



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: **Dental Practice -- Boston Suburb**

From: **Feb 15 2009** To: **Mar 24 2009**

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

Campaign Name	From	To	Budget	Spent ?	Impressions ?	Visits ?	Calls ?	Emails ?	Web Events ?
Dental Practice - Boston Suburb	Feb 15, 2009	Mar 24, 2009	\$4,000.00	\$4,000.00	43,562	502	82	5	506





Visits vs Spend Graph

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



[Hide Daily Details](#)

Daily Details

Campaign Activity: Daily Activity Report									
Campaign Name	Report Date	Spent	Impressions	CTR 	Visits	CPV 	 Calls	 Emails	Web Events
Dental Practice - Boston Suburb	Mar 21, 2009	\$0.00	0	0.00	0	0.00	0	0	1
Dental Practice - Boston Suburb	Mar 20, 2009	\$173.15	1,568	1.21	22	7.87	2	1	12
Dental Practice - Boston Suburb	Mar 19, 2009	\$172.96	1,577	1.40	24	7.21	1	0	11
Dental Practice - Boston Suburb	Mar 18, 2009	\$130.71	1,454	0.89	14	9.34	4	0	18
Dental Practice - Boston Suburb	Mar 17, 2009	\$61.26	1,591	0.38	7	8.75	0	0	6
Dental Practice - Boston Suburb	Mar 16, 2009	\$147.29	1,568	1.28	24	6.14	2	0	17
Dental Practice - Boston Suburb	Mar 15, 2009	\$95.38	851	1.29	11	8.67	1	0	16
Dental Practice - Boston Suburb	Mar 14, 2009	\$35.64	986	0.51	5	7.13	0	0	3
Dental Practice - Boston Suburb	Mar 13, 2009	\$140.98	1,194	1.34	17	8.29	3	1	13
Dental Practice - Boston Suburb	Mar 12, 2009	\$150.38	1,558	1.03	18	8.35	1	0	20
Dental Practice - Boston Suburb	Mar 11, 2009	\$239.95	1,779	1.63	31	7.74	4	0	27
Dental Practice - Boston Suburb	Mar 10, 2009	\$168.02	1,805	1.00	20	8.40	5	1	19
Dental Practice - Boston Suburb	Mar 09, 2009	\$230.40	1,699	1.41	25	9.22	1	0	30
Dental Practice - Boston Suburb	Mar 08, 2009	\$41.89	999	0.50	5	8.38	0	0	10
Dental Practice - Boston Suburb	Mar 07, 2009	\$92.72	943	1.06	11	8.43	0	0	12
Dental Practice - Boston Suburb	Mar 06, 2009	\$87.62	1,115	0.90	11	7.97	1	0	9
Dental Practice - Boston Suburb	Mar 05, 2009	\$115.06	2,618	0.46	13	8.85	3	1	12
Dental Practice - Boston Suburb	Mar 04, 2009	\$154.39	1,557	1.28	20	7.72	2	0	24
Dental Practice - Boston Suburb	Mar 03, 2009	\$163.84	1,443	1.18	19	8.62	1	0	20
Dental Practice - Boston Suburb	Mar 02, 2009	\$145.23	1,428	1.33	21	6.92	11	0	15
Dental Practice - Boston Suburb	Mar 01, 2009	\$129.11	1,146	1.22	15	8.61	4	0	14
Dental Practice - Boston Suburb	Feb 28, 2009	\$33.15	1,106	0.36	4	8.29	1	0	7