

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: HVAC Service and Repair – Dallas Suburb

From: Feb 2 2009 To: Mar 6 2009

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

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits
HVAC Service and Repair - Dallas Suburb	Feb 02, 2009	Mar 06, 2009	\$5,000.00	\$5,000.00	4,403,883	\$1.14	4,192

How Your Ad is Targeted

- Remarketing (People who previously visited your site) - 3,697 Impressions
- Geographically/Contextually/Demographically - 4,400,186 Impressions

Where Your Ad Was Last Seen (Up To Last 1,000 Map Events)

Select Graph Type: Event Map

Geo Targets

Dallas-Fort Worth




Map Events

Visits

Note: Not all customer activity is represented on the map. [More info...](#)

Hide Daily Details

Campaign Activity: Daily Activity Report

Campaign Name	Report Date	Spent	Impressions	CTR 	CPM 	Visits	CPV 
HVAC Service and Repair - Dallas Suburb	Mar 02, 2009	\$212.12	164,234	0.00	\$1.29	222	0.96
HVAC Service and Repair - Dallas Suburb	Mar 01, 2009	\$272.85	227,892	0.00	\$1.20	195	1.40
HVAC Service and Repair - Dallas Suburb	Feb 28, 2009	\$309.58	224,831	0.00	\$1.38	258	1.20
HVAC Service and Repair - Dallas Suburb	Feb 27, 2009	\$321.10	224,341	0.00	\$1.43	313	1.03
HVAC Service and Repair - Dallas Suburb	Feb 26, 2009	\$298.74	207,341	0.00	\$1.44	295	1.01
HVAC Service and Repair - Dallas Suburb	Feb 25, 2009	\$338.86	212,262	0.00	\$1.60	361	0.94
HVAC Service and Repair - Dallas Suburb	Feb 24, 2009	\$342.14	210,024	0.00	\$1.63	449	0.76
HVAC Service and Repair - Dallas Suburb	Feb 23, 2009	\$316.37	204,169	0.00	\$1.55	228	1.39
HVAC Service and Repair - Dallas Suburb	Feb 22, 2009	\$342.88	217,274	0.00	\$1.58	292	1.17
HVAC Service and Repair - Dallas Suburb	Feb 21, 2009	\$438.82	249,501	0.00	\$1.76	290	1.51
HVAC Service and Repair - Dallas Suburb	Feb 20, 2009	\$307.96	202,269	0.00	\$1.52	252	1.22
HVAC Service and Repair - Dallas Suburb	Feb 19, 2009	\$201.18	134,578	0.00	\$1.49	146	1.38
HVAC Service and Repair - Dallas Suburb	Feb 18, 2009	\$1.39	14	0.00	\$99.29	1	1.39
HVAC Service and Repair - Dallas Suburb	Feb 17, 2009	\$0.00	58	0.00	\$0.00	0	0.00
HVAC Service and Repair - Dallas Suburb	Feb 16, 2009	\$0.00	4	0.00	\$0.00	0	0.00
HVAC Service and Repair - Dallas Suburb	Feb 15, 2009	\$0.00	18	0.00	\$0.00	0	0.00
HVAC Service and Repair - Dallas Suburb	Feb 14, 2009	\$0.02	8	0.00	\$2.50	0	0.00
HVAC Service and Repair - Dallas Suburb	Feb 13, 2009	\$67.71	93,299	0.00	\$0.73	41	1.65
HVAC Service and Repair - Dallas Suburb	Feb 12, 2009	\$223.90	311,401	0.00	\$0.72	150	1.49
HVAC Service and Repair - Dallas Suburb	Feb 11, 2009	\$271.40	343,605	0.00	\$0.79	164	1.65
HVAC Service and Repair - Dallas Suburb	Feb 10, 2009	\$261.95	326,192	0.00	\$0.80	140	1.87
HVAC Service and Repair - Dallas Suburb	Feb 09, 2009	\$276.75	351,446	0.00	\$0.79	166	1.67
HVAC Service and Repair - Dallas Suburb	Feb 08, 2009	\$51.15	74,120	0.00	\$0.69	42	1.22
HVAC Service and Repair - Dallas Suburb	Feb 07, 2009	\$38.71	54,658	0.00	\$0.71	34	1.14
HVAC Service and Repair - Dallas Suburb	Feb 06, 2009	\$104.23	167,699	0.00	\$0.62	79	1.32
HVAC Service and Repair - Dallas Suburb	Feb 05, 2009	\$122.03	202,645	0.00	\$0.60	74	1.65