

Banner Ad Statistics

The **Banner Ad Statistics** report, available from the Website Administration main menu, shows exposure and ClickThru statistics for all of your website's banner, tile and skyscraper ads.

When you first open the report, you will see a screen like this:

| Select Report Dates: | Select Ad Zones: |
|--|--|
| Select the start date by week ending: <input type="text" value="03/30/2008"/> | Select one or more items from the list below. <input type="text" value="All Categories"/> |
| Select the end date by week ending: <input type="text" value="04/13/2008"/> | |
| Click Update to see changed made above: <input type="button" value="Update..."/> | |

Banner Ad Statistics - Currently listing 5 advertisers and zones

| Publisher ↑ ↓ | Advertiser ↑ ↓ | Ad Zone ↑ ↓ | Last Week Shown ↑ ↓ | Weeks Running ↑ ↓ | Impressions ↑ ↓ | Clicked ↑ ↓ | ClickThru ↑ ↓ |
|------------------|--|-----------------------|------------------------|----------------------|--------------------|----------------|------------------|
| Atlanticville | All American Chevrolet (details) | Atlanticville_F_Tiles | 04/13/2008 | 4 | 4,978 | 5 | 0.1% |
| Atlanticville | Battleground Country Club (details) | Atlanticville_Header | 04/13/2008 | 4 | 10,960 | 9 | 0.08% |
| Atlanticville | Cox's Corner Professional Center (details) | Atlanticville_F_Tiles | 04/13/2008 | 4 | 4,919 | 5 | 0.1% |
| Atlanticville | Go Wireless (details) | Atlanticville_F_Tiles | 04/13/2008 | 1 | 248 | 0 | 0% |
| Atlanticville | NJNN Ad Network Feed (details) | Atlanticville_F_Tiles | 04/13/2008 | 1 | 207 | 0 | 0% |
| Summary | | | | | 21,312 | 19 | 0.09% |

Configuration Options:

Select Report Dates:

This control can be used to define the time range of the report. By default, the report will show all statistics gathered since the week ending 3/30/2008, when we began collecting data for the new banner statistics system. **NOTE:** If you wish to view data for a single week, enter the same date in both the **start** and **end** date fields. To generate the new report, click **Update**.

Select Ad Zones:

This control can filter the report to only show ads from a specific Zone. For instance, **Papername_F_Tiles** can be selected if you only wish to view statistics for the tile ads that appear on your website's front page. As before, to generate the new report you must click **Update**.

The report itself:

Advertiser:

This field shows the advertiser name associated with the banner or tile ad. Since our banner statistics system is brand new, many advertisers may be listed as "Banner Advertiser-####" for the near future. However, as banners are added and updated, these placeholders will be replaced with the actual advertiser names. There is also a **details** link for each ad, which can be clicked to view more detailed statistics (see page 3).

Ad Zone:

As mentioned above, an ad's Zone determines its placement on your website and also distinguishes between banner and tile/skyscraper ads.

Last Week Shown:

This field shows the most recent week that the ad in question was displaying on your website. If the current week is listed, then the ad is most likely currently displaying (the only exception being if the ad was disabled within the past few days). **NOTE:** If an ad last displayed in a week prior to the week ending 3/30/2008, "N/A" will be shown in this field. We were not recording detailed banner statistics before that time.

Weeks Running:

This field shows the total number of weeks that the ad has displayed on your website. This does not necessarily mean that the weeks were consecutive.

Impressions:

This field reports the total number of times that each ad has been displayed to readers during the selected time period. Impressions are synonymous with **exposures** or **displays**.

Clicked:

This field reports the number of times a reader has clicked an ad to view the advertiser's website during the selected time period. **NOTE:** Unfortunately we cannot collect click data for javascript or flash-based ads.

ClickThru:

This field reports a percentage calculated by dividing the number of clicks for the ad by its number of impressions.

Details page:

Details for any banner or tile ad can be viewed by clicking the “details” link next to the advertiser name. The details report looks like this:



Advertiser Information:

Show Advertiser: Yes

Advertiser Name: Battleground Country Club

Zone: Atlanticville_Header

Banner Settings:

Display Code:

Image:
http://www.gmnews.com/media/battleground_rev.gif

Link: <http://www.battlegroundcc.com>

Display Settings:

Maximum Impressions: 999999

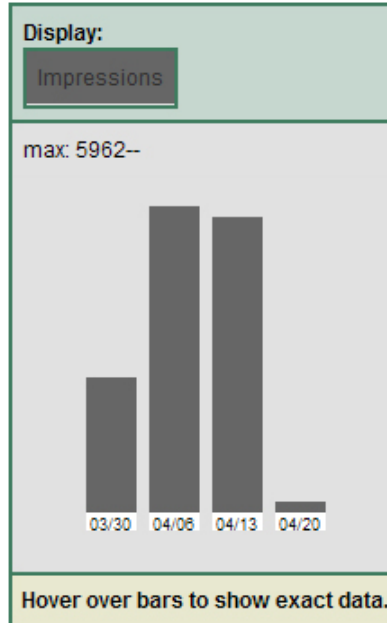
Start Date: 00/00/0000

End Date: 04/16/2008

[Edit Banner](#)

Ad Statistics:

| Week Ending | Impressions | Clicked |
|-----------------|---------------|-----------|
| 04/20/2008 | 220 | 0 |
| 04/13/2008 | 5,753 | 4 |
| 04/06/2008 | 5,962 | 8 |
| 03/30/2008 | 2,648 | 1 |
| Summary: | 14,583 | 13 |



NOTE: In the actual report, **Ad Statistics** and **Display** windows appear below the **Advertiser Information** window.

Banner display:

This window shows the banner or tile ad as it appears on your website, including the advertiser's website link.

Advertiser Information:

This window reports the current settings for the ad, including whether the ad is set to display, the current website link, the number of impressions ordered, and the start and end dates for the ad. To edit this information, click **Edit Banner**. More information can be found in the documentation for the **Edit Banner Advertising** tool:

www.our-hometown.com/editbanners.pdf

Ad Statistics:

This window shows week by week statistics for the ad. **Impressions** and **Clicks** contain the same data as the main report, but simply broken down into individual weeks.

Display:

This window shows weekly **impression** data in a bar graph format. Each bar can be hovered over to show the precise numbers for each week (the same numbers reported in the Ad Statistics window above).

To return to the main banner statistics report, you may click **Return to advertising statistics** at the bottom of the screen.