

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

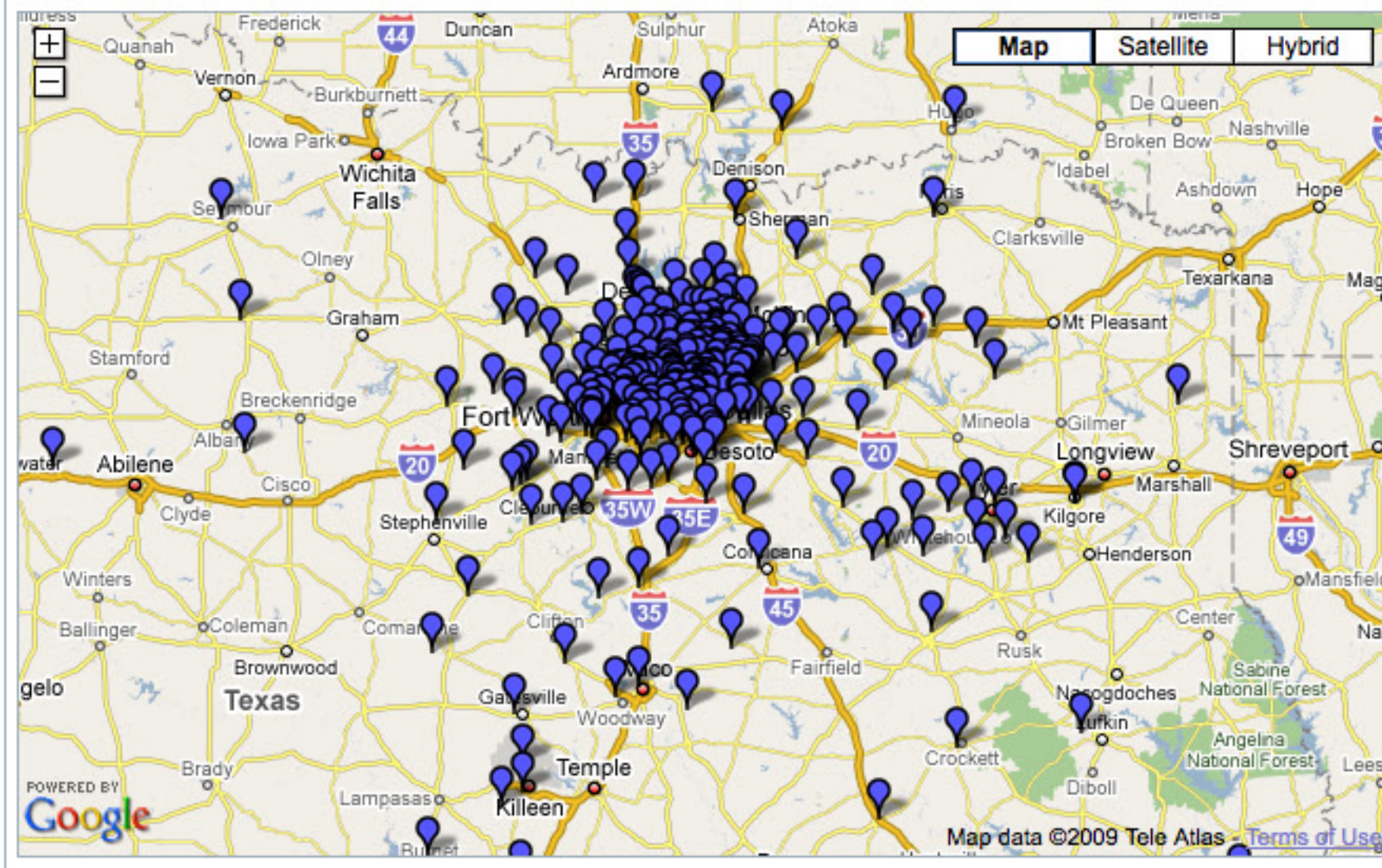
Display Results  Daily Details & Graphs  Graphs Only  Daily Details Only (no graphs)

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](#)

**Daily Details** | Misc. Data

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