being served by Zip Code, Zone, and DMA.

Helpful Tip: Click on the all tab to view a list of impressions and completion rate % by Zip Code, Zone, DMA, and State combined. To view the map, select the campaign targeting type by using the tabs at the bottom.

Helpful Tip: Click on the Zip Code tab to view a list of impressions and completion rate % by Zip Code.

Helpful Tip: Click on the Ad Zones tab to view a list of impressions and completion rate % by Zone.

Helpful Tip: Click on the DMA tab to view a list of impressions and completion rate % by DMA.

Helpful Tip: Click on the State tab to view a list of completion rate % by State.
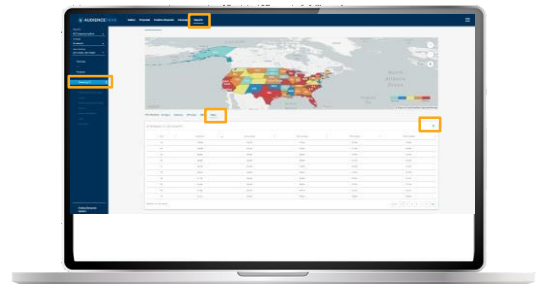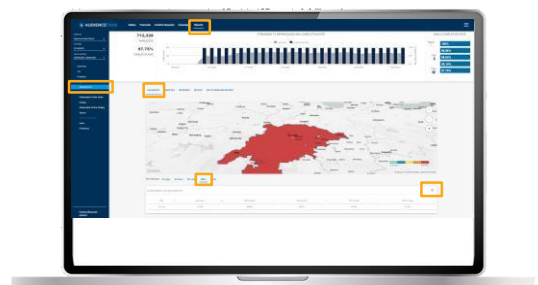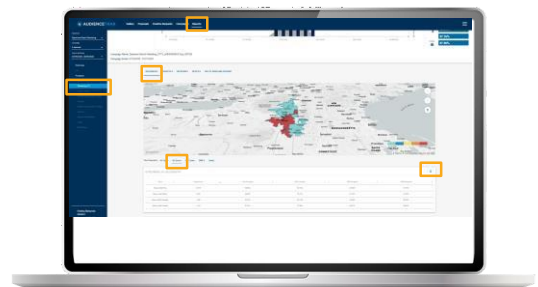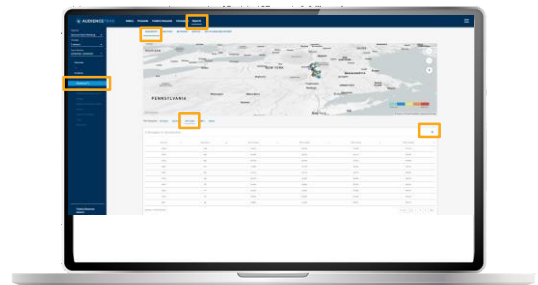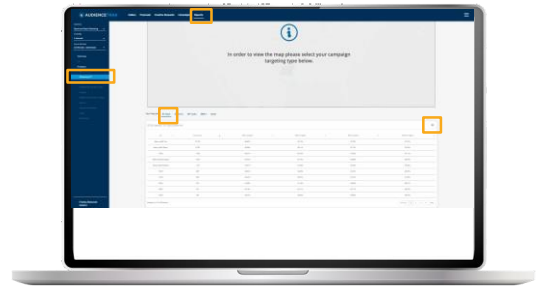
Streaming TV

Want to know how to determine which creative is working better?

The **Creatives** tab displays performance based on specific creative. Each piece of creative is broken out by impressions, completion totals, and completion rate %.

Helpful Tip: Hover over each of the charts to get a more detailed look at impressions and completion totals by day, per creative.

Helpful Tip: If you are interested in seeing a full list of creatives, click on the small arrow and download.
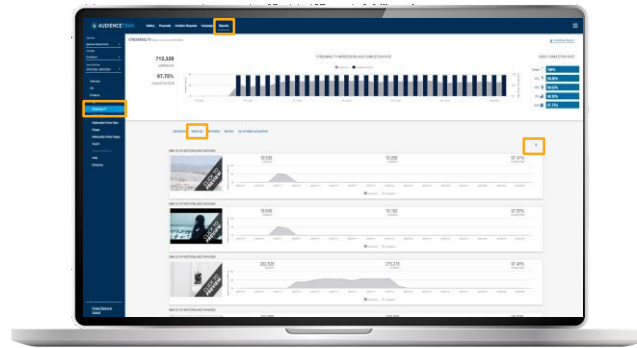
The **Networks** tab displays the top indexing networks with the highest number of impressions and overall contribution % ranked in order.

Helpful Tip: Click on the up arrow next to each column to sort all metrics in either ascending or descending order.

Helpful Tip: If you are interested in seeing networks by impressions only, click on the arrow next to impressions.

Helpful Tip: If you are interested in seeing networks by contributions only, click on the arrow next to contributions.

Helpful Tip: If you are interested in seeing a full list of network, click on the small arrow and download.
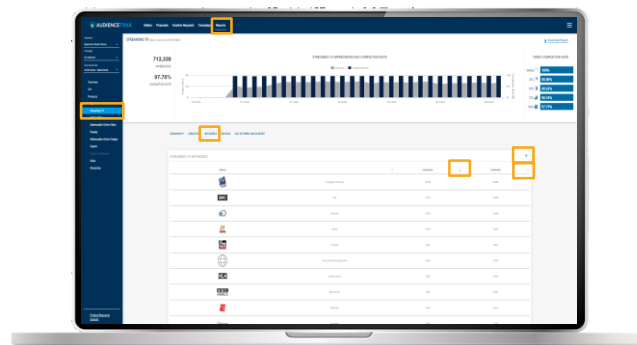
Streaming TV

The **Devices** tab shows device-level reporting across many platforms, which include various devices on third-party apps, VOD, Roku, Desktop, iOS, SmartTV, Android, Xbox, AppleTV, Fire TV, Kindle Fire, Playstation Vue, and Chromecast.

Various Devices – viewing of full episode content across a collection of cable programmer websites and/or apps. This may include LIVE and/or VOD viewing, depending on the provider. Impressions breakout by individual device type on these apps/sites is not available.

*Impressions served through the Spectrum TV app and STB platforms/devices: TV (STB), MAC/Windows Desktop/Laptop, Apple iOS 8.0+, Android OS 4.0+, Kindle Fire and Kindle Fire HDX (excluding 1st generation Kindle), all Roku streaming devices (excluding 1st generation Roku), Xbox One, Samsung SmartTV (2012-2017 models).

*Impressions may also be served (not guaranteed) on third-party apps and websites platforms/devices: Android devices, Apple TV OS, Apple iOS devices, Amazon Fire TV, Amazon Kindle, Google Chromecast, MAC/Windows Desktop/Laptop, Roku, Samsung SmartTV, Xbox One, Playstation Vue.

Helpful Tip: If you are interested in seeing devices by impressions or contribution, click on the arrow next to each respective column.

Helpful Tip: If you are interested in seeing a full list of devices, click on the small arrow and download.
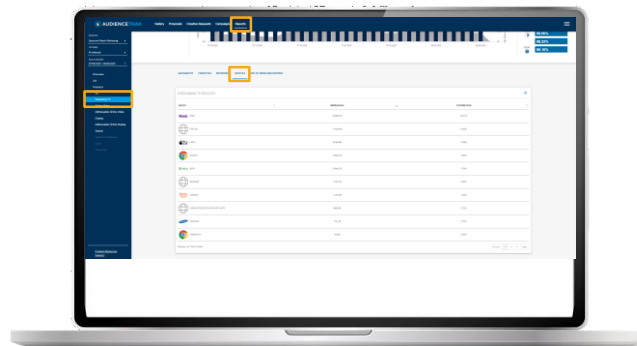
The **Day of Week and Daypart** Tab shows Impressions by Daypart and Impressions by Day of Week. Impressions by Daypart if broken out into Early Morning, Daytime, Early Fringe, Prime Access, Prime Time, Late Fringe, and Overnight. Impressions by Day of Week is broken out individually by each day of the week.
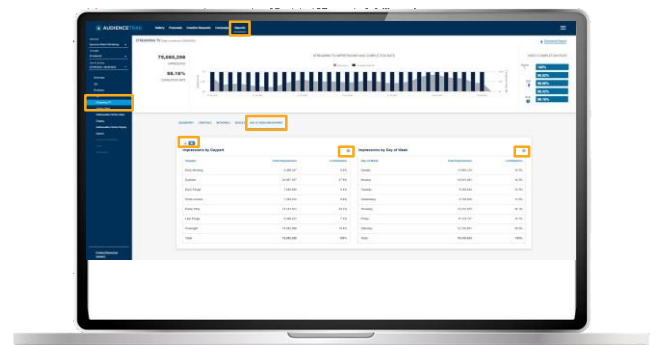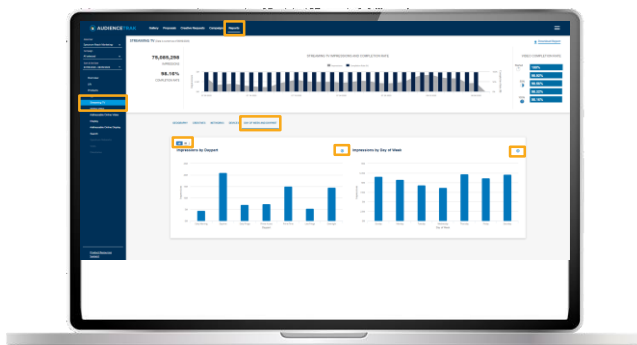
Helpful Tip: If you are interested in seeing full list of impressions and contributions, click on the small arrow and download.

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Streaming TV

Download Options

Click on the arrow next to **Streaming TV** to download impressions by date, day, and hour for the full campaign.

Helpful Tip: The first flight date selected has to be on or after 8/29/2019 in order for the download arrow to appear. If a flight date is selected prior to 8/29/2019, the download con will not appear.

Helpful Tip: The download icon will only appear when 1 campaign is selected.

You will receive the following message on-screen and the report will be emailed to you once it has finished downloading.

Click on Download Reports → Data Download for Printable Reports to download either an excel document or PDF of the Streaming TV reporting.

To download a printable report for more than one campaign and advertiser –

• First, type in the name of the advertiser,

• Second, select up to 12 campaigns to see the data for.

Helpful Tip: Please keep in mind that you will need to select the metrics that you wish to aggregate across multiple campaigns. If you select any other boxes, this will combine all of the data for multiple campaigns. If you do not select any of the boxes, there will be a standalone slide for each campaign in the report.

Helpful Tip: You have the ability to select more than 1 campaign for the Printable Reports Feature.

Select **NEXT** at the bottom of the screen. This will open another tab in your browser for the presentation of all Streaming TV reporting that can be saved.
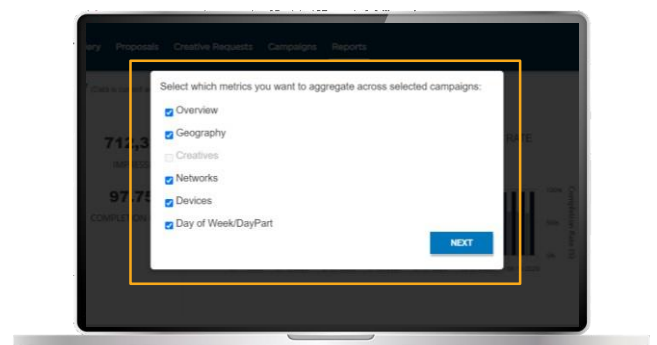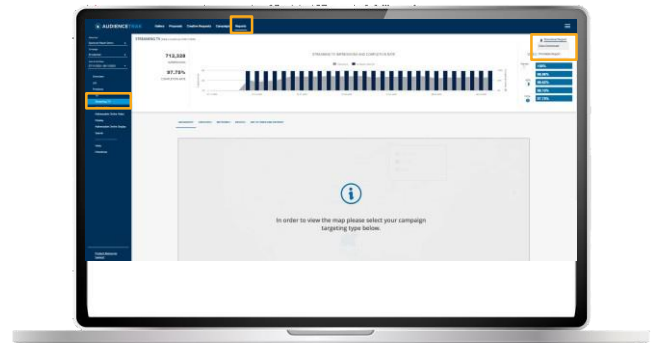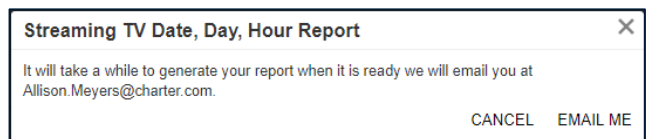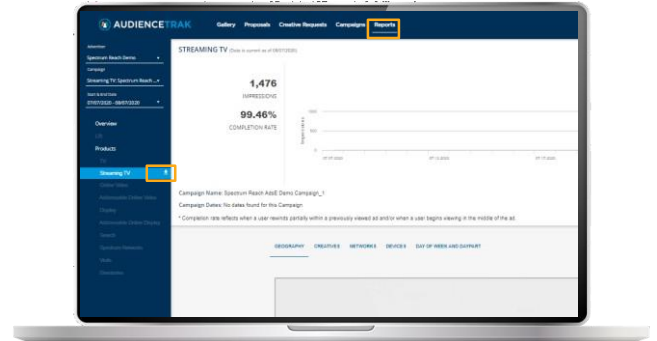
Streaming TV
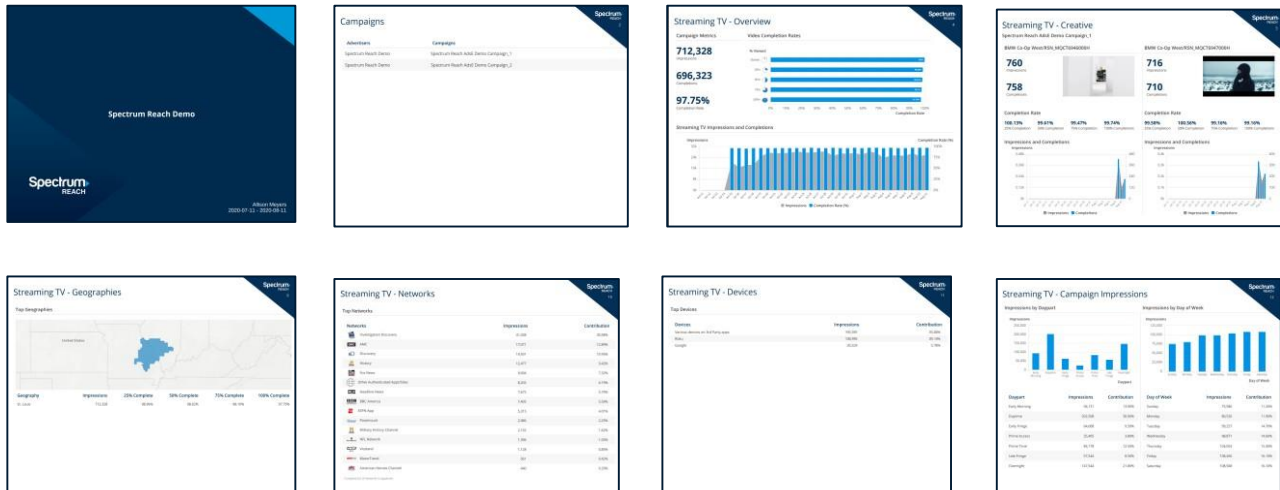
The printable reports will include the following slides and information:

- **Streaming TV – Campaigns:** List of all campaigns for a selected advertiser

- **Streaming TV – Overview:** High-level summary of campaign metrics

- **Streaming TV – Creatives:** Total Impressions, Total Completions by creative execution

- **Streaming TV – Geographies:** List of top 5 DMA's with total impressions and video completion rates

- **Streaming TV – Networks:** List of top 15 networks for the campaign with total impressions and contribution % (complete list of networks in appendix)

- **Streaming TV – Devices:** List of devices for the campaign

- **Streaming TV – Campaign Impressions:** List of impressions by daypart and impressions by day of week

- **Appendix: Streaming TV – Networks:** List of all networks for the campaign with total impressions and contribution %

- **Appendix: Streaming TV – Geographies:** List of all DMA's with total impressions and video completion rates

- **Appendix: Streaming TV – Devices:** List of all devices for the campaign

- **Glossary:** Important terms for Streaming TV that give context into the specific reporting

Definitions

Impression - Ads shown to audiences

Completion Rate - How much of the video ad was watched by a user; completions are reported at the start of the video, 25% completed, 50% completed, 75% completed, 100% completed

FAQs

I cannot login to the AudienceTrak platform. I received the error "Invalid Password." What should I do?

Please select "Forgot Password" and follow the steps to reset your password.

Why is my advertiser grayed out in the reporting section of AudienceTrak?

Generally, there is no campaign to report on during the dates selected by the user in the reporting section. Please consider changing the start and end dates for the campaign.

My campaign went live today; however, I do not see it in the reporting section of AudienceTrak.

There is a 1-day reporting delay before data is reflected in the reporting section of AudienceTrak. The screen will show when the data was last updated.

Streaming TV (Data is current as of 05/03/2020)

Data on Geography, Creatives, Networks, Devices, Day of Week and Daypart tabs are taking longer than expected to load. Is this an error?

Understanding that depending on the amount of impressions (typically in the millions, it can take up to 5 minutes for data to be displayed within each of the tabs.

The Search doesn't seem to be working when I want to search for another campaign even after removing the original information.

Once ready to search for a different campaign, click "**Advertiser**" from the dropdown menu and select "**Uncheck All**." You can then search for your next campaign within the "**Search Campaign**" dropdown.