Customer Login

admanGO's 24x7 Cross media monitoring
Utilizes the latest technology in AI for competitive Advertising Tracking

We use Artificial Intelligence, Digital Finger Printing and Profiling to track your competitors' every move across all platforms including TV, Print, Outdoor, Radio, Digital, Mobile and Social Media. Be it a corporate campaign, new product launch, promotional messages, event announcement, or just a casual posting, we alert you the minute it's out there so you can respond immediately.

admanGO is about knowledge - 360 degrees on your competition's marketing activities.

Login to admanGo 3.0
Hong Kong Version
www.admango.com
New ads update sent by email to alert you 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 and email back to cs@admanGo.com or call our CS hotline at 2151 2528.
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
1. Email Report

- **Select Media**
- **Select Date**
- **Sort by Category**

- **1-Click Functions**
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

- **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

Change Subject or fill in own message
3. Reports

- Email Report
- Search Ads
- Brand Folder
- Campaign Folder
- Reports
- Report Settings
- 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

Click to view insertion details

1. Select Report Layout – Click to view layout

2. Select Medium & Groupings

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

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

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

<table>
<thead>
<tr>
<th>No.</th>
<th>View</th>
<th>Channel</th>
<th>Date</th>
<th>Time</th>
<th>Channel or Period</th>
<th>Air Time</th>
<th>PB</th>
<th>Program</th>
<th>Time</th>
<th>TV Ad Format</th>
<th>Deadline</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>TVB Jade</td>
<td>Apr-12-2016</td>
<td>20:01:16</td>
<td>Charity &amp; Fund Raising Organizations</td>
<td>JT</td>
<td>30</td>
<td>3/9</td>
<td>Normal</td>
<td>325,140</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>TVB Jade</td>
<td>Apr-12-2016</td>
<td>20:01:48</td>
<td>GSK (透亮肌透白 - Paradosi)</td>
<td>JT</td>
<td>20</td>
<td>4/9</td>
<td>Normal</td>
<td>215,760</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>TVB Jade</td>
<td>Apr-12-2016</td>
<td>20:02:08</td>
<td>Hipp Organic</td>
<td>JT</td>
<td>5</td>
<td>5/9</td>
<td>Normal</td>
<td>54,190</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
3. Report – Media Plan

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

- 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" /></td>
<td>20th Century Fox (二十世紀福斯影片)</td>
<td>Alien: Covenant (異形)</td>
<td>Apr-22-2017 to May-3-2017</td>
<td>Chinese (Traditional) (15 s)</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td>RM Group Holdings (瑞興控股)</td>
<td>Royal Medic (御藥堂)</td>
<td>Apr-22-2017 to May-12-2017</td>
<td>Chinese (Traditional) (15 s)</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td>RM Group Holdings (瑞興控股)</td>
<td>Royal Medic (御藥堂)</td>
<td>Apr-22-2017 to Apr-29-2017</td>
<td>Chinese (Traditional) (120 s)</td>
</tr>
<tr>
<td><img src="image4.png" alt="Image" /></td>
<td>Tomy (多美)</td>
<td>Time Bokan 24 (時鐘玩具)</td>
<td>Apr-22-2017 to May-15-2017</td>
<td>Chinese (Traditional) (15 s)</td>
</tr>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td>Tomy (多美)</td>
<td>Time Bokan 24 (時鐘玩具)</td>
<td>Apr-22-2017 to May-14-2017</td>
<td>Chinese (Traditional) (15 s)</td>
</tr>
</tbody>
</table>
3. Report – Publication Analysis by Section / Page Size

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>Category</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>Banking &amp; Investment Services</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>
<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>Section</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>Banking &amp; Investment Services</td>
<td>2,081,290</td>
<td>24.0</td>
<td>10,183,500</td>
<td>42,493</td>
<td>563,683</td>
</tr>
<tr>
<td>Total</td>
<td>2,081,290</td>
<td>24.0</td>
<td>10,183,500</td>
<td>42,493</td>
<td>563,683</td>
</tr>
</tbody>
</table>
3. Report – Rank by Adspend, Volume and Insertion

This report –

- 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

Choose Category/Subcategories (Optional)

All Categories

All Sub-Categories

Choose Category/Subcategory, Media & Period

Choose Media & Period

Date: Jan 1, 2016 to Jun 30, 2016

Find and select

TVB includes TVB, TVB J5, News and J2.
### 3. Report – Spot Listing Report

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</th>
<th>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>香港華南</td>
<td>21.930</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Promise Finance</td>
<td>Jade</td>
<td>TVB Jade</td>
<td>May 16-2016</td>
<td>08:01</td>
<td>16</td>
<td>A1</td>
<td>2/11</td>
<td>威信商務</td>
<td>2.820</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Ad Total:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24,750</td>
<td></td>
</tr>
<tr>
<td>Promise Finance</td>
<td>Jade</td>
<td>TVB Jade</td>
<td>May 16-2016</td>
<td>24:29</td>
<td>16</td>
<td>A4</td>
<td>1/7</td>
<td>J9劇場：紅香港</td>
<td>18,180</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Ad Total:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>74,520</td>
<td></td>
</tr>
<tr>
<td>Promise Finance</td>
<td>Jade</td>
<td>TVB Jade</td>
<td>May 16-2016</td>
<td>24:31</td>
<td>16</td>
<td>J4</td>
<td>1/13</td>
<td>魔物傳說</td>
<td>56,340</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Promise Finance</td>
<td>Jade</td>
<td>TVB Jade</td>
<td>May 16-2016</td>
<td>18:22</td>
<td>16</td>
<td>J5</td>
<td>1/19</td>
<td>大派對</td>
<td>84,570</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Ad Total:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11,100</td>
<td>100%</td>
</tr>
</tbody>
</table>
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
Once you have a Brand Folder set up, you can click the icons to execute any of the functions:

- 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 with 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: 2151 2528
Email: cs@admango.com

- Thank you -