



Weekly Spend Index™ Rankings for retail AS SEEN ON TV products

Short Form | Media Week 15 - 04/04/2016 thru 04/10/2016



Ranking	Brand		Spend Index	Advertiser	Airings	Networks	Website	
Last week 1 Total weeks 77	1	My Pillow	▶	22.52	My Pillow	405	29	
Last week 6 Total weeks 82	2	ABC Mouse Early Learning Academy	▶	8.42	Age of Learning	172	4	
Last week 4 Total weeks 54	3	Pocket Hose Top Brass	▶	7.84	Telebrands	189	21	
Last week 3 Total weeks 15	4	Flex Seal Liquid	▶	7.42	Swift Response	581	33	
Last week 2 Total weeks 15	5	Copper Fit Step FX	▶	6.89	Idea Village Products	402	32	
Last week 5 Total weeks 54	6	Ring	▶	6.17	Bot Home Automation	1,660	27	
Last week 10 Total weeks 29	7	Gotham Steel Pan	▶	5.67	E. Mishan & Sons	174	21	
Last week 12 Total weeks 67	8	Maxi Climber	▶	4.37	Innoventions Intl	382	18	
Last week 11 Total weeks 67	9	Copper Fit Back Pro	▶	4.24	Idea Village Products	279	21	
Last week 16 Total weeks 84	10	Keranique Hair System	▶	4.02	Keranique	273	19	
Last week 14 Total weeks 24	11	Zap!	▶	3.95	Zap! Products	183	21	
Last week 15 Total weeks 6	12	Swerve Ball	▶	3.81	Idea Village Products	235	19	
Last week 7 Total weeks 63	13	MicroTouch Tough Blade	▶	3.70	Idea Village Products	206	21	
Last week 8 Total weeks 33	14	Lipozene	▶	3.41	Obesity Research Institute	206	20	
Last week 9 Total weeks 23	15	Dutch Glow Amish Cleaning Tonic	▶	3.38	SAS Group	177	30	
Last week 18 Total weeks 78	16	Nugenix	▶	3.33	Direct Digital	524	17	
Last week 23 Total weeks 77	17	Copper Fit	▶	3.31	Idea Village Products	263	19	
Last week 22 Total weeks 12	18	Red Copper Pan	▶	3.25	Telebrands	64	11	
Last week 24 Total weeks 74	19	Sero Vital	▶	2.91	SanMedica International	101	16	
Last week 17 Total weeks 6	20	Rocket Copters	▶	2.83	Idea Village Products	204	19	
Last week 30 Total weeks 13	21	Flex Seal Products	▶	2.60	Swift Response	212	22	
Last week 27 Total weeks 75	22	Tommie Copper	▶	2.58	Tommie Copper IP	322	13	
Last week 13 Total weeks 74	23	Ooma	▶	2.31	Ooma	97	9	
Last week 33 Total weeks 39	24	Woof Washer 360	▶	2.19	Telebrands	47	15	
Last week 60 Total weeks 82	25	Wonder Wallet	▶	2.16	Allstar Products	106	12	
Last week 19 Total weeks 50	26	Roto Clipper	▶	2.14	Allstar Products	62	12	
Last week 29 Total weeks 63	27	Waterpik Flosser	▶	1.98	Water Pik	159	17	
Last week 25 Total weeks 7	28	Battle Balloons Color Burst	▶	1.84	Telebrands	104	4	
Last week 21 Total weeks 14	29	Kinetic Foam	▶	1.79	Spin Master	147	6	
Last week 42 Total weeks 6	30	Rodent Sheriff	▶	1.46	Trisales Marketing	124	13	
Last week 45 Total weeks 32	31	Go Belt	▶	1.44	Idea Village Products	63	12	
Last week 104 Total weeks 19	32	Naked Nails	▶	1.43	Idea Village Products	53	9	
Last week 35 Total weeks 83	33	Teeter Hang Ups	▶	1.34	STL International	72	8	
Last week 54 Total weeks 75	34	Effaclar Acne System	▶	1.33	La Roche-Posay	177	6	
Last week 44 Total weeks 67	35	Michel Mercier Ultimate Detangling Brush	▶	1.26	E. Mishan & Sons	101	9	
Last week 52 Total weeks 83	36	MicroTouch Max	▶	1.21	Idea Village Products	46	7	
Last week 31 Total weeks 84	37	Hurry Cane	▶	1.13	Hurry Cane	159	8	
Last week 47 Total weeks 58	38	Snackeez	▶	1.02	Idea Village Products	91	7	
Last week 28 Total weeks 84	39	Philips Lifeline	▶	1.02	Koninklijke Philips Electronics	22	5	
Last week 49 Total weeks 24	40	Simply Straight	▶	1.02	Ontel Products	92	11	
Last week 36 Total weeks 14	41	Ped Egg Powerball	▶	0.96	Telebrands	71	11	
Last week 32 Total weeks 62	42	In Styler MAX Rotating Iron	▶	0.95	Tre Milano	13	4	
Last week 51 Total weeks 50	43	Glow Wubble Bubble Ball	▶	0.95	NSI International	60	4	
Last week 26 Total weeks 48	44	Side Sleeper Pro Air	▶	0.89	Allstar Products	35	5	
Last week 56 Total weeks 25	45	EverBrite	▶	0.88	Ontel Products	18	4	
Last week 53 Total weeks 28	46	WubbleX	▶	0.83	NSI International	49	4	
Last week 58 Total weeks 19	47	Shoe Slotz	▶	0.77	BlueBanana Group	136	12	
Last week 37 Total weeks 63	48	Crepe Erase	▶	0.75	Guthy-Renker	15	4	
Last week 39 Total weeks 12	49	Sani Sticks	▶	0.68	Hampton Direct	68	12	
Last week n/a Total weeks 56	50	Cardiff Skate	▶	0.67	Cardiff Sport Technologies	46	1	
Last week 55 Total weeks 63	51	Scratch+Aide	▶	0.62	SAS Group	24	7	
Last week 67 Total weeks 4	52	Fuzzeez	▶	0.61	Orb Factory	46	3	
Last week 79 Total weeks 75	53	Hydrolyze	▶	0.60	Bellezza Products	38	8	
Last week 118 Total weeks 28	54	Shiwala Spray Mop	▶	0.59	E. Mishan & Sons	7	4	
Last week 65 Total weeks 84	55	Wipe New Headlight Restore	▶	0.57	Wipe New	20	2	
Last week 71 Total weeks 67	56	Hot Shapers	▶	0.53	Ideal DRTV	32	1	
Last week 61 Total weeks 51	57	Baseboard Buddy	▶	0.50	Allstar Products	25	6	

Ranking		Brand		Spend Index	Advertiser	Airings	Networks	Website
Last week	64	58	Foot Bubbles	0.47	Funtastic	15	3	
Total weeks	10							
Last week	57	59	Lazer Bond	0.46	Telebrands	71	9	
Total weeks	46							
Last week	132	60	Car Cane	0.44	E. Mishan & Sons	3	3	
Total weeks	54							
Last week	59	61	DashCam Pro	0.43	Inventel	72	5	
Total weeks	55							
Last week	81	62	Miracle Grill Mat	0.41	Golden West Marketing	26	6	
Total weeks	54							
Last week	105	63	Dura Wallet	0.40	Telebrands	27	4	
Total weeks	13							
Last week	48	64	Copper Chef 360	0.40	Tristar Products	142	5	
Total weeks	8							
Last week	77	65	My PurMist	0.39	Vapore	60	3	
Total weeks	27							
Last week	34	66	No No Pro	0.39	Radiancy	34	3	
Total weeks	84							
Last week	78	67	Training Mask	0.37	TrainingMask	9	3	
Total weeks	24							
Last week	75	68	FabriClear	0.36	FabriClear	67	3	
Total weeks	67							
Last week	50	69	Miracle Bamboo Pillow	0.36	Ontel Products	28	5	
Total weeks	63							
Last week	63	70	Eye Wrinkle Correcting Laser	0.35	Tria Beauty	22	3	
Total weeks	24							
Last week	n/a	71	Press 2 Paste	0.35	Lenfest Media	15	4	
Total weeks	9							
Last week	43	72	5 Second Fix	0.34	Ontel Products	74	5	
Total weeks	41							
Last week	38	73	Knot Out	0.34	Allstar Products	25	7	
Total weeks	59							
Last week	n/a	74	Bracelet Secret	0.32	Global TV Concepts	11	5	
Total weeks	5							
Last week	87	75	Flex Seal Colors	0.32	Swift Response	34	3	
Total weeks	59							
Last week	41	76	Miss Belt	0.32	Idea Village Products	56	6	
Total weeks	61							
Last week	76	77	Wise Company	0.27	Wise Company	54	4	
Total weeks	82							
Last week	72	78	Hydro Mousse	0.26	Eagle Eye Marketing	32	6	
Total weeks	56							
Last week	82	79	Wonder Core Smart System	0.26	HSNi	20	3	
Total weeks	63							
Last week	126	80	Nail Breeze	0.26	Telebrands	21	3	
Total weeks	1							
Last week	93	81	Gorilla Gym	0.23	Valex	37	3	
Total weeks	59							
Last week	89	82	FixMe Stick	0.22	FixMeStick Technologies	27	2	
Total weeks	63							
Last week	66	83	Be Active Brace	0.21	Top Dog Direct	30	4	
Total weeks	84							
Last week	70	84	Mattress Wedge	0.20	Trisales Marketing	17	3	
Total weeks	66							
Last week	94	85	Cat Genie	0.20	PetNovations	32	8	
Total weeks	67							
Last week	40	86	1 Second Slicer	0.20	Trisales Marketing	18	5	
Total weeks	75							
Last week	103	87	ZQuiet	0.18	Sleeping Well	14	1	
Total weeks	64							
Last week	74	88	American Aviator Watch	0.17	Idea Village Products	3	1	
Total weeks	52							
Last week	62	89	Arthro 7	0.16	Nutrivita	6	1	
Total weeks	74							
Last week	135	90	AquaJet Power Washer	0.15	E. Mishan & Sons	17	5	
Total weeks	2							

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