Customer Login

Login to admanGo 3.0
Hong Kong Version
www.admango.com
New ads update sent by email to alert you of your competitors’ advertising activities –

**TVC:** Daily (07:30)
**Print:** Daily (07:30)
**Mobile:** Wednesday (04:00)
**Outdoor & Desktop:** Wednesday (09:30)
**Radio:** Thursday (09:30)

To select your own categories for Email Alert, please fill-in the [Email Alert Subscription Form](mailto:cs@admanGo.com) or call our CS hotline at 3426-2531 / 2128 or 2836 6907
admanGo Online Platform

Select Function you would like to execute:
1. Search For Latest/Achieve Email Reports
2. Execute Ad Search
3. Brand Folder
4. Campaign Folder
5. Compile Reports
6. Update Report Setting

Advanced Search –
Search for ads according to specific categories brand, media and periods
Contents

1. Email Report
2. Search Ads
3. Reports
4. Brand Folder
5. Campaign Folder
6. Report Setting
7. Report Error
8. Help Page

START NOW!
1. Email Report

![Image of admanco interface](image)

- **Select Media**
- **Select Date**

### 1-Click Functions

- **Sort by Category**

### Table: Daily Email Report Ad Search (1 to 15 of 18)

<table>
<thead>
<tr>
<th>Thumbnail</th>
<th>Advertiser &amp; Brand (Agency Name)</th>
<th>Headline</th>
<th>Duration</th>
<th>Language</th>
<th>First Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="thumb1" alt="Thumb1" /></td>
<td>Dyson (戴森), Vacum Cleaner (吸尘器)</td>
<td>Dyson: First Shot</td>
<td>Apr-24-2017 to May-14-2017</td>
<td>Chinese (Traditional)</td>
<td>15 sec</td>
</tr>
<tr>
<td><img src="thumb2" alt="Thumb2" /></td>
<td>Fairwood Holdings (大發達房產)</td>
<td>First Shot</td>
<td>Apr-24-2017 to May-14-2017</td>
<td>Chinese (Traditional)</td>
<td>20 sec</td>
</tr>
<tr>
<td><img src="thumb3" alt="Thumb3" /></td>
<td>Mopiko (米批客)</td>
<td>First Shot</td>
<td>Apr-24-2017 to May-14-2017</td>
<td>Chinese (Traditional)</td>
<td>15 sec</td>
</tr>
</tbody>
</table>
2. Search Ads

Quick Search –
- Browse by Categories
- Browse by Media

Advanced Search –
You may save the searching criteria after selection
2. Search Ads – Ad Details

Ad Details –
- Category/Subcategory
- Advertiser
- Brands/Products
- Launch Date, etc

Insertions Details –
- Date
- Publication
- Section
- Page No, etc
2. Search Ads – 1-Click Functions

<table>
<thead>
<tr>
<th>Ad Search by Advertiser (1 to 9 of 9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>You may save your ad into your campaign folder. Simply select the ads which you want to save to your campaign folder by checking the box beside it, choose your campaign folder and then click “Save”.</td>
</tr>
<tr>
<td>Search Criteria: Show Details</td>
</tr>
<tr>
<td>Date: May-1-2016 to May-31-2016</td>
</tr>
<tr>
<td>Media: All Media</td>
</tr>
<tr>
<td>Time Period: 05/01/2016 to 05/31/2016</td>
</tr>
<tr>
<td>Display: First launch media / All ads / Category &amp; Subcategory</td>
</tr>
<tr>
<td>Page: 1 of 1</td>
</tr>
</tbody>
</table>

- **1-Click Download** – Download ads in Print (High Quality) & TVC (MPEG4 format)
- **1-Click Download** – Download selected ads (Standard Resolution)
- **1-Click Print Image** – Automatically fit in A4 size each ad for printing
- **Save to Campaign Folder** – Group selected ads under certain campaign folder or campaign group
2. Search Ads – Export to Excel
2. Search Ads – Export to Powerpoint

One page per image – Can only view TVC / Desktop / Mobile or play Radio when online.
2. Search Ads – Send E-mail Report

- Send E-mail Report
  - Change Subject or fill in own message
3. Reports

- E-mail Report
- Search Ads
- Brand Folder
- Campaign Folder
- Reports
- Report Setting
- Customized Reports

Ad Market Overview
- Adspend Analysis Report
- Commercial Log
- Media Log
- Media Plan
- New Creative Report
- Publication Analysis by Section
- Publication Analysis by Page Size
- Publication Insertion Report
- Publication Pages Report
- Rank by Adspend, Volume and Insertion
- Spot Listing Report
3. Report – Ad Market Overview

This report –

- Gave you a general idea on the ad spend over selected Category / Subcategory
- Report Types
  - Monthly Trend
  - Media SOV
  - Categories Analysis
  - Top 10 Subcategories
  - Top 30 Advertisers
  - Top 30 Brands/Products

This report –
• Showed the spending trend of certain Category / Subcategory / Advertiser / Brands / Media and
• Helped to analyze competitor’s spending pattern

1. Select Report Layout – Click to view layout

2. Select Medium & Groupings

3. Save Format for Future User
3. Report – Commercial Log

This report –
- Showed all insertions / spots of a particular medium in order
- Helped to monitor closely on a medium

Select Media (Channel / Title / URL / Apps) & Period

Chanel Channel or Period

*Please be reminded that TVR data is only available from Jan-1-2007 to May-14-2017.
3. Report – Media Log

This report –
• Showed all spots of certain ads in order
• Exported to .txt file for Infosys or .csv file for Arianna

Select Brands / Products you’d like to analyze

Export to txt or csv file
This report –
• Showed both adspend and creative version of selected ads

Report Types:
• Media Title vs Period over certain brands
• Brand vs Media Title over certain Period
### 3. Report – New Creative Report

This report –

- Showed the new creative ads in specific media launched within 31 days

<table>
<thead>
<tr>
<th>Thumbnail</th>
<th>Advertiser &amp; Brand</th>
<th>Headline</th>
<th>Duration</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image 1" /></td>
<td>20th Century Fox (二十一世紀電影)</td>
<td>Alien: Covenant (異形: 創世紀)</td>
<td>April 22, 2017 to May 3, 2017</td>
<td>Chinese (Traditional)</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image 2" /></td>
<td>RM Group Holdings (御霸堂時尚控股)</td>
<td>Royal Medic (御霸堂)</td>
<td>April 22, 2017 to May 3, 2017</td>
<td>Chinese (Traditional)</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image 3" /></td>
<td>RM Group Holdings (御霸堂時尚控股)</td>
<td>Royal Medic (御霸堂)</td>
<td>April 22, 2017 to May 3, 2017</td>
<td>Chinese (Traditional)</td>
</tr>
<tr>
<td><img src="image4.png" alt="Image 4" /></td>
<td>Tomy (多美)</td>
<td>Time Bokan 24 (時鐘欣航24)</td>
<td>April 22, 2017 to May 15, 2017</td>
<td>Chinese (Traditional)</td>
</tr>
<tr>
<td><img src="image5.png" alt="Image 5" /></td>
<td>Tomy (多美)</td>
<td>Time Bokan 24 (時鐘欣航24)</td>
<td>April 22, 2017 to May 14, 2017</td>
<td>Chinese (Traditional)</td>
</tr>
</tbody>
</table>

End of Report
This report –
• Showed the Adspend, Volume and Insertions number of a category on specific title breakdown by Section or by Page Size

### By Section

<table>
<thead>
<tr>
<th>Banking &amp; Investment Services</th>
<th>Ad Volume</th>
<th>Ad Insertion</th>
<th>Revenue</th>
<th>Total Ad Volume</th>
<th>Total Ad Insertion</th>
<th>Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>497,381</td>
<td>8.00</td>
<td>2,329,400</td>
<td>497,381</td>
<td>8.00</td>
<td>2,329,400</td>
</tr>
</tbody>
</table>

### By Page Size

<table>
<thead>
<tr>
<th>Banking &amp; Investment Services</th>
<th>Full Page</th>
<th>Junior Page</th>
<th>Quarter Page</th>
<th>Vertical 1/2 page</th>
<th>Horizontal 1/2 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Volume</td>
<td>Ad Insertion</td>
<td>Revenue</td>
<td>Ad Volume</td>
<td>Ad Insertion</td>
<td>Revenue</td>
</tr>
<tr>
<td>----------</td>
<td>----------------</td>
<td>--------</td>
<td>-----------</td>
<td>-----------------</td>
<td>---------</td>
</tr>
<tr>
<td>Total</td>
<td>2,081,200</td>
<td>24.0</td>
<td>10,183,500</td>
<td>42,493</td>
<td>1.0</td>
</tr>
</tbody>
</table>

Remarks
3. Report – Rank by Adspend, Volume and Insertion

- Showed the top 10 to 500 Advertisers/Brands within particular Category/Subcategory by –
  - Adspend
  - Volume (in mm²)
  - Number of Insertions
  - Ad Page

Choose Category/Subcategory, Media & Period
This report –
• Showed all the insertions and spots of certain advertisers or campaigns by creative version, such as –
  • Channel
  • Date
  • Time & Program (TV & Radio) / Section (Print) / Location (OOH)
  • PIB (TV) / Size & Color (Print)
  • Cost (Full / Partial)
  • Share of Advertiser on the Spots / Insertion

<table>
<thead>
<tr>
<th>Advertiser Brand</th>
<th>Thumbnail</th>
<th>Headline</th>
<th>Channel Date</th>
<th>Time</th>
<th>Airtime</th>
<th>Timeclass</th>
<th>PIB</th>
<th>Program</th>
<th>Rate (Show Full Rate)</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promise Finance</td>
<td>Personal Loan</td>
<td>TVB / Jade</td>
<td>May-16-2016</td>
<td>07:55</td>
<td>16</td>
<td>J2</td>
<td>1/12</td>
<td>香港早報</td>
<td>21,950</td>
<td>100%</td>
</tr>
<tr>
<td>Promise Finance</td>
<td>Personal Loan</td>
<td>J5 / HD Jade</td>
<td>May-16-2016</td>
<td>08:01</td>
<td>16</td>
<td>A1</td>
<td>2/11</td>
<td>華視</td>
<td>2,820</td>
<td>100%</td>
</tr>
</tbody>
</table>

Ad Total: 24,765

| Promise Finance  | Personal Loan | TVB / Jade | May-16-2016 | 24:29 | 16 | A4 | 1/7 | J5劇場：紅樓憶 | 18,180 | 100% |
| Promise Finance  | Personal Loan | TVB / Jade | May-16-2016 | 24:31 | 16 | J4 | 1/13 | 文物館 | 56,340 | 100% |

Ad Total: 74,520
3. Report – Billboard Map

This report –
- Showed the billboards by Keyword, District and Period
- Spotted out easily at the Google Map
4. Brand Folder

Create New Brand Folder –
May also Edit / Delete / Rename / Share / Copy Brand Folder
4. Brand Folder

1. Click to create New Brand Group – May also Edit / Delete / Share / Copy / Merge / Split Brand Group or Search for New Brands

2. Select Brands / Products you wish to be included in Brand Group
4. Brand Folder

Once you have a Brand Folder set up, you can click the icons to execute any of the function -

- 1-Click Report
- Adspend Analysis Report
- Media Plan
- View Ads
- Spot Listing Report
- Brand Folder Analysis
- Media Log
- Flowchart Report
- Expenditure & Rating Trend
5. Campaign Folder

Create New Campaign Folder –
May also Edit / Delete / Rename / Share / Copy Brand Folder
5. Campaign Folder

Add creative version to campaign group from ad search result page

Execute 1-Click Function from Campaign Folder
6. Report Setting

Report Setting helped you to maintenance –
- Report Format
- Assumptions
- Preference Setting
- Report Automator
If you found any errors in our database, please feel free to report to us through “Report Error”
8. Help Page

Research Guidelines, Rate Card Information and etc can be found in “Help” Page
If you have any questions, you can always call our Customer Service Hotline or email us at:

Tel: 3426-2531 / 2128 or 2836 6907
Email: cs@admango.com

- Thank you -