Sample Search:
A spreadsheet showing the advertising spend, by the Hilton hotel company, in the past 5 years, across all media.

Ad$Pender is not a simple keyword-search textual database. Building a custom data spreadsheet requires carefully constructing a query, by using the appropriate menus to 1) select variables and then 2) define how the data should be presented in the final spreadsheet.
These two boxes show the Product and Category levels defined by AdSpender.
Not all companies are as challenging as Hilton to find! Often exploring the yellow-highlighted hierarchy tabs will return an obvious result. In that case, skipping the next screenshot is OK.

"Hilton" is a common name, so there are 1424 results in Products (and those products may be associated with many different companies).

To help identify the Hilton Hotel company:
1. Explore the other Product hierarchy tabs, e.g. Subsidiaries, Parents, etc. (Note: The Hilton Hotel company is a subsidiary of the Blackstone Group).

OR

2. Try the Category Filter (it only lives on the Products result tab), in order to limit the industry category (e.g. Hotels).

This is the Category Filter. Select "Hotels & Resorts, Domestic" and Apply Filter. This limits the Products tab to 746 results, i.e. only products in this category.

To learn about a Product use the Info button. Info only works from the Products tab.

This shows where a product exists in the company hierarchy. It's another way to identify the company (Hilton Hotels) for this sample search. Info shows that Hilton Hotels Corp is at the Subsidiary level.
When the needed company is found, use the “Select” button to add it as a variable to a query. Multiple company variables can be found and selected!

In this sample, once the company is identified, the “Drill” button might be useful. Drilling down the hierarchy to Brands will display the brands affiliated underneath Hilton Hotels Corp.

This page determines how the report appears in a spreadsheet. The display preferences, as selected, will answer the sample search prompt:

"Advertising spend, by the Hilton hotel company, in the past 5 years, across all media."

Because Hilton Hotels Corp. was classified as a subsidiary in the Product search. Choosing Subsidiary will display the expenditure of only that product level, i.e. advertising expenditure of Hilton Hotels Corp.

To see the expenditure breakdown within Hilton Hotels Corp., i.e., to see how the company allocated its expenditure at a more granular level, choose the box(es) of interest beneath Subsidiary, e.g., Brand.

Keep scrolling, almost done! :)
After choosing Run Report, it might take a little while for the database to generate the spreadsheet.

Click “Refresh Listing” after a few seconds to see if the report is done.

When it’s “Completed” choose the Spreadsheet icon.