



Data Terminology & Service Guide

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AdImpact Ad Monitoring Data

The AdImpact web interface, dashboards, and data allow users to track their opponents' advertising occurrences and view specific messages. AdImpact informs users about both granular details of each creative; as well as big-picture statistics on the magnitude of a buy and messaging themes.

The data is collected at the ad occurrence level. For linear media, each row of data represents a market level airing. For addressable (digital) media each row is the sum of activity for an advertiser's creative, within a given market and station, for a given day. Expert taggers identify new creatives and label the creative with key industry-specific metadata. The creative goes through a process of being fingerprinted. From that point on, all future airings of the creative with a matching fingerprint are detected and recorded. Automating this process has been a key task in making this data economically viable to our clients. Examples of tracked industry-specific creative details are listed below. AdImpact maintains over 90 percent coverage in the top twenty markets.

Integration Methods

- Our preferred way is Snowflake share if your Snowflake account uses AWS (Amazon Web Services)
- We support REST API from which you can filter rows and download CSV output
- By issuing a database login so clients can pull data according to your methods and schedules (*a SQL API, for all intents and purposes*)
- Create tab-separated (TSV) or comma-separated (CSV) files and place them in [ShareFile.com](https://www.sharefile.com)
- We support file-based options like pushing to a client SFTP site or posting to an AWS S3 Bucket



Industry Report | Industry Advertising Occurrence Data

In the full data set, each row is an ad occurrence. An ad occurrence is a market level detection of a creative. For broadcast and cable, ad occurrences are analogous to an airing; for digital occurrences this is the total activity for a creative grouped by market, station, and day. The following are the fields that are provided by combining information about the ad occurrence and associated creative. Occurrences from the Election Advertisement subcategory are excluded.

Advertiser	The brand or entity sponsoring the ad
Advertiser Id	The unique numeric code assigned to curated advertisers
Affiliate	The network or affiliated network of the station of which the ad aired on. Select digital occurrences are denoted as ATV
Air Date	Date the ad occurred on
Buy Id	The unique numeric code assigned to a group of linked ad occurrences associated with the same multi-market or nationwide network airing
Callback End Time	Timestamp when the ad airing ended
Callback Start Time	Timestamp when the ad airing started
Category	Commercial sector referenced by the context of the ad, e.g., Automotive, Insurance, etc.
Corporate Social Responsibility	Identifies creatives discussing how the advertiser is benefitting society. These ads do not explicitly sell a product.
Daypart	Standard block of time categorizing when the advertising occurs. Dayparts are provided for broadcast and cable ad occurrences and groupings are based on Callback Start Time, e.g., early morning, primetime, etc.
FP UUID	Unique 36-character identifier for each creative
Genre	Content genre based on Program Name, e.g., News, Sports, Music, etc.
GRPs	Gross rating points for adults ages 35+, the default gross rating points field
GRPs 18 49	Gross rating points for adults ages 18 - 49
GRPs 25 54	Gross rating points for adults ages 25 - 54
GRPs Male 21 54	Gross rating points for males ages 21 - 54
Language	Primary language within the ad
Link	Uniform resource locator link to viewer page for the creative. Link is shareable and includes the creative title, advertiser, category, transcript, and curated version of the ad.
Market	Geographic market of station and occurrence
Media Type	Medium of the station where ad occurs
National	Denotes ad occurrence associated with a multi-market or national network airing
Program Name	Name of program during which the ad occurred
Spent	Estimated advertiser cost associated with the ad occurrence
Spot Length	Length of ad, provided as seconds, e.g., 15, 30, 60
Station	Station on which the ad aired; for digital occurrences, the platform, such as the app or CTV-streaming device, where occurrence is detected
Station State	State in which the detection station is located
Subcategory	The specific commercial industry of an ad, e.g., Auto Insurance, Health Insurance, etc.
Tag Date	Timestamp of when the ad was first tagged



Time Ran	Time the ad aired in 24-hour time, formatted as a string HH:MM:SS
Time Zone	Time zone of the market in which the ad occurs
Title	Title of creative, assigned internally
Universe	Universe for adults ages 35+, default universe field
Universe 18 49	Universe for adults ages 18 - 49
Universe 25 54	Universe for adults ages 25 - 54
Universe Male 21 54	Universe for males ages 21 - 54
UUID	Unique 36-character identifier for each airing
Viewers	Viewers for adults ages 35+; digital occurrences show total impressions; default viewers field
Viewers 18 49	Viewers for adults ages 18 - 49
Viewers 25 54	Viewers for adults ages 25 - 54
Viewers Male 21 54	Viewers for males ages 21 - 54



Political Report | Political Advertising Occurrence Data

In the full data set, each row is an ad occurrence. An ad occurrence is a market level detection of a creative. For broadcast and cable, ad occurrences are analogous to an airing; for digital occurrences this is the total activity for a creative grouped by market, station, and day. The following are the fields that are provided by combining information about the ad occurrence and associated creative. Only ad occurrences from the Election Advertisement subcategory are included.

Advertiser	The brand or entity sponsoring the ad
Advertiser ID	The unique numeric code assigned to curated advertisers
Advertiser Party	Political party affiliated with the advertiser, e.g., Democrat, Republican, or Independent
Advertiser Type	Classification of political advertiser, e.g., Issue Group, Candidate or Coordinated-Buy
Affiliate	The network or affiliated network of the station of which the ad aired on. Select digital occurrences are denoted as ATV
Air Date	Date the ad aired on
Buy ID	The unique numeric code assigned to a group of linked ad occurrences associated with the same multi-market or nationwide network airing
Callback End Time	Timestamp when the ad airing ended
Callback Start Time	Timestamp when the ad airing started
Creative Type	Categorization of political function of creative, either Persuasion, Direct Response, or Get Out the Vote
Daypart	Standard block of time categorizing when the advertising occurs. Dayparts are provided for broadcast and cable ad occurrences and groupings are based on Callback Start Time, e.g., early morning, primetime, etc.
Election	Indicates primary election name targeted by the ad, e.g., GA Senate Primary 2020
Election State	State/district/territory in which the election is organized
FP UUID	Unique 36-character identifier for each creative
Genre	Content genre based on Program Name, e.g., News, Sports, Music, etc.
GRPs	Gross rating points for adults ages 35+, the default gross rating points field
GRPs 18 49	Gross rating points for adults ages 18 - 49
GRPs 25 54	Gross rating points for adults ages 25 - 54
GRPs 55	Gross rating points for adults ages 55+
Impressions	Total impressions for digital occurrence. Only available for Digital media type when not present in Viewers.
Issue 1	A specific issue the ad mentions
Issue 2	An additional issue the ad mentions
Issue 3	An additional issue the ad mentions
Language	Primary language within the ad
Link	Uniform resource locator link to viewer page for the creative. Link is shareable and includes the creative title, advertiser, category, transcript, and curated version of the ad.
Market	Geographic market of station and occurrence
Media Date	Date according to broadcast calendar with days ending at 3AM



Media Type	Medium of the station where occurrence is detected
National	Denotes ad occurrence associated with a multi-market or national network airing
Overlap	Indicates a duplicate row of data
Program Name	Name of program during which the ad occurred
Race	Name for groups of elections held with shared political purpose; a race typically includes at least a primary and general election
Row Number	Row number of data table
Secondary Election	The second committee/entity mentioned in the ad
Secondary Target	The second committee/entity mentioned in the ad
Spent	Estimated advertiser cost associated with the occurrence
Spot Length	Length of ad, provided as seconds, e.g., 15, 30, 60
Station	Station on which the ad aired; for digital occurrences, the platform, such as the app or CTV-streaming device, where occurrence is detected
Station State	State in which the detection station is located
Tag Date	Timestamp of when the ad was first tagged
Target	The first committee/entity mentioned in the ad (self or competitor)
Tertiary Election	Indicates third election name targeted by the ad
Tertiary Target	The third committee/entity mentioned in the ad
Time Ran	Time the ad aired in 24-hour time, formatted as a string HH:MM:SS
Time Zone	Time zone of the market in which the ad occurs
Title	Title of creative, assigned internally
Tone	Tone of creative: positive, negative, or contrast
Universe	Universe for adults ages 35+, default universe field
Universe 18 49	Universe for adults ages 18 - 49
Universe 25 54	Universe for adults ages 25 - 54
Universe 55	Universe for adults ages 55+
UUID	Unique 36-character identifier for each airing or digital occurrence
Viewers	Viewers for adults ages 35+; digital occurrences show total impressions; default viewers field
Viewers 18 49	Viewers for adults ages 18 - 49
Viewers 25 54	Viewers for adults ages 25 - 54
Viewers 55	Viewers for adults ages 55+



Automotive Report | Automotive Advertising Occurrence Data

In the full data set, each row is an ad occurrence. An occurrence is a market level detection of a creative. For broadcast and cable, occurrences are analogous to an airing; for digital occurrences this is the total activity for a creative grouped by market, station, and day. The following are the fields that are provided by combining information about the occurrence and associated creative. Only occurrences from the Auto Makers subcategory are included.

Advertiser	The brand or entity sponsoring the ad
Advertiser Id	The unique numeric code assigned to curated advertisers
Affiliate Type	The network or affiliated network of the station of which the ad aired on. Select digital occurrences are denoted as ATV
Air Date	Date the ad aired on
Air Time	Time the ad aired in 24-hour time, formatted as a string HH:MM:SS
Buy Id	The unique numeric code assigned to a group of linked ad occurrences associated with the same multi-market or nationwide network airing
Callback End Time	Timestamp when the ad airing ended
Callback Start Time	Timestamp when the ad airing started
Car Size	Size of car model mentioned in the ad
Corporate Social Responsibility	Identifies creatives discussing how the advertiser is benefitting society. These ads do not explicitly sell a product.
CPM	Estimated CPM of Impressions
Created On	Timestamp of when the ad was first tagged
Creative Type	Creative format, e.g., banner, HTML5, video, text ad
Daypart	Standard block of time categorizing when the advertising occurs. Dayparts are provided for broadcast and cable ad occurrences and groupings are based on Callback Start Time, e.g., early morning, primetime, etc.
Dealership Group	Dealership group that manages the advertiser
Digital Source Id	The unique identifier of a digital ad, often same as FP UUID
FP UUID	Unique 36-character identifier for each airing or digital occurrence
Genre	Content genre based on Program Name, e.g., News, Sports, Music, etc.
GRPs 18 49	Gross rating points for adults ages 18 - 49
GRPs 25 54	Gross rating points for adults ages 25 - 54
GRPs 35	Gross rating points for adults ages 35+
GRPs 55	Gross rating points for adults ages 55+
Impressions	Total impressions. Only available for Digital media type.
Language	Primary language within the ad
Link	Uniform resource locator link to viewer page for the creative. Link is shareable and includes the creative title, advertiser, category, transcript, and curated version of the ad.
Market	Geographic market of station and occurrence
Media Type	Medium of the station where occurrence is detected
Model	Car model
National	Denotes ad occurrence associated with a multi-market or national network airing
Program Name	Name of program during which the ad occurred



Spent	Estimated advertiser cost associated with the occurrence
Spot Length	Length of ad, provided as seconds, e.g., 15, 30, 60
Station	Station on which the ad aired; for digital occurrences, the platform, such as the app or CTV-streaming device, where occurrence is detected
Station State	State in which the detection station is located
Stock Symbol	Stock ticker code associated with the advertiser
Tag Date	Timestamp of when the ad was first tagged
Tier	Automotive tier based on industry norms, e.g., Tier 1
Time Zone	Time zone of the market in which the ad occurs
Title	Title of creative, assigned internally
Universe	Universe for adults ages 35+, default universe field
Universe 18 49	Universe for adults ages 18 - 49
Universe 25 54	Universe for adults ages 25 - 54
UUID	Unique 36-character identifier for each airing or digital occurrence
Viewers	Viewers for adults ages 35+; digital occurrences show total impressions; default viewers field
Viewers 18 49	Viewers for adults ages 18 - 49
Viewers 25 54	Viewers for adults ages 25 - 54
Web Address	Web address of the advertiser

