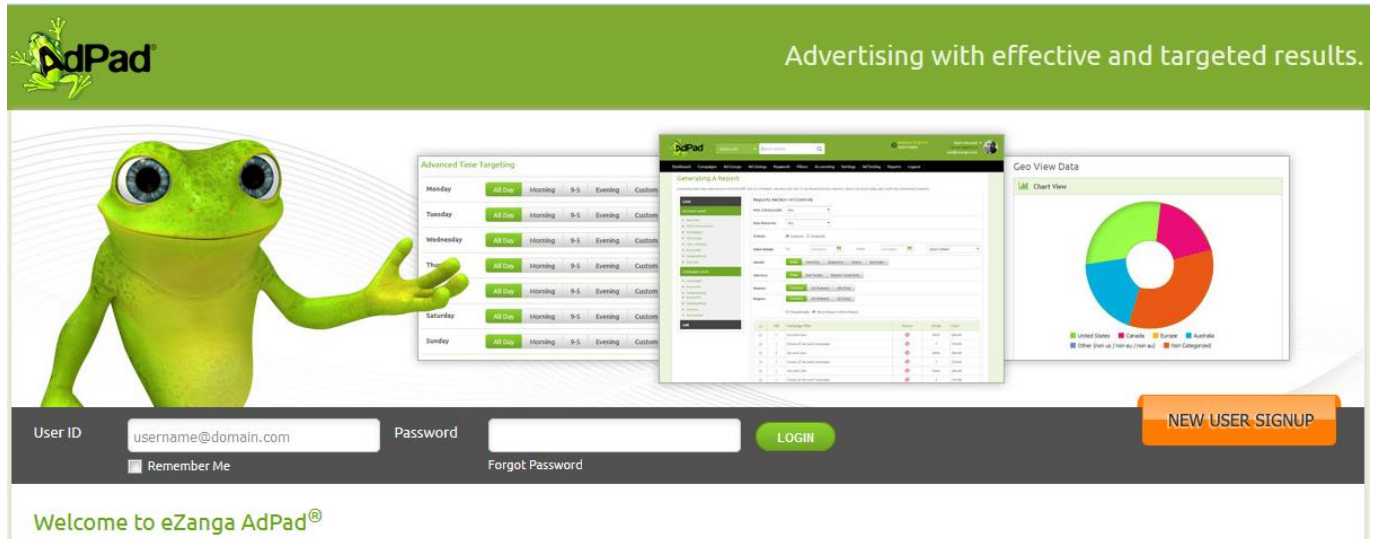


How to Navigate Reports

Now that you've got your campaign up and running, you'll want to know just how well it's performing. That's where our 'Reports' tab comes in. In this section, you'll learn how to generate and narrow those reports down to certain date ranges.

1. Login to AdPad®



The screenshot displays the AdPad user interface. At the top left is the AdPad logo featuring a green frog. The top right contains the tagline "Advertising with effective and targeted results." Below the header, a large green frog character is on the left, gesturing towards a central dashboard. The dashboard includes several widgets: "Advanced Time Targeting" with a table for days of the week and time slots; "Campaigns & Reports" with a list of campaigns and their status; and "Geo View Data" with a pie chart showing geographic distribution. At the bottom, there is a login form with fields for "User ID" (containing "username@domain.com") and "Password", a "Remember Me" checkbox, a "Forgot Password" link, and a green "LOGIN" button. An orange "NEW USER SIGNUP" button is located on the right side of the login area. Below the login form, a green banner reads "Welcome to eZanga AdPad®".

AdPad®

Advertising with effective and targeted results.

Advanced Time Targeting


Day	All Day	Morning	9-5	Evening	Custom
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Campaigns & Reports

Campaign Name	Status	Start Date	End Date
Campaign 1	Active	2012-01-01	2012-01-31
Campaign 2	Paused	2012-01-01	2012-01-31
Campaign 3	Completed	2012-01-01	2012-01-31

Geo View Data

Chart View



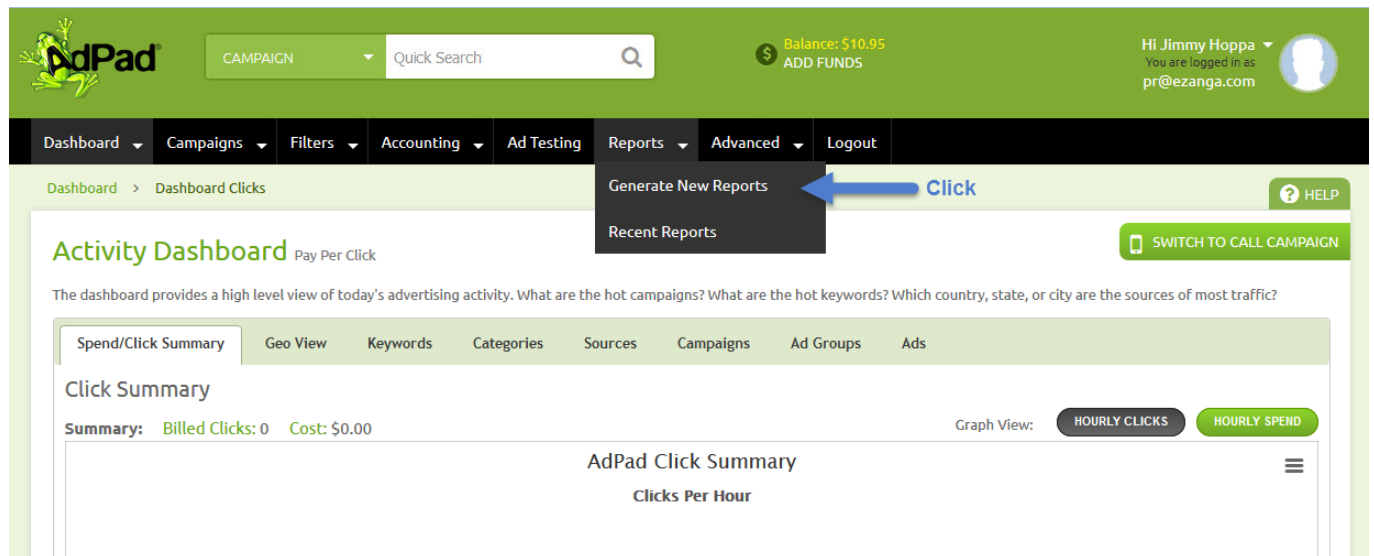
Legend: United States (Green), Canada (Red), Europe (Blue), Australia (Orange), Other (Non-NA / Non-AU) (Purple), Non-Categorized (Grey)

User ID: Password:

Remember Me [Forgot Password](#)

Welcome to eZanga AdPad®

2. Go to 'Reports' Tab and Click 'Generate New Reports'



The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo on the left, a search bar with 'CAMPAIN' and 'Quick Search' in the center, and a balance indicator showing '\$10.95' and 'ADD FUNDS' on the right. Below the header is a black navigation bar with menu items: Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The 'Reports' menu is open, showing 'Generate New Reports' and 'Recent Reports'. A blue arrow points to 'Generate New Reports' with the word 'Click' next to it. Below the navigation bar, the main content area shows the 'Activity Dashboard' for 'Pay Per Click'. It includes a 'Spend/Click Summary' tab, a 'Click Summary' section with 'Billed Clicks: 0' and 'Cost: \$0.00', and a 'Graph View' section with 'HOURLY CLICKS' and 'HOURLY SPEND' buttons. The graph area is currently empty, showing 'AdPad Click Summary' and 'Clicks Per Hour'.

3. Generate Reports

Generating A Report

Generate and view new reports in both PDF and XLS formats. Review the last 15 archived historic reports. Also checkout daily and monthly scheduled reports.

Click

- Account Level
 - Overview
 - Daily Transactions
 - Campaigns
 - Ad Groups
 - Ads / Listings
 - Keywords
 - Geographical
 - Sources
- Campaign Level
 - Campaigns
 - Keywords
 - Geographical
 - Sources
- Call

Account Level: Overview

Account Spend
Last 12 Months

Clicks (left axis, 0-200) and Cost / Spend (\$) (right axis, \$0-\$10) are plotted over the last 12 months (Jun-2015 to May-2016). A significant spike is visible in August 2015.

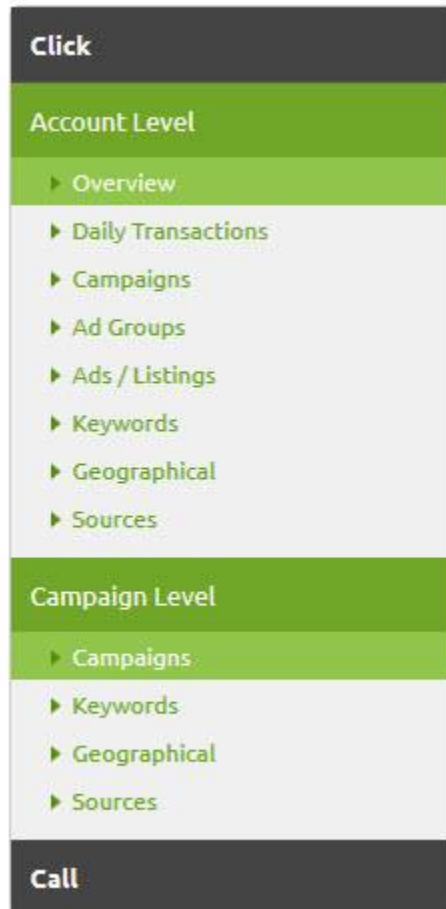
Legend: Clicks (blue line with diamond), Cost / Spend (\$) (black line with square)

Buttons: LAST 30 DAYS, LAST 12 MONTHS

In this tab, you'll be able to:

- Generate and view new reports in both PDF and XLS formats.
- Review the last 15 archived historic reports.
- Check out daily and monthly scheduled reports.

4. Choose the Report You'd Like to Run



5. Set Parameters of Your Search

The screenshot shows the AdPad interface. At the top, there is a navigation bar with the AdPad logo, a search bar, and user information. Below this is a main navigation menu with options like Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The current page is 'Reports > Generate New Reports'. The main content area is titled 'Generating A Report' and contains a sidebar with a tree view of report categories. The 'Account Level' section is expanded, showing 'Daily Transactions' as the selected report. The report configuration area includes a 'Date Range' section with 'From' and 'To' date pickers, an 'OR' separator, and a 'Today' dropdown. Below this is a 'Detail' section with buttons for 'Daily', 'Monthly', 'Quarterly', 'Yearly', and 'Summary'. The 'Monthly' button is highlighted with a blue arrow. The 'Options' section has buttons for 'Plain', 'Sub Total', and 'Report Total Only'. The 'Plain' button is highlighted with a blue arrow. At the bottom of the configuration area, there are checkboxes for 'Page Breaks' and 'Show Report When Ready'. A 'RUN REPORT' button is located at the bottom right of the configuration area. Two blue arrows point from the text 'Select parameters' to the 'Monthly' and 'Today' options.

Account Level: Daily Transactions

Date Range: From 06/07/2016 To 06/07/2016 OR Today

Detail: Daily Monthly Quarterly Yearly Summary

Options: Plain Sub Total Report Total Only

Page Breaks Show Report When Ready

RUN REPORT

Select parameters

6. Click 'Run Report'

The screenshot displays the AdPad interface for generating a report. At the top, there's a navigation bar with the AdPad logo, a 'CAMPAIGN' dropdown, a 'Quick Search' field, and a balance of \$10.95. Below this is a main navigation menu with options like Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The current page is 'Reports > Generate New Reports'. The main content area is titled 'Generating A Report' and includes a sidebar with navigation options like 'Account Level' and 'Campaign Level'. The main content area is titled 'Account Level: Daily Transactions' and includes fields for 'Date Range' (From 06/07/2016 To 06/07/2016), 'Detail' (Daily, Monthly, Quarterly, Yearly, Summary), and 'Options' (Plain, Sub Totals, Report Total Only). A 'RUN REPORT' button is highlighted with a blue arrow and the text 'Click'.

Once you've chosen which report you'd like to run, click 'Run Report.' This will generate your report and allow you to see what you can do to improve your campaigns.