



For each of our advertisers, the ReachLocal advertising platform is able to track (1) Phone Calls; (2) E-Mails; (3) Coupon Printing; (4) Visits to Specific Website Pages. These reports are available online and are updated throughout the day.

The following campaign activity report is based on an actual campaign. The name of the advertiser as well as actual customer phone numbers and e-mail addresses have been changed to respect the privacy of this advertiser's information.

Campaign Activity Report

Campaign: Nissan Dealer - TotalTrack

From: Mar 22, 2009 To: Apr 27, 2009

Display Results
 Daily Details & Graphs
 Graphs Only
 Daily Details Only (no graphs)

Campaign Name	From	To	Budget	Spent	Visits	Calls	Emails	Web Events
Nissan Dealer - TotalTrack	Mar 22, 2009	Apr 27, 2009	N/A	N/A	3,679	349	0	39

Visits vs Spend Graph



Select Graph View: Weekly Select Graph Type: Visits vs Spend

Visits vs Spend
Average Visits Per Week: 858.4, Average Spend Per Week: \$0.00

Week Ending	Visits	Spend
Mar 25, 2009	~580	\$0.00
Mar 30, 2009	~750	\$0.00
Apr 06, 2009	~800	\$0.00
Apr 13, 2009	~920	\$0.00
Apr 20, 2009	~580	\$0.00

[Hide Daily Details](#)

Daily Details

Campaign Activity: Daily Activity Report						
Campaign Name	Report Date	Spent	Visits	 Calls	 Emails	Web Events
Nissan Dealer - TotalTrack	Apr 23, 2009	N/A	150	9	0	1
Nissan Dealer - TotalTrack	Apr 22, 2009	N/A	143	12	0	3
Nissan Dealer - TotalTrack	Apr 21, 2009	N/A	140	7	0	1
Nissan Dealer - TotalTrack	Apr 20, 2009	N/A	144	16	0	2
Nissan Dealer - TotalTrack	Apr 19, 2009	N/A	141	5	0	2
Nissan Dealer - TotalTrack	Apr 18, 2009	N/A	117	5	0	1
Nissan Dealer - TotalTrack	Apr 17, 2009	N/A	122	15	0	1
Nissan Dealer - TotalTrack	Apr 16, 2009	N/A	144	20	0	2
Nissan Dealer - TotalTrack	Apr 15, 2009	N/A	129	9	0	3
Nissan Dealer - TotalTrack	Apr 14, 2009	N/A	131	17	0	1
Nissan Dealer - TotalTrack	Apr 13, 2009	N/A	143	24	0	0
Nissan Dealer - TotalTrack	Apr 12, 2009	N/A	99	3	0	2
Nissan Dealer - TotalTrack	Apr 11, 2009	N/A	98	9	0	0
Nissan Dealer - TotalTrack	Apr 10, 2009	N/A	115	12	0	1
Nissan Dealer - TotalTrack	Apr 09, 2009	N/A	122	17	0	0
Nissan Dealer - TotalTrack	Apr 08, 2009	N/A	137	17	0	2
Nissan Dealer - TotalTrack	Apr 07, 2009	N/A	126	19	0	0
Nissan Dealer - TotalTrack	Apr 06, 2009	N/A	119	17	0	3
Nissan Dealer - TotalTrack	Apr 05, 2009	N/A	101	2	0	0
Nissan Dealer - TotalTrack	Apr 04, 2009	N/A	89	5	0	2
Nissan Dealer - TotalTrack	Apr 03, 2009	N/A	101	17	0	0
Nissan Dealer - TotalTrack	Apr 02, 2009	N/A	120	9	0	3
Nissan Dealer - TotalTrack	Apr 01, 2009	N/A	110	14	0	0