

What Does Each Report Mean?

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. But before you choose which reports to generate, you need to know what each one means.

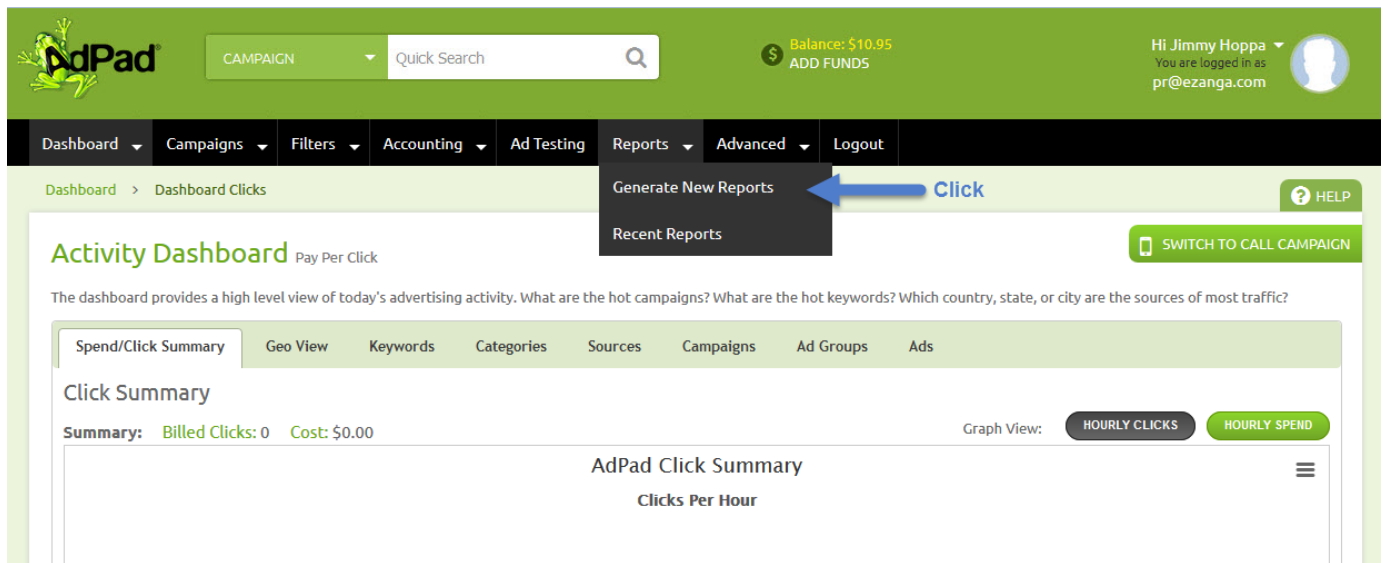
1. Login to AdPad®

The screenshot displays the AdPad user interface. At the top left is the AdPad logo with a green frog mascot. The top right features the tagline "Advertising with effective and targeted results." Below this is a login section with a "User ID" field containing "username@domain.com", a "Password" field, a "Remember Me" checkbox, and a "Forgot Password" link. A green "LOGIN" button is positioned to the right of the password field. An orange "NEW USER SIGNUP" button is located in the bottom right corner. Three report preview windows are shown: "Advanced Time Targeting" with a table of days and time slots, "Reporting on Reports" with a list of reports, and "Geo View Data" with a donut chart showing geographic distribution.

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 'Quick Search' and a magnifying glass icon, and a balance indicator showing '\$10.95' with an 'ADD FUNDS' button. On the right side of the header, the user is identified as 'Hi Jimmy Hoppa' with the email 'pr@ezanga.com' and a profile icon.

Below the header is a dark navigation bar with several menu items: 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', 'Advanced', and 'Logout'. The 'Reports' menu is currently open, showing two options: 'Generate New Reports' and 'Recent Reports'. A blue arrow points to the 'Generate New Reports' option, with the word 'Click' written next to it.

The main content area is titled 'Activity Dashboard Pay Per Click'. It includes a 'SWITCH TO CALL CAMPAIGN' button and a 'HELP' icon. Below this, there is a navigation bar with tabs for 'Spend/Click Summary', 'Geo View', 'Keywords', 'Categories', 'Sources', 'Campaigns', 'Ad Groups', and 'Ads'. The 'Spend/Click Summary' tab is selected.

The 'Click Summary' section shows a 'Summary' with 'Billed Clicks: 0' and 'Cost: \$0.00'. To the right, there is a 'Graph View' section with two buttons: 'HOURLY CLICKS' and 'HOURLY SPEND'. The 'HOURLY SPEND' button is currently selected.

The main content area is titled 'AdPad Click Summary' and contains a sub-section for 'Clicks Per Hour'. A hamburger menu icon is visible in the top right corner of this section.

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.

Account Level: Overview

Account Spend
Last 12 Months

Month	Clicks	Cost / Spend (\$)
Nov-2015	0	0
Dec-2015	0	0
Jan-2016	0	0
Feb-2016	0	0
Mar-2016	0	0
Apr-2016	0	0
May-2016	0	0
Jun-2016	0	0
Jul-2016	0	0
Aug-2016	0	0
Sep-2016	0	0
Oct-2016	0	0

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



Before you select a report to run, refer to the list below, so you can pick the right one for your needs.

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. And that's it!

Account Level

Daily Transactions - Any amount of money added or removed from your account on a particular day.

Campaigns - The summary of a campaign's daily activity.

Ad Groups - Specific ad groups within a campaign that ran during a selected date range.

Ads/Listings - Different ad copies that ran during a specific date range.

Keywords - All keywords on your account that ran during a selected date range.

Geographical - Geographic regions that campaigns ran in during a specific date range.

Sources - Sources of traffic from our network that send you traffic during a selected date range.

Call Details - All caller ID details associated with a call campaign, including the call recordings, during a selected date range. **Note:** This feature is only available to clients running a Pay Per Call campaign with eZanga.

Campaign Level

Campaigns - A more detailed summary of campaigns that ran during a selected date range. Run reports for the daily, weekly, and monthly activities of your campaign.

Keywords - All keywords for specific campaigns that ran during a selected date range.

Geographical - Geographic regions that a specific campaign ran in during a selected date range.

Sources - Sources of traffic for specific campaigns you've received from our network during a selected date range.

Call Details - All caller ID details for specific campaigns, including the call recordings, for a selected date range. **Note:** This feature is only available to clients running a Pay Per Call campaign with eZanga.