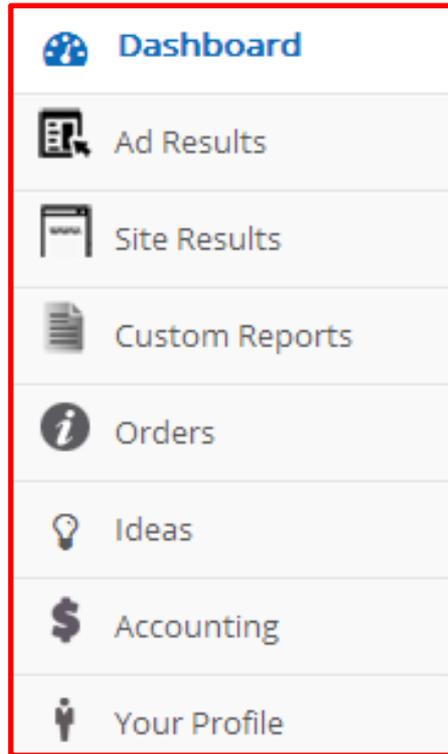




<http://reporter.digitalthrottle.com>

We're proud to launch REPORTER! This innovative online tool will provide you comprehensive online advertising results.

BETA Warning! This is a new site and subject to bugs and improvements. Please be patient!



Site runs great on mobile and tablets!

Quick Start Reporter Guide

Dashboard

Your easy to read 30-day summary. Updated nightly, we'll summarize high-level results, including the "top 3" ads and sites.

Ad Results

View performance of your ads since 5-1-14. You can also sort the results by CTR, clicks and impression. Simply select the data range you desire by clicking the light-gray shaded box, and optionally select a sort preference.

Site Results

View performance for each site, organized by your ordered campaign targets. Filter the results for sites with more than 1K or 10K impressions. You can also request sites be removed through this section.

Custom Reports

is where you can find your unique reports you asked us for. We will be uploading your unique reports here.

Your Profile

Update your company information, add new users and provide billing information.

Orders

Provides a summary of your order details.

DASHBOARD Quick glance to your campaign performance:

30-Day Snapshot

Period: 07 June - 07 July 2014

House Ads

412 Number of Sites	18,493 Impressions	6 Total Clicks	0.03% CTR	0 Conversions
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Select the order you want to review

Summary by Campaign Targets

Line Item	Budget Spent	Impressions	Clicks	CTR	Conv.	Conv%
House Banner Ads	\$19.77	3,295	1	0.03%	0	0.00%
Facebook	\$2.28	15,198	5	0.03%	0	0.00%

This summary matches the "lines" on your order.

Best-Performing Ads (With more than 1,000 impressions)

Ad	Size	CTR	Conv%
racer_facebook_house	99x72	0.06 %	0.00%
motorcycle_facebook_house	99x72	0.06 %	0.00%

Helps you find out which ads gets the most attention from viewers.

Top Performing Sites (With more than 1,000 impressions)

Site	CTR	Conv%
facebook.com	0.03 %	0.00%

List of top performing sites, helps you understand your audience better.

Order Summary

Start: 06/01/14	End: 12/31/14
Impressions: 2,500,000	Amount: \$10,000.00



Click on any text in bold blue to see more details!

Downloadable .pdf :

By clicking the green arrow bottom end of your dashboard next to order summary , you can download your Dashboard performance results in pdf format.

AD RESULTS :

Reporter updates nightly and will indicate the latest date of available data here.

2014-07-10 report will be updated soon

Start Here ↓

(1) Please select

(2) FROM: 06/20/2014 TO: 07/11/2014
 Apply Cancel
 Reset
 Click "Apply"
 Reset to look at new range

(3) All Ads
 Active Ads Only
 Inactive Ads Only

(4) Use this to sort results

(5) Search

Select
 Select
 Ad Size
 Ad Name
 CTR (Highest First)
 CTR (Lowest First)
 Total Clicks (Highest First)
 Total Clicks (Lowest First)
 Impressions (Highest First)
 Impressions (Lowest First)

Blue boxes indicates available report date range.

SITE RESULTS :

Please Select an Insertion Order and a date range to view Site Results:

(1) Please select

(2) FROM: 06/19/2014 TO: 07/11/2014
 Apply Cancel
 Reset
 Click "Apply"
 Reset to look at new range

(3) Sites > 1,000imps
 Sites > 10,000imps

(4) Search

Blue boxes indicates available report date range.

If your campaign target a lot of sites, use the filters here to focus only on the largest sites.

Line: Facebook (679907) Imps: 6,488 Clicks: 3 CTR: 0.05% Conv %: 0.00%

Site	Impressions	Clicks	CTR	Conv	Conv%
facebook.com	6,546	3	0.05%	0.00	0.00%

Click here if you'd like a site removed from your order