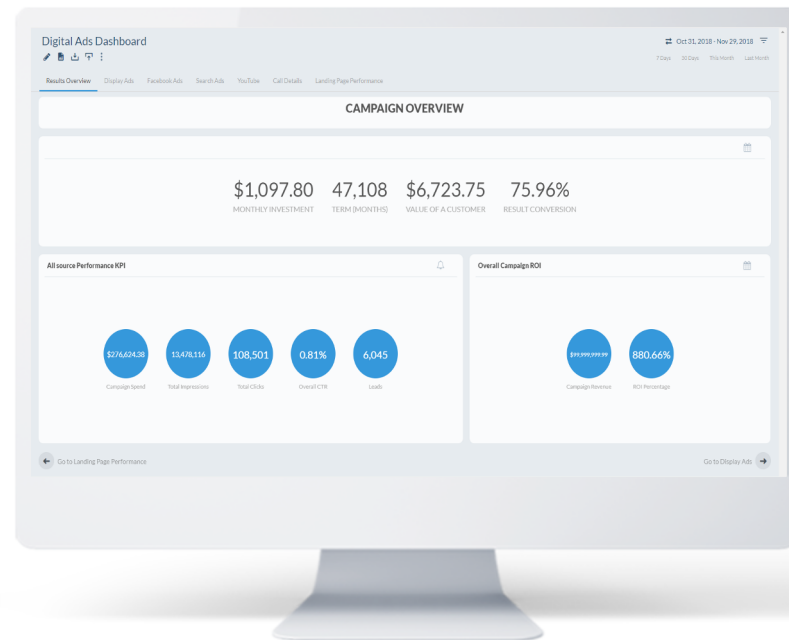


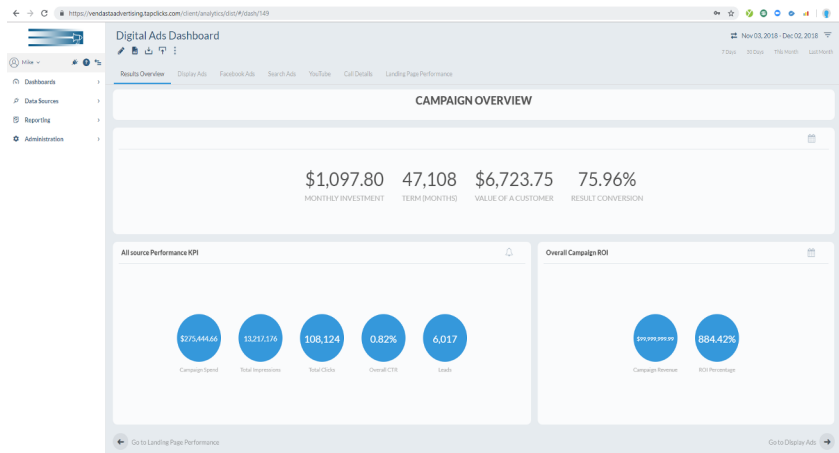
# Campaign Reporting 101

## Understanding and Interpreting Digital Reports



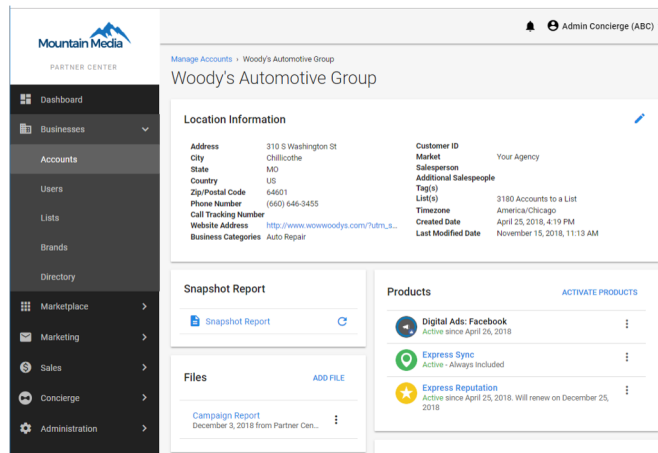
# Where to Find Them

Live Dashboard



In the Platform

Under files in Business Center



# Navigating the Dashboard

The screenshot shows the 'Digital Ads Dashboard' interface. Annotations with arrows point to specific features:

- Build/Download report:** Points to the top-left toolbar containing icons for editing, printing, downloading, and other actions.
- Select reporting period:** Points to the date range 'Nov 03, 2018 - Dec 02, 2018' and the selection buttons '7 Days', '30 Days', 'This Month', and 'Last Month'.
- Select Business:** Points to the 'Dashboard Filters' sidebar on the right, which includes dropdowns for 'Client', 'Client Group', and 'Business Unit', along with 'APPLY', 'RESET', and 'CLOSE' buttons.
- Select the medium:** Points to the 'Results Overview' tab in the top navigation bar, which also includes 'Display Ads', 'Facebook Ads', 'Search Ads', 'YouTube', 'Call Details', and 'Landing Page Performance'.

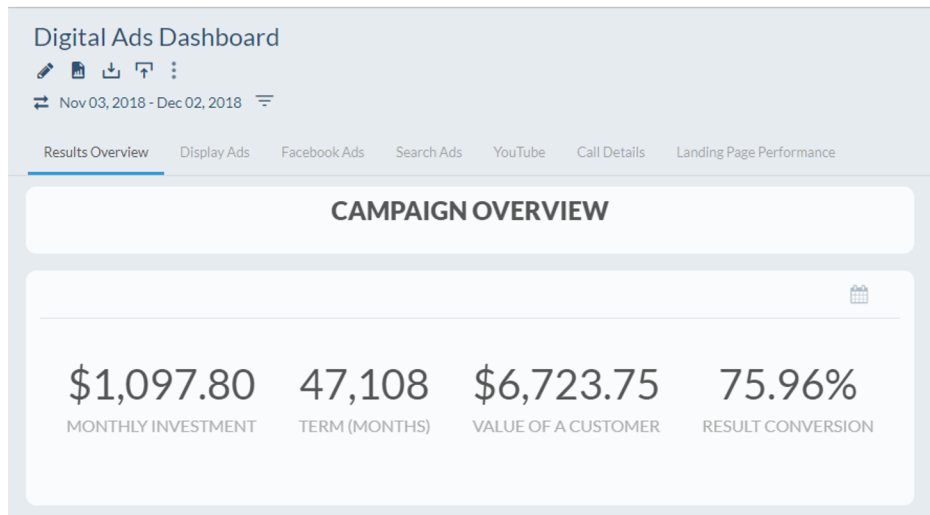
The main content area displays the 'CAMPAIGN OVERVIEW' with the following data:

MONTHLY INVESTMENT	TERM (MONTHS)	VALUE OF A CUSTOMER
\$1,097.80	47,108	\$6,723.75

Below this, the 'RESULT CONVERSION' is shown as 75.96%.

Once business and dates are set select *Apply* to build report

# How to Read Them



## Monthly Investment

Taken from the order form from the *Retail Spend*. This number will always display the actual amount the client is paying you.

## Term

The duration of the campaign in months.

## Value of a Customer

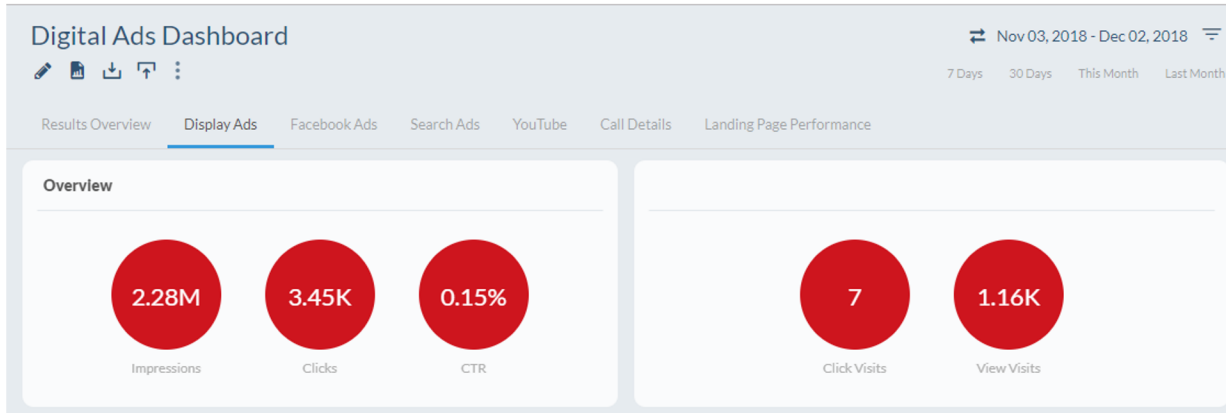
The value the business owner has stated one new customer/conversion/call/lead will result in.

## Result Conversion

The close rate on all tracked conversions (call, form fills, downloads, e-comm purchases).



# Display Reports



## Impressions

The amount of times the ad creative loaded in the viewable section on a site.

## Clicks

The amount of clicks on the ad creative.

## Click-Through Rate

The percentage of clicks into impressions, used as a loose guide of efficacy.

## Click Visits

The amount of users who clicked an ad then physically navigated to the conversion zone (typically the businesses location)

## View Visits

The amount of users who saw the ad but did not click on it and physically navigated to the conversion zone.

# Display Reports

Display Geo Fencing Results						
1 to 10 of 524		Search data...		Previous 1 2 3 4 5 ... 53 Next		
Geo Fence		Impressions	Clicks	CTR	Click Visits	View Visits
[REDACTED]		53,199	51	0.10%	0	9
[REDACTED]		48,329	56	0.12%	0	13
[REDACTED]		40,967	47	0.11%	0	8

## Display Geo Fencing Results




Lists all geofenced locations that are being tracked and reported on.

Display Contextual/Keywords Data				
1 to 10 of 1132		Search data...		Previous 1 2 3 4 5 ... 114 Next
Keyword		Impressions	Clicks	CTR
business_industrial_optimized_audience		100,456	226	0.23%
health_optimized_audience		47,761	120	0.25%
pets_optimized_audience		30,766	73	0.24%
computers_consumer_electronics_optimized_audience		28,117	34	0.12%

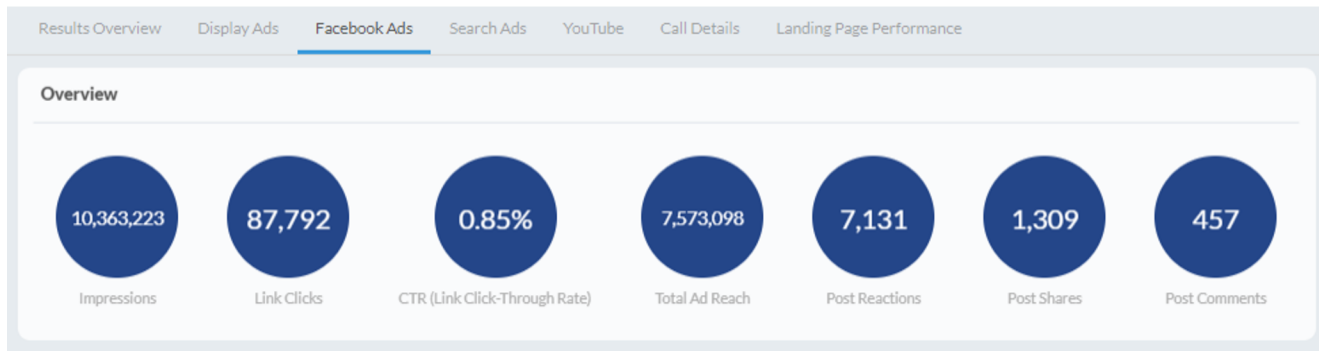
## Contextual/Keywords Data

Lists the contextual (Ad placement based on the web page topic) and keywords we are pairing your display ads with.

# Display Reports

Display Ad Preview					
1 to 10 of 150		Search data...		Previous 1 2 3 4 5 ... 15 Next	
Ad	Size	Preview			
4webads-300x250.jpg	300x250				
4webads-320x50.jpg	320x50				
4webads-300x250.jpg	300x250				

# Social Reports



## Impressions

The amount of times the ad creative loaded in the viewable section on a site.

## Link Clicks

The amount of clicks on the ad creative (Call to action Button, expand text, or bit.ly link).

## Click-Through Rate

The percentage of clicks into impressions, used as a loose guide of efficacy.

## Total Ad Reach

The amount of unique devices served, can be thought of as individual users.

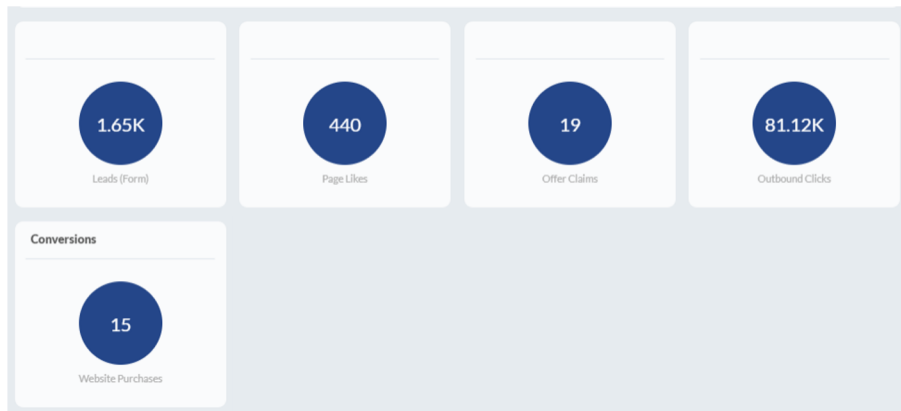
## Post Reactions & Shares

Social Reactions: 👍❤️😂😮😓😡 or users sharing our ad.

## Post Comments

Comments on the Ad.

# Social Reports



## Leads (Form)

The amount of users who successfully complete a lead form for *lead* based social campaigns

## Page Likes

The amount of users who like a businesses Facebook page directly attributed to our *likes* campaign.

## Offer Claims

The amount of offers saved by a target audience to their Facebook account from an *offer* campaign.

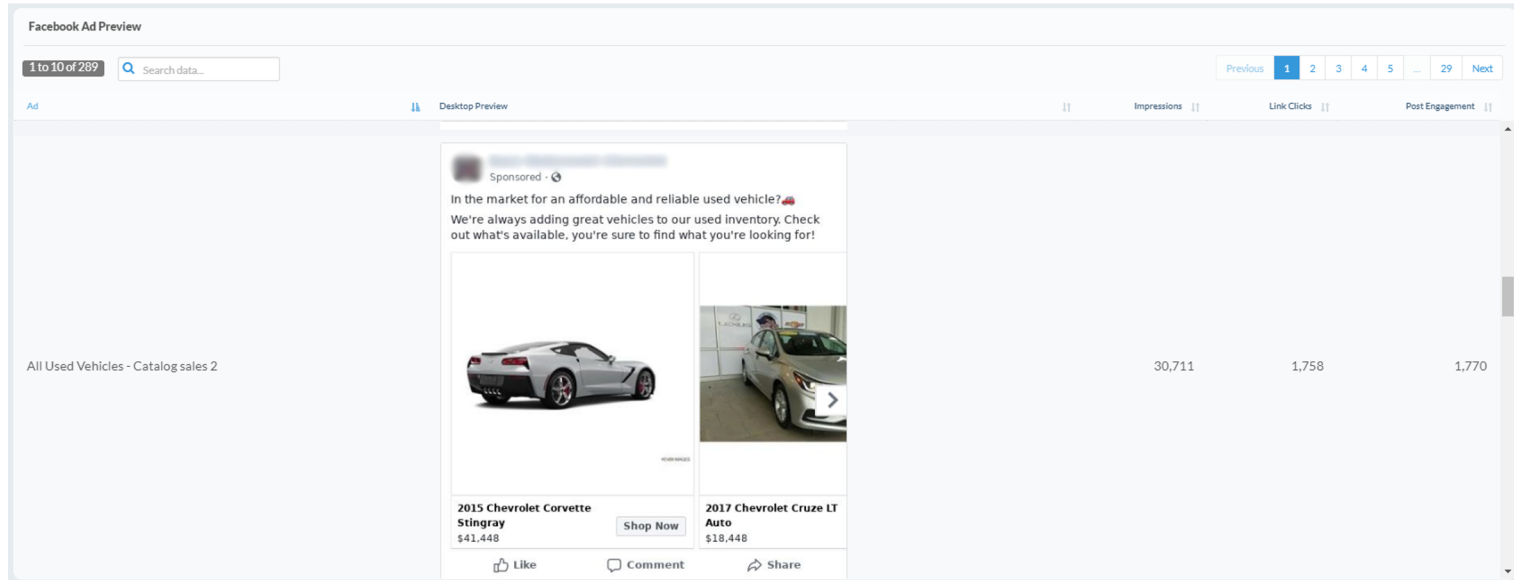
## Outbound Clicks

The amount of clicks on our ad that direct users outside of Facebook/Instagram.

## Conversions

The amount of clicks/actions a user takes that the business owner/partner has asked to track.

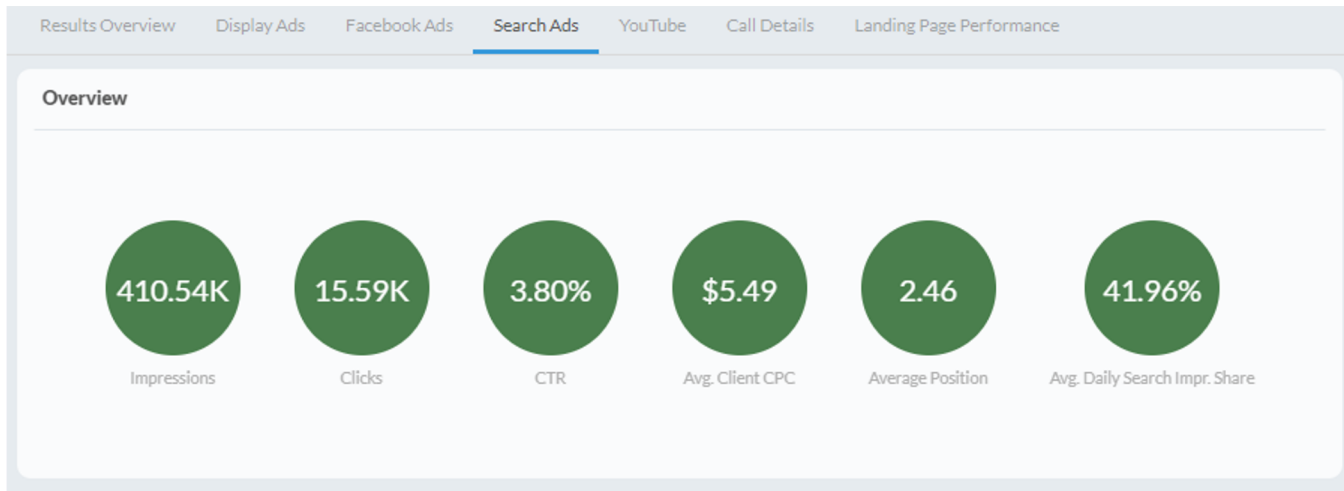
# Social Reports



## Creative Performance

The amount of impressions, clicks and post engagement (Likes, shares, reactions, comments) for each ad copy.

# Search Reports



## Impressions

The amount of times our text ad appeared on a SERP (Search Engine Results Page)

## Clicks

The amount of clicks on the ad.

## Click-Through Rate

The percentage of clicks into impressions.

## Average Client CPC (cost per click)

The amount we paid for each click generated from the ad. Note: this is in *client spend* so it will be marked up to the retail spend.

## Average Position

The average position our ad loaded in.

## Average Daily Search Impression Share

The amount of times in a given day our ad loaded for the keywords we are bidding on.

# Search Reports

Performance by Ad Group									
Ad Group		Impressions	Clicks	CTR	Avg. Client CPC	Average Position	Search Impression Share		
IP-574263977-m1319588-Furniture Stores - General		13,374	827	6.18%	\$1.70	2.34	49.78%		
IP-554882349-m1359503-Colleges - General		12,322	560	4.54%	\$1.83	2.10	13.64%		
IP-532298024-m1320841-Homes For Sale		4,763	522	10.96%	\$2.51	1.74	41.45%		
IP-538416715-m1330741-Used Car Dealers		7,549	520	6.89%	\$4.13	2.14	42.59%		
IP-543917276-m1337667-Commercial Building Contractors		4,934	397	8.05%	\$2.63	2.00	71.76%		

## Performance by Ad Group

The results for each of our *ad groups* within the search campaign.

Top 10 keywords adwords									
Keyword		Impressions	Clicks	CTR	Avg. Client CPC	Average Position	Search Impression Share		
+used +cars		11,434	681	5.96%	\$4.22	2.43	50.49%		
+used +car		5,725	341	5.96%	\$6.32	2.55	44.56%		
+pole +barn		3,652	260	7.12%	\$1.35	1.99	56.75%		
+houses +for +sale		2,070	237	11.45%	\$2.66	1.73	23.99%		

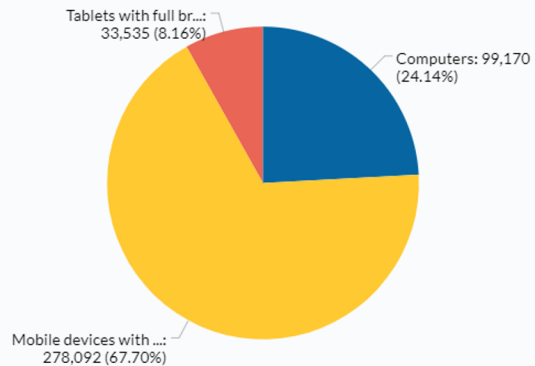
## Top 10 Keywords

The top 10 performing *keywords* we are currently bidding on.



# Search Reports

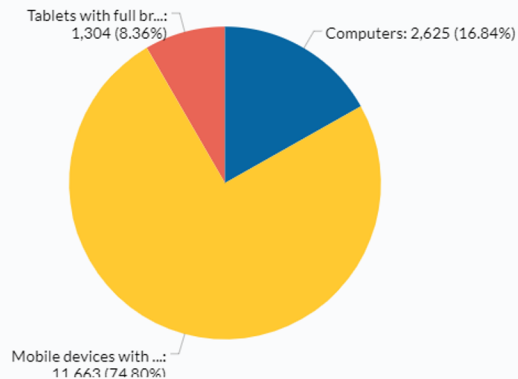
Impressions by device



## Impressions by Device

The amount of *impressions* per device.

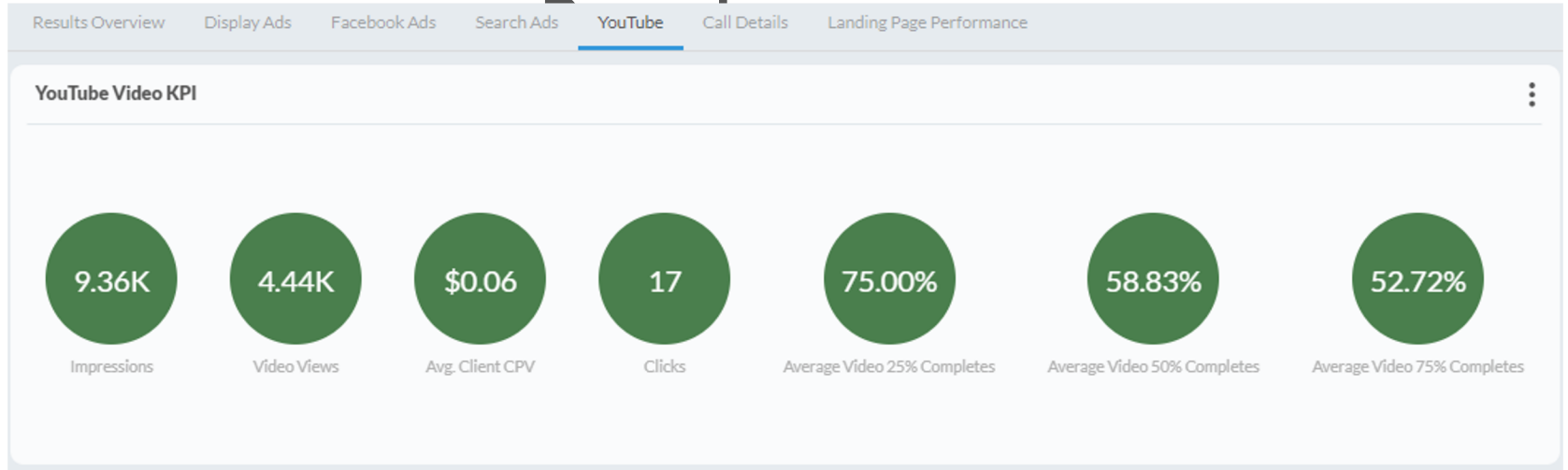
Clicks by Device



## Clicks by Device

The amount of *clicks* per device.

# YouTube



## Impressions

The amount of times our video ad loaded and ran on YouTube video.

## Video Views

The amount of times our video was viewed through completion.

## Average Client CPV (cost per view)

The amount the client spent for each completed viewing of the video.

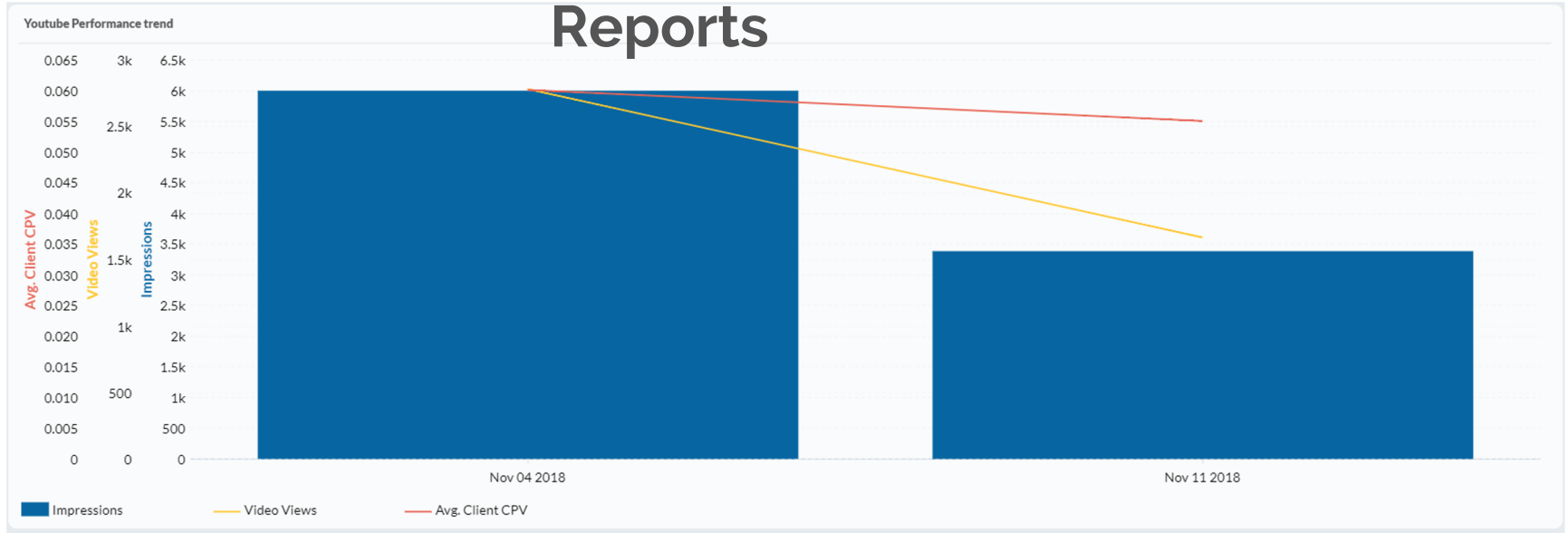
## Clicks

The amount of *clicks* we received on the video ad.

## Average Video 25%, 50%, and 75% Completes

The average amount of *users who viewed* the video ad 25%-75% of the way through, prior to skipping.

# YouTube Reports



## YouTube Performance Trend

A graphical representation of Cost Per View, Views and Impressions

# Call Tracking Report

Results Overview   Display Ads   Facebook Ads   Search Ads   YouTube <u>Call Details</u> Landing Page Performance						
All Times are in EST						
11 to 20 of 1696		Search data...		Previous 1 2 3 4 5 ... 170 Next		
Date	Caller Number	Duration	Classification	Call Status	# of Call Details	
Total		58:53:05			1,842	
12:25AM Dec 02, 2018	250- <input type="text"/>	00:00:50	IVR/Voicemail Abandon	ANSWER	1	
12:15AM Dec 02, 2018	801- <input type="text"/>	00:03:15	IVR/Voicemail Abandon	ANSWER	1	
11:41PM Dec 01, 2018	319- <input type="text"/>	00:05:26	VoiceMail	ANSWER	1	
10:24PM Dec 01, 2018	662- <input type="text"/>	00:00:27	Unknown	ANSWER	1	
09:04PM Dec 01, 2018	541- <input type="text"/>	00:01:55	VoiceMail	ANSWER	1	
08:47PM Dec 01, 2018	212- <input type="text"/>	00:01:26	Conversation	ANSWER	1	

## Date

The date when the call occurred (in EST).

## Caller Number

The number of the user who called the business.

## Duration

The duration of the call that took place

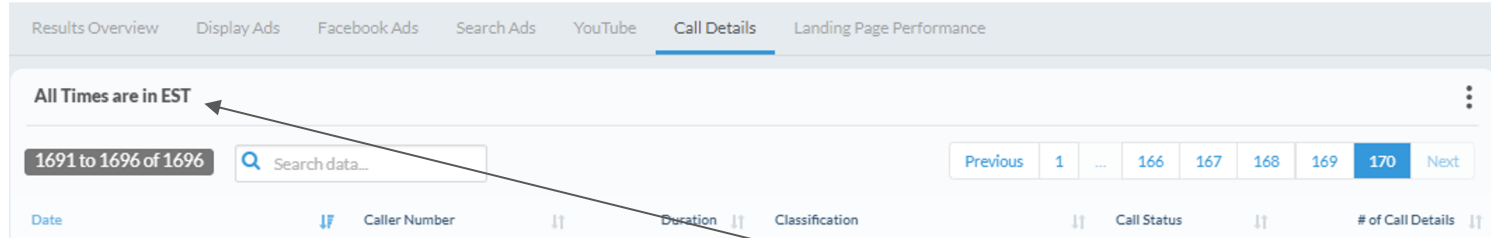
## Classification

The status of the call, can be: IVR/Voicemail Abandon, Voicemail, Conversation, Ring Transfer Abandon, Wrong Number, or Unknown.

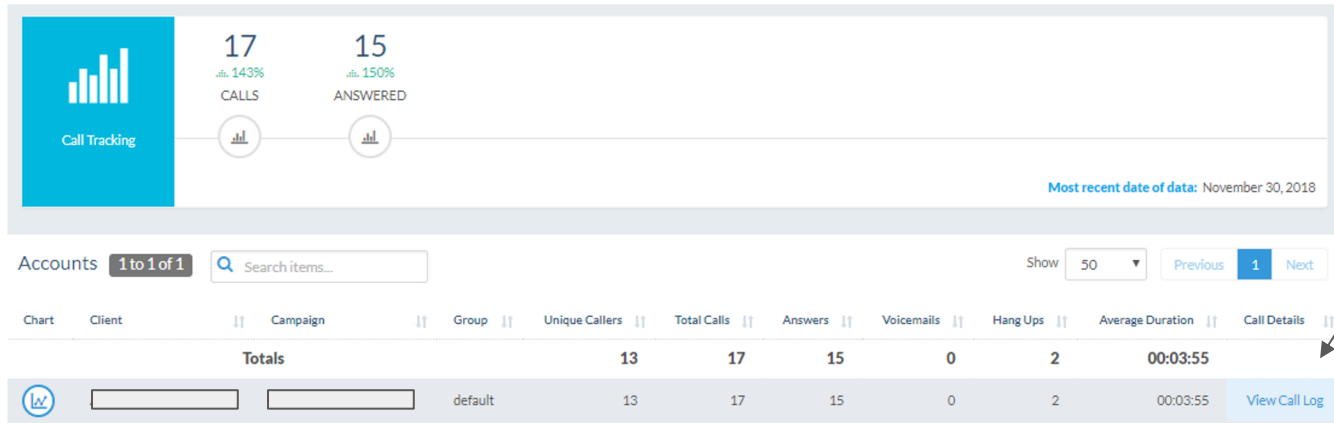
## Call Status

The status of the call. Can be Answer, No Answer, or Hangup.

# Call Tracking Report



You can listen to call recordings within the live dashboard *by clicking the header* at the top of the page



Select *View Call Log* on the business

# Call Tracking Report

Click the play button beside the call details to listen

Viewing as [redacted] using their default data profile

Dashboard / Call Tracking / Call log for the [redacted] campaign

Call log for the [redacted] campaign 1 to 17 of 17

Show 50

Campaign	Call Date	Caller Name	Caller Number	Duration	Call Status	Classification	Tag	Listen
[redacted]	2018-11-30 17:09:59	Anonymous		00:03:52	ANSWER	Conversation		0:00 / 0:00
[redacted]	2018-11-28 21:00:28	Anonymous		00:00:59	ANSWER	VoiceMail		0:00 / 0:00
[redacted]	2018-11-27 15:58:58	OVERTON [redacted]	613-[redacted]	00:33:31	ANSWER	Conversation		0:00 / 0:00
[redacted]	2018-11-27 15:58:26	OVERTON [redacted]	613-[redacted]	00:00:19	ANSWER	Ring Transfer Abandon		0:00 / 0:00
[redacted]	2018-11-26 15:58:01	Raman [redacted]	613-[redacted]	00:02:22	ANSWER	Conversation		0:00 / 0:00
[redacted]	2018-11-26 01:03:36	XAVIER [redacted]	514-[redacted]	00:00:06	HANGUP	IVR/Voicemail Abandon		0:00 / 0:00
[redacted]	2018-11-23 16:00:56	UNPUBLISHED	613-[redacted]	00:01:53	ANSWER	Conversation		0:00 / 0:00
[redacted]	2018-11-23 14:41:21	Cell Phone ON	613-[redacted]	00:00:57	ANSWER	IVR/Voicemail Abandon		0:00 / 0:00
[redacted]	2018-11-13 15:24:37		613-[redacted]	00:12:48	ANSWER	Conversation		0:00 / 0:00

Click the kabob menu to download the calls

# Landing Page Performance

Results Overview			Display Ads	Facebook Ads	Search Ads	YouTube	Call Details	Landing Page Performance
Performance by Platform								
Source	Sessions	Goal Completions						
google	76,482	5,345						
facebook	28,330	4,256						
(direct)	44,145	2,721						
l.instagram.com	17,133	1,438						
m.facebook.com	3,002	151						
Newest Scoop Newsletter	1,008	131						
lm.facebook.com	1,287	127						
babylst.com	1,737	125						
instagram.com	4,117	97						
bing	3,364	94						

## Performance By Platform

Displays the interaction with our landing page per medium. Can use this tool to dissect traffic and conversions.

Landing Page Performance		
Goal Name		Completions
Looked at Items In Cart		7,696
Product page		3,082
Other Click		1,379
Book An Appointment		1,180
Landing Page Form Fill		1,147
Phone Click		346
Yellow Apply Now Button Clicked		169
Top Apply Now Button Clicked		151
Convert to Coupon Page		57
Checkout		34

## Landing Page Performance

Tracks users taking actions on the landing page, this could be tap to call, clicks to website, contact us form submission, etc.