

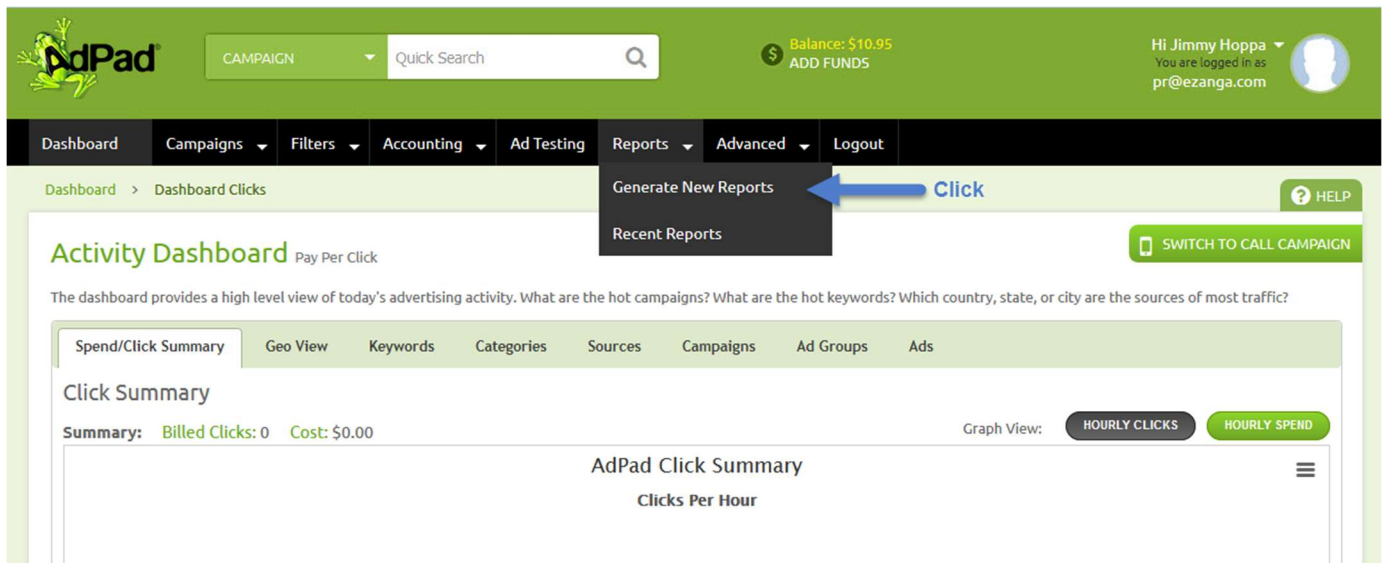
What Does Each Report Mean?

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. But before you choose which reports to generate, you need to know what each one means.

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 this is a large green frog mascot pointing towards the right. In the center, there are three preview windows: "Advanced Time Targeting" showing a table with days of the week and time slots; "AdPad" showing a dashboard with various metrics and filters; and "Geo View Data" showing a donut chart with a legend for "United States", "Canada", "Europe", "Australia", "Other (non-us / non-au / non-eu)", and "Non-Categorized". At the bottom, there is a login form with fields for "User ID" (containing "username@domain.com") and "Password", a "Remember Me" checkbox, a "Forgot Password" link, and a green "LOGIN" button. To the right of the login form is an orange "NEW USER SIGNUP" button. At the bottom left, it says "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 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' written next to it. Below the navigation bar, the main content area is titled 'Activity Dashboard Pay Per Click'. It includes a description of the dashboard's purpose and a series of tabs: 'Spend/Click Summary', 'Geo View', 'Keywords', 'Categories', 'Sources', 'Campaigns', 'Ad Groups', and 'Ads'. The 'Spend/Click Summary' tab is active, showing a 'Click Summary' with 'Summary: Billed Clicks: 0 Cost: \$0.00'. There are also buttons for 'Graph View: HOURLY CLICKS' and 'HOURLY SPEND'. The main content area is titled 'AdPad Click Summary' and 'Clicks Per Hour'.

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 (Left Y-axis, 0-4)
Cost / Spend (\$) (Right Y-axis, \$0-\$4)

X-axis: Jun-2018, Jul-2018, Aug-2018, Sep-2018, Oct-2018, Nov-2018, Dec-2018, Jan-2019, Feb-2019, Mar-2019, Apr-2019, May-2019

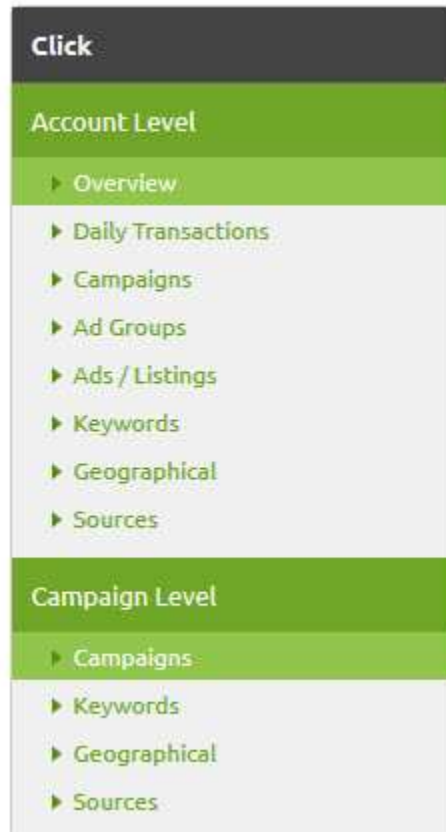
Legend: Clicks (blue line), Cost / Spend (\$) (black line)

Buttons: 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



Before you select a report to run, refer to the list below, so you can pick the right one for your needs.

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. And that's it!

Account Level

Daily Transactions - Any amount of money added or removed from your account on a particular day.

Campaigns - The summary of a campaign's daily activity.

Ad Groups - Specific ad groups within a campaign that ran during a selected date range.

Ads/Listings - Different ad copies that ran during a specific date range.

Keywords - All keywords on your account that ran during a selected date range.

Geographical - Geographic regions that campaigns ran in during a specific date range.

Sources - Sources of traffic from our network that send you traffic during a selected date range.

Campaign Level

Campaigns - A more detailed summary of campaigns that ran during a selected date range. Run reports for the daily, weekly, and monthly activities of your campaign.

Keywords - All keywords for specific campaigns that ran during a selected date range.

Geographical - Geographic regions that a specific campaign ran in during a selected date range.

Sources - Sources of traffic for specific campaigns you've received from our network during a selected date range.