

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 

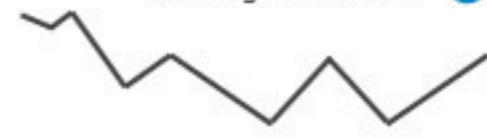
20 of 36

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 interface with five filter panels, each with a close button (x) in the top right corner. A vertical sidebar on the left contains 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 present. Below are checked items: 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. Below are checked items: Internet (Search Engine, Arts & Entertainment, TV & Video, Social Network, News & Media) and Consumer Sector (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. Below are checked items: 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:** Includes an 'Advertiser Name:' field with a search icon and the text 'Name contains...'. Below is a section 'Last 5 Advertisers:' listing Microsoft (Computer & Electronics > Software and 2 more...), Google (Internet & Telecom > Search Engine and 2 more...), MONOQI (Business & Industry and 2 more...), and SAS Institute Inc. (Business & Industry > Services and 2 more...). Each advertiser has a user icon and a link to '1 more...'.
- Creatives:** Includes a 'Check/Uncheck: All Creative Properties' link and an 'Apply' button. Below are checked items: Creative Source (Network, Direct) and Creative Size (Leaderboard (728 x 90), Medium Rectangle (300 x 250), Skyscraper (120 x 600), Full Banner (468 x 60), Wide Skyscraper (160 x 600)). An 'Apply' button is at the bottom.

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.

My Advertisers
This is your master list of advertisers running creative on your selected sites.

Time Period: [Last 30 Days](#) [Current Month](#) [Rolling Year](#) [Year-to-Date](#) [Custom Period](#)

Jan 1, 2014 - Jul 14, 2014

Filters: [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: [Download .CSV](#)

Advertiser	Sites	Creatives
MICROSOFT Computer & Electronics > Software and 2 more... Greg Harrison and 1 more...	9 top site: Wall Street Journal	269 108 (direct) 161 (network)
GOOGLE Technology > Search Engines and 2 more... Greg Harrison and 1 more...	7 top site: BBC.COM HK	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!