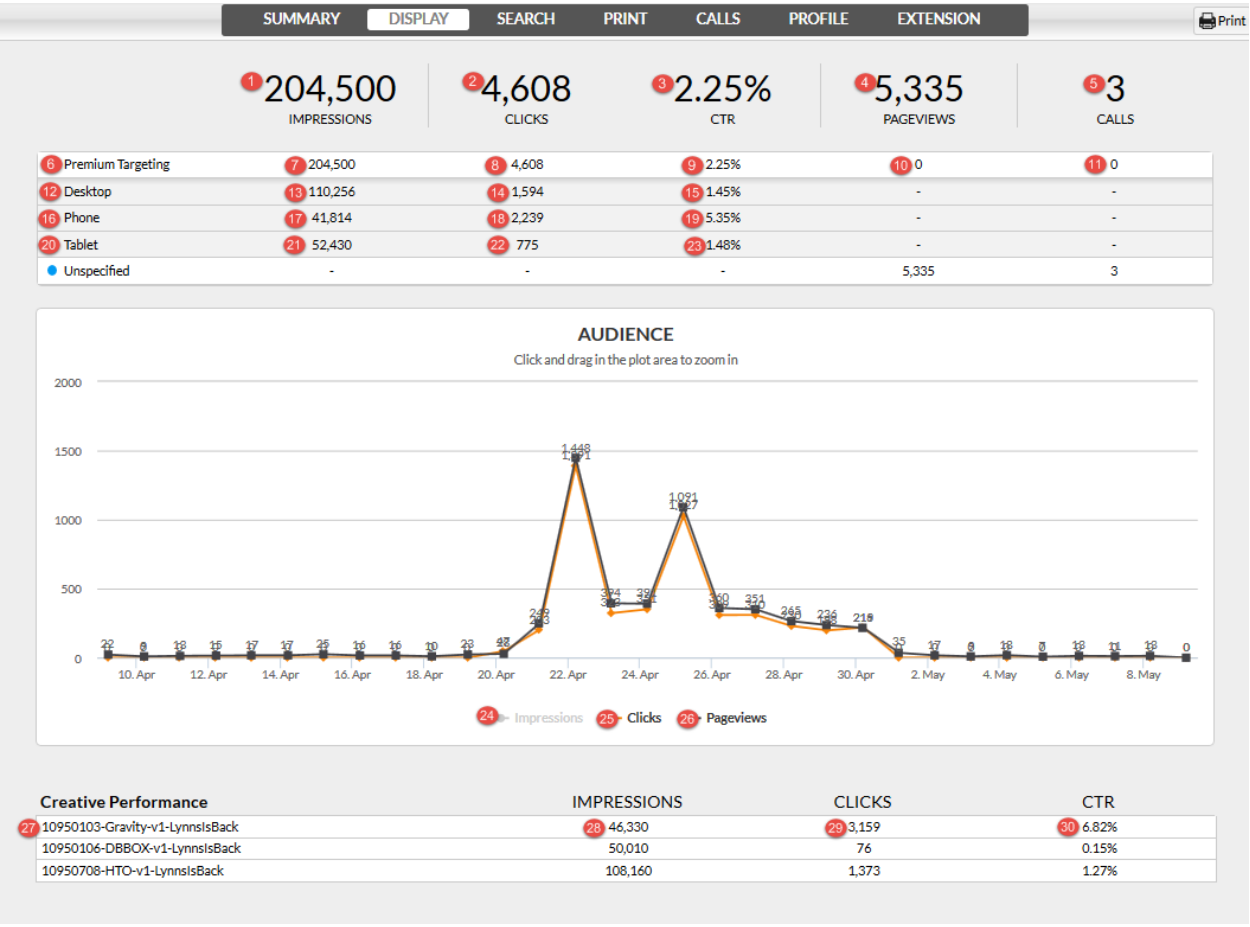
# LOCAL PRINT & ONLINE: Report Legend



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AMPLIFIED

| # | Displayed on report | Description |
|---|---|---|
| 1 | Impressions | The total number of impressions all orders received during the selected reporting period |
| 2 | Clicks | The total number of clicks all orders received during the selected reporting period |
| 3 | CTR | Total number of clicks divided by number of impressions, times 100 |
| 3 | Pageviews | Total number of pageviews logged by Proxy. If the advertiser does not have a Proxy, this metric will be hidden. |
| 4 | Calls | Total number of calls tracked by a call tracking number. If the advertiser does not have a call tracking number, this metric will be hidden. |
| 5 | CTR | Total Click Thru Rate across all orders. (Total clicks divided by total impressions, times 100) |
| 6 | Premium Targeting | Label for Premium Targeting |
| 7 | Impressions | Total number of impressions delivered for campaign |
| 8 | Clicks | Total number of clicks received campaign |
| 9 | CTR | Total number of clicks received for campaign, divided by total impressions, times 100 |
| 10 | Pageviews | Total number pageviews for campaign. Only applies to a business using a proxy site. |
| 11 | Calls | Total number of calls received for campaign. Only applies to a business using a call tracking number. |
| 12 | Desktop | Label for Desktop placements |
| 13 | Total Desktop impressions | Total number of impressions received on Desktop |
| 14 | Total Desktop clicks | Total number of clicks received on Desktop |
| 15 | Desktop CTR | Total number of desktop clicks divided by total number of desktop impressions, times 100 |
| 16 | Mobile | Label for Mobile placements |
| 17 | Total Mobile impressions | Total number of impressions received on Mobile |
| 18 | Total Mobile clicks | Total number of clicks received on Mobile |
| 19 | Mobile CTR | Total DFP Mobile clicks divided by total DFP Mobile impressions, times 100 |
| 20 | Tablet | Label for Tablet placements |
| 21 | Total Tablet impressions | Total number of impressions received on Tablet |
| 22 | Total Tablet clicks | Total number of clicks received on Tablet |
| 23 | Tablet CTR | Total DFP Tablet clicks divided by total DFP Tablet impressions, times 100 |
| 24 | Impressions graph | Total number of impressions plotted on graph per day |
| 25 | Clicks graph | Total number of clicks plotted on graph per day |
| 26 | Pageviews graph | Total number of pageviews plotted on graph per day. |
| 27 | Creative name | Name of creative used in line item placement |
| 28 | Creative impressions | Number of impressions creative received in line item |
| 29 | Creative clicks | Number of clicks creative received in line item |
| 30 | Creative click-through rate | Number of clicks creative received divided by number of impressions, times 100 |

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