

Display Ad Statistics

This report, available from the Website Administration main menu, shows exposure and ClickThru statistics for all of your current and past display advertisements.

By default, a complete list of all present and past advertisers will be shown. It is possible to filter ads to see only what you are looking for (for example, to view only the current week or to view ads from a specific category).

To change the range of dates reported, adjust the beginning and ending weeks using the two pull-down menus. To select only a single week, enter the same date in each box.

Select one or more advertising categories by selecting them from the menu on the right. If you wish to choose more than one, hold CTRL and click each of the desired categories so that each becomes highlighted.

When you have specified your desired parameters, click the **Update** button.

The screenshot shows a form with two main sections: 'Select Report Dates:' and 'Select Ad Categories:'. The 'Select Report Dates:' section contains two dropdown menus, both currently showing '02/24/2008'. The 'Select Ad Categories:' section contains a list of categories: 'Entertainment', 'Classifieds', and 'Business Directory'. Below the categories is an 'Update...' button. Callout boxes provide instructions: one points to the start date dropdown, another to the end date dropdown, a third to the category dropdown, and a fourth to the 'Update...' button.

Use this menu to change the range of weeks displayed. Select the **earliest** date here...

Select a specific **ad category** with this menu.

...and the **latest** date here.

After changing menu setting, click **Update** to see changes.

Information is sorted into a series of columns:

- Publisher** Name of paper.
- Advertiser** Name assigned to ad.
- Last Week Shown** Most recent date that the ad appeared on the website.
- Weeks Running** Total number of weeks it has been on the website.
- Page Rotation** Total number of times the preview version of an ad has been displayed amongst articles on the paper's website (on the right-hand side of the website).
- Marketplace** Total number of times the preview version of the ad has been displayed (amongst others of its category) in the Marketplace section of the site.
- Full Ad** Total number of times the preview version of the ad has been clicked to view the full version of the ad, which includes website and email links.
- ClickThru** A percentage calculated by dividing Full Ad views by total preview displays (Page Rotation + Marketplace).

The tiny green **arrows** next to each category's title allow you to sort the data. Clicking the downward-pointing arrow causes the data to descend -- from greatest to least. The Upward-pointing arrow arranges the data least to greatest.

Clicking **Details** next to an advertiser's name will lead to the details menu.

Click the **Up Arrow** to show data from least to greatest.

Click the **Down Arrow** to show data from greatest to least.

Publisher ↑ ↓	Advertiser ↑ ↓	Last Week Shown ↑ ↓	Weeks Running ↑ ↓	Page Rotation ↑ ↓	Marketplace ↑ ↓	Full Ad ↑ ↓	ClickThru ↑ ↓
BuckeyeLake	13th Annual Day of Caring (details)	07/15/2007	2	202	66	3	1.12%
BuckeyeLake	4th of July After Party (details)	07/22/2007	2	225	43	5	1.87%
BuckeyeLake	6th Annual Holiday Toy Drive (details)	12/16/2007	5	995	152	11	0.96%
BuckeyeLake	79/360 Mini Storage (details)	02/24/2008	37	6,084	1,075	6	0.08%
BuckeyeLake	7th Annual Millersport Christmas Parade (details)	12/02/2007	2	259	29	2	0.69%
BuckeyeLake	A Family Moving Co. (details)	07/15/2007	1	50	17	0	0%

Details menu

- The thumbnail of the current ad online.
- Displays the general advertiser information including the website link, email address and metadata currently attached to the ad.
- A table of the weekly stats for the advertiser.
- A graph showing the number of views for the ad each week it was online.

Re/Max Town Center, LLC - BuckeyeLake

Advertiser Information:

Show Advertiser: Yes Category: Real Estate

Advertiser Name: Re/Max Town Center, LLC

Other Advertiser Information:

Website: <http://remax.net>

Email: mariatalexander@remax.net

Search Engine Information:

Ad Page Title: *Not Defined*

Meta Description (Search Engine): *Not Defined*

Meta Keywords (Search Engine): *Not Defined*

[Edit Advertiser](#)

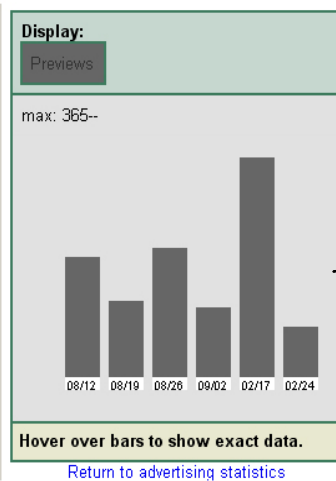
Ads in current issue:

Click **Edit Advertiser** to change the Advertiser Information, including the ad's website and email links, the advertiser name, and the ad's category.

Ad Statistics:

Week Ending	----- Preview -----		Full Size
	Rotation Exposures	Marketplace Exposures	Clickthroughs
02/24/2008	68	14	2
02/17/2008	302	63	12
09/02/2007	79	36	2
08/26/2007	132	82	17
08/19/2007	66	60	3
08/12/2007	150	49	3

Detailed statistics are available here, broken down by week.



This bar graph shows the total **Preview** (Rotation + Marketplace) exposures for the ad on a week-to-week basis.