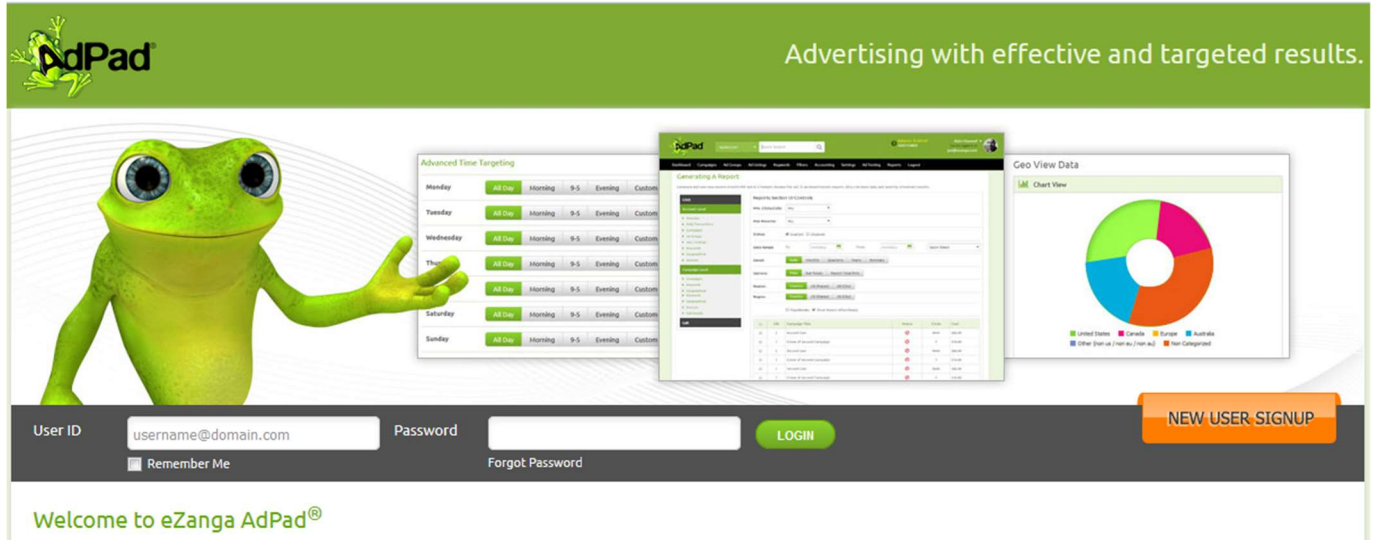


# How to Navigate Reports

Now that you've got your campaign up and running, you'll want to know just how well it's performing. That's where our 'Reports' tab comes in. In this section, you'll learn how to generate and narrow those reports down to certain date ranges.

## 1. Login to AdPad®

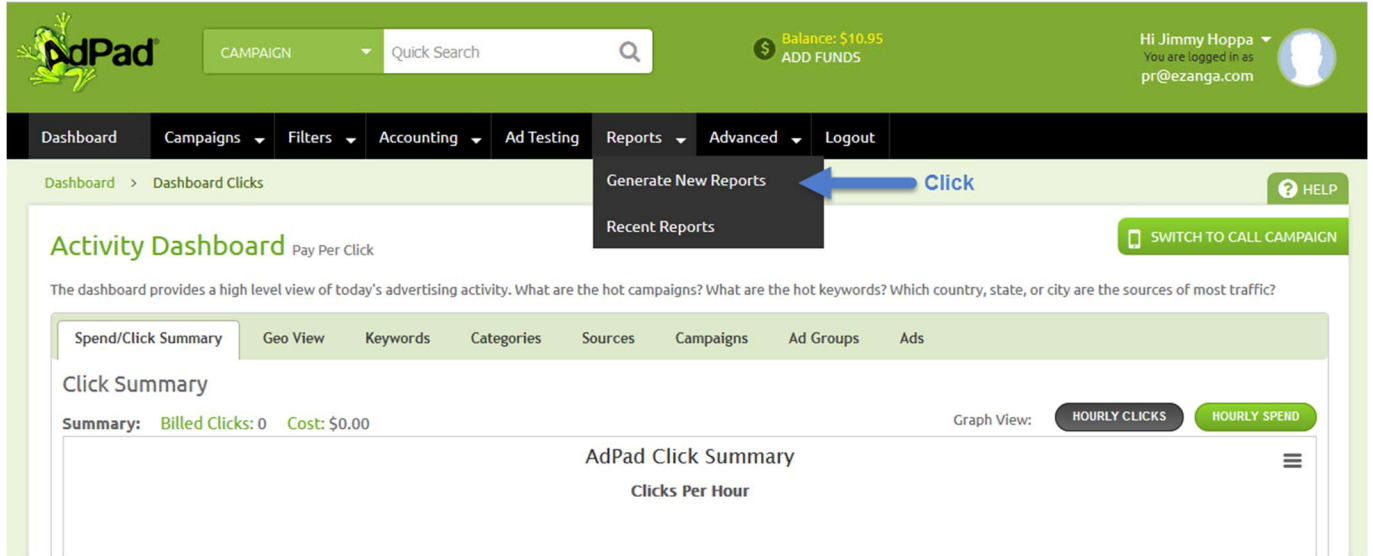


The screenshot displays the AdPad user interface. At the top left is the AdPad logo, featuring a green frog. To the right of the logo is the tagline "Advertising with effective and targeted results." Below the header is a navigation menu with tabs for "Home", "Campaigns", "Reports", "Settings", "Account", "Help", "Feedback", "Support", "About Us", and "Contact Us". The main content area is divided into three sections: "Advanced Time Targeting" on the left, "Campaigns & Reports" in the center, and "Geo View Data" on the right. The "Advanced Time Targeting" section shows a table with columns for days of the week (Monday through Sunday) and time slots (All Day, Morning, 9-5, Evening, Custom). The "Campaigns & Reports" section shows a list of campaigns with columns for Name, Status, Budget, and Start Date. The "Geo View Data" section shows a pie chart representing the distribution of data across different geographical regions. Below the main content area is a login form with fields for "User ID" (containing "username@domain.com") and "Password", a "Remember Me" checkbox, and a "Forgot Password" link. A green "LOGIN" button is positioned to the right of the password field. An orange "NEW USER SIGNUP" button is located in the bottom right corner. At the bottom of the page, a green banner reads "Welcome to eZanga AdPad®".

User ID:  Password:   Remember Me [Forgot Password](#)

Welcome to eZanga AdPad®

## 2. Go to 'Reports' Tab and Click 'Generate New Reports'



The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo on the left, a search bar with 'CAMPAIN' and 'Quick Search' in the center, and a balance of '\$10.95' with an 'ADD FUNDS' button on the right. Below the header is a black navigation bar with tabs for 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', 'Advanced', and 'Logout'. The 'Reports' tab is selected, and a dropdown menu is open, showing 'Generate New Reports' and 'Recent Reports'. A blue arrow points to the 'Generate New Reports' option with the word 'Click' next to it. Below the navigation bar, the main content area shows the 'Activity Dashboard' for 'Pay Per Click'. It includes a 'Spend/Click Summary' tab, a 'Click Summary' section with 'Billed Clicks: 0' and 'Cost: \$0.00', and a 'Graph View' section with 'HOURLY CLICKS' and 'HOURLY SPEND' buttons. The 'AdPad Click Summary' section is currently empty.

### 3. Generate Reports

**Generating a Report**

Generate and view new reports in both PDF and XLS formats. Review the last 15 archived historic reports. Also checkout daily and monthly scheduled reports.

**Click**

- Account Level
  - Overview
  - Daily Transactions
  - Campaigns
  - Ad Groups
  - Ads / Listings
  - Keywords
  - Geographical
  - Sources
- Campaign Level
  - Campaigns
  - Keywords
  - Geographical
  - IP/GEO Report
  - Sources

**Account Level: Overview**

**Account Spend**  
Last 12 Months

Clicks

Cost / Spend (\$)

Jun-2018 Jul-2018 Aug-2018 Sep-2018 Oct-2018 Nov-2018 Dec-2018 Jan-2019 Feb-2019 Mar-2019 Apr-2019 May-2019

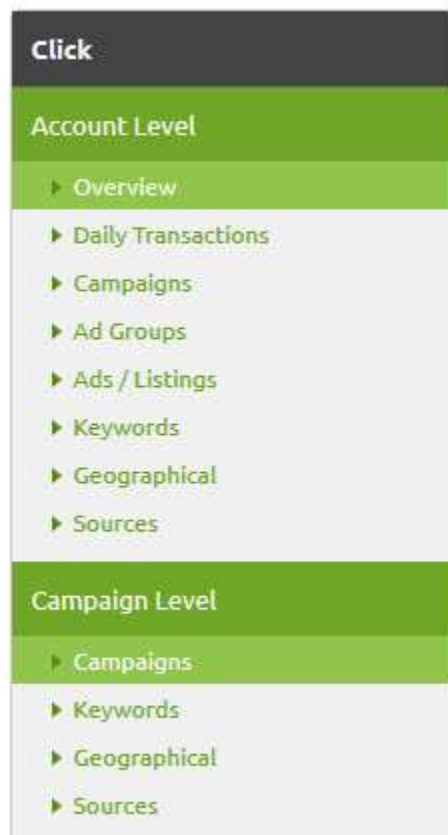
Last 12 Months

LAST 30 DAYS LAST 12 MONTHS

In this tab, you'll be able to:

- Generate and view new reports in both PDF and XLS formats.
- Review the last 15 archived historic reports.
- Check out daily and monthly scheduled reports.

## 4. Choose the Report You'd Like to Run



## 5. Set Parameters of Your Search

The screenshot displays the AdPad user interface. At the top, there is a green header with the AdPad logo, a search bar, a balance of \$10.95, and a user profile for Jimmy Hoppa. Below the header is a navigation menu with options like Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The main content area is titled 'Generating A Report' and includes a sidebar with a tree view of report categories. The central panel shows the configuration for an 'Account Level: Daily Transactions' report. Two blue arrows point to the 'Date Range' and 'Detail' sections, with the text 'Select parameters' below them. A 'RUN REPORT' button is visible at the bottom right of the report configuration area.

**Account Level: Daily Transactions**

Date Range: From 06/07/2016 To 06/07/2016 OR Today

Detail: Daily Monthly Quarterly Yearly Summary

Options: Plain Sub Total Report Total Only

Page Breaks  Show Report When Ready

RUN REPORT

Select parameters

## 6. Click 'Run Report'

The screenshot displays the AdPad interface for generating a report. The top navigation bar includes the AdPad logo, a search bar, and user information (Hi Jimmy Hoppa, logged in as pr@ezanga.com). The main navigation menu shows options like Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The current page is 'Reports > Generate New Reports'. The main content area is titled 'Generating A Report' and provides instructions: 'Generate and view new reports in both PDF and XLS formats. Review the last 15 archived historic reports. Also checkout daily and monthly scheduled reports.' The interface is divided into sections: 'Click' (Account Level, Campaign Level), 'Date Range' (From 06/07/2016 to 06/07/2016), 'Detail' (Daily, Monthly, Quarterly, Yearly, Summary), and 'Options' (Plain, Sub Totals, Report Total Only). A 'RUN REPORT' button is highlighted with a blue arrow and the word 'Click'.

Once you've chosen which report you'd like to run, click 'Run Report.' This will generate your report and allow you to see what you can do to improve your campaigns.