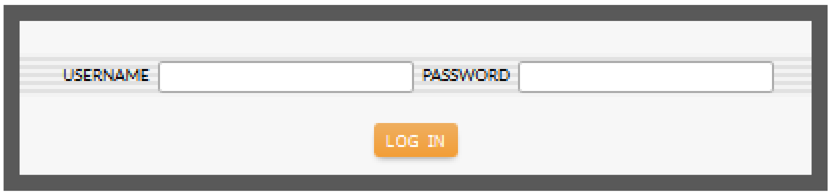
Amplified Reports

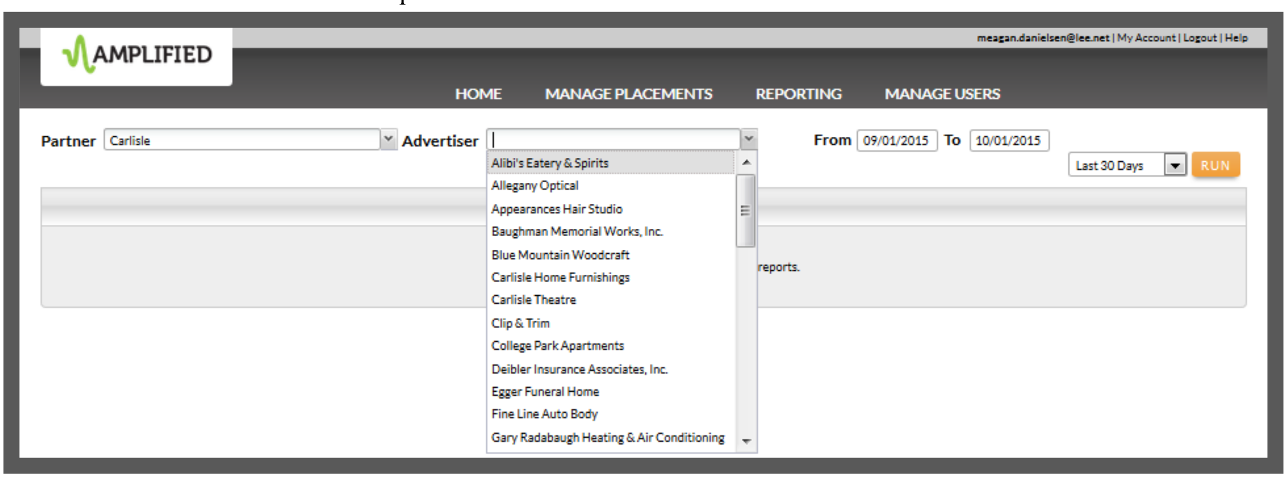
Logging In

1. Navigate to www.amplifiedlocalreports.com
2. Enter your user name and password. If you do not have login credentials, visit Online Matters or click [here](#).



Pulling Customer Reports

1. Select "Reporting" from the top menu.
2. Select an advertiser from the dropdown list



3. Select a date range and click the "Run" button
4. Click on the report category to display the service specific report or click on the "Summary" tab to see an overview report.

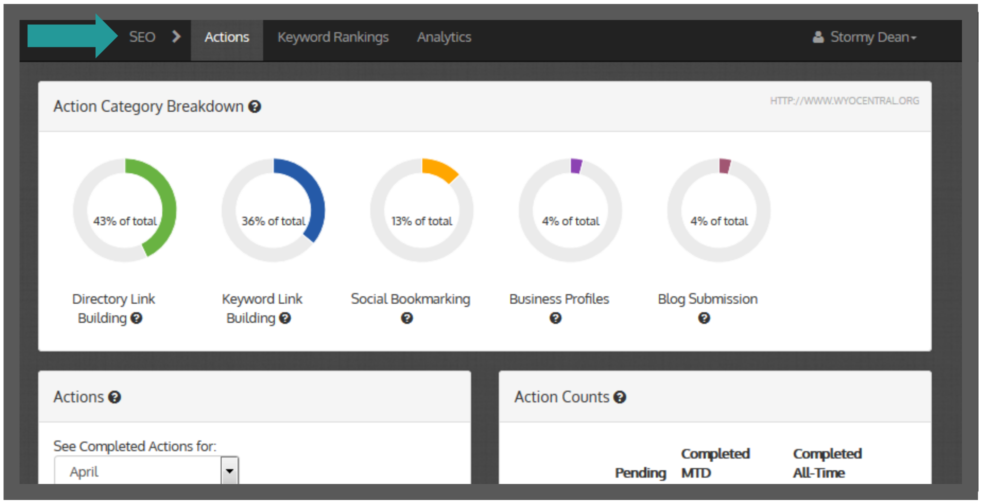
5. To print reports, simply click on the "Print" button.
6. To save/download the reports, click on the "Print" button and select "Adobe PDF" as the name of the printer.

Pulling SEO Reports

1. Click on "Reporting" in the top menu. Then select "Search Engine Optimization" from the drop down menu.

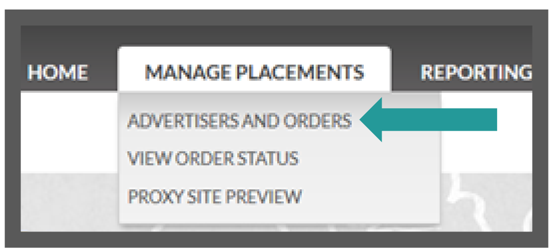
2. Next enter your market name and the name of the advertiser you would like to pull an SEO report for.

3. The advertisers report will display and you will have the ability to navigate to an Actions report, Keyword Rankings report and the customer's Analytics as provided by our SEO partner.

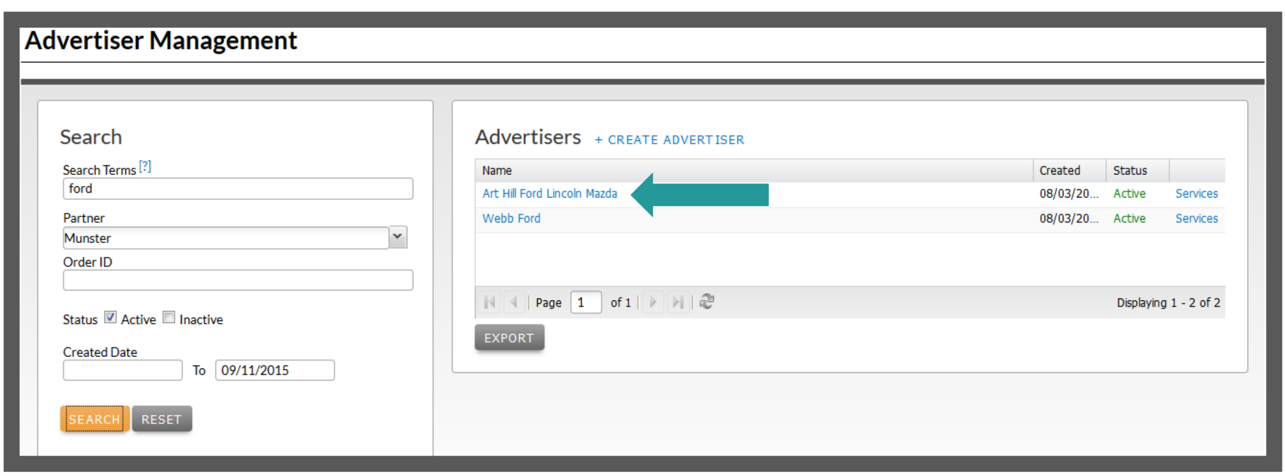


Setting up a Customer

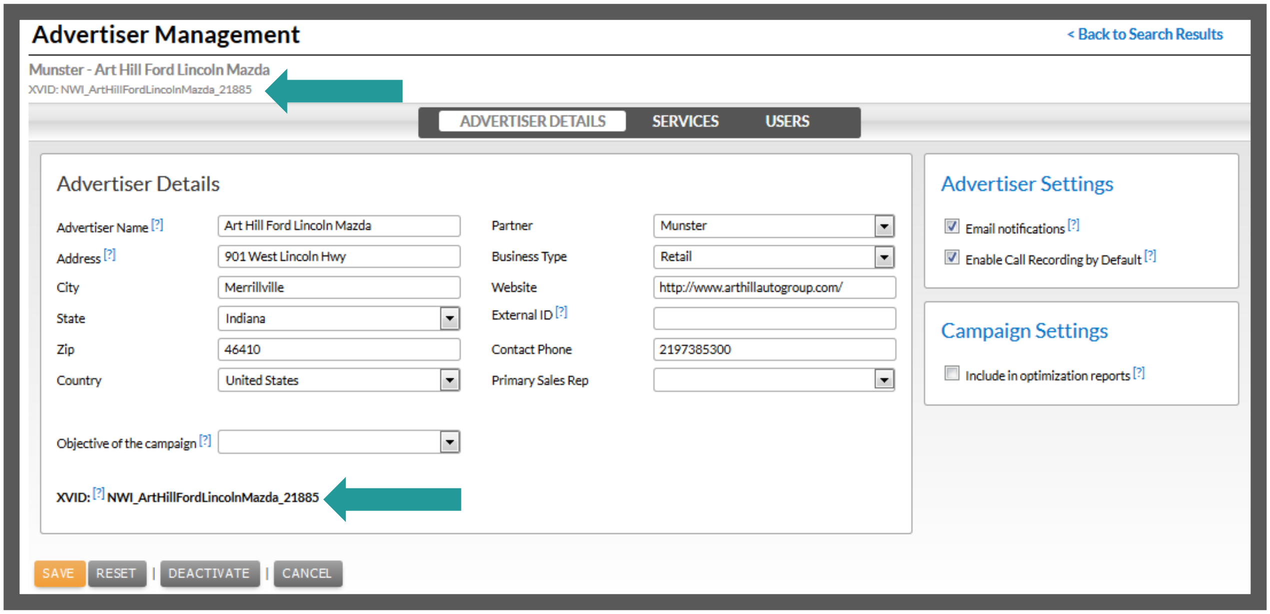
1. Click on "Advertisers and Orders"



2. Enter the business name into the "Search Terms" text box to ensure the advertiser does not already exist inside TruMeasure.
    a. If the advertiser appears in the search box, click on the business name.

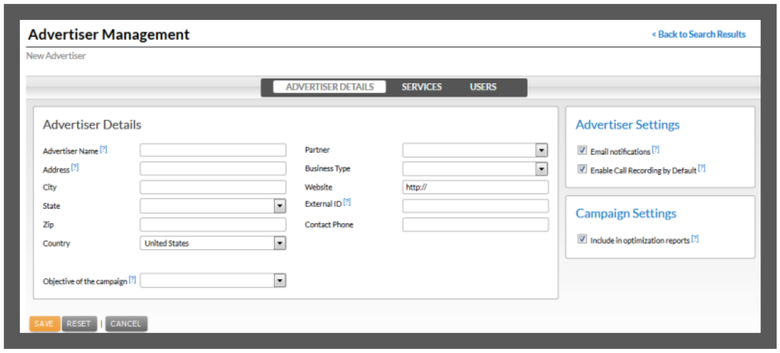


b. On the Advertiser Detail page you will be able to see the customer's XVID (used to aggregate data across vendors), add a mirror site, add a call tracking number, change account information, or deactivate the customer. The XVID can be found above and below the customer detail.



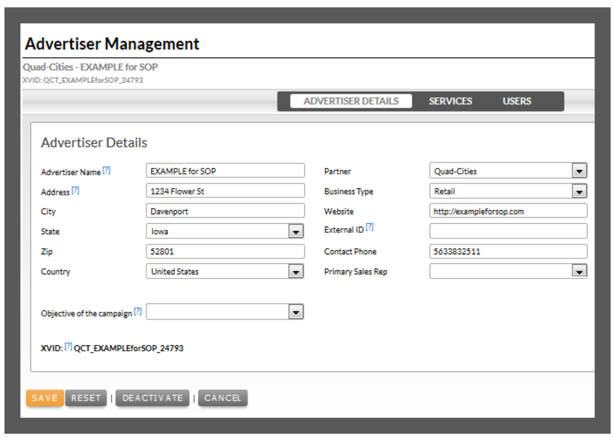
c. If no relevant search results are displayed, click "CREATE ADVERTISER"

3. Fill in Advertiser Name, Address, City, State, Zip, Partner, Business Type, Website, and Contact Phone. *Note: Phone number will need to be entered without dashes.* You may also fill in Objective of the campaign and External ID (Example: billing system number)

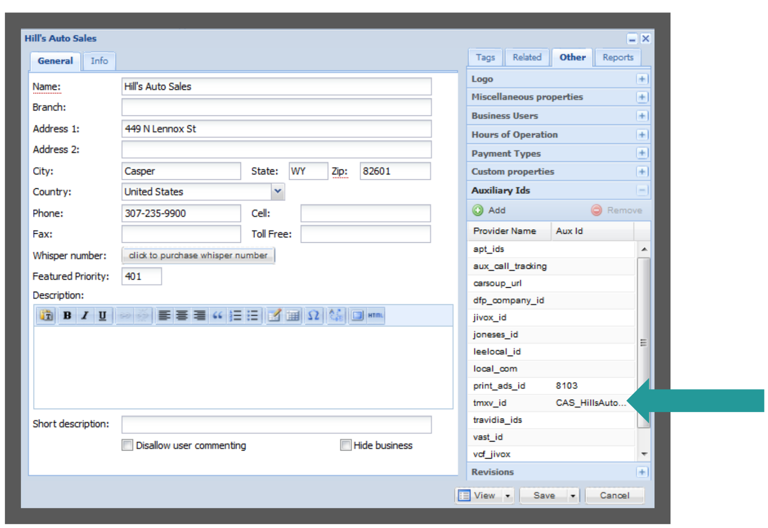


   a. **IMPORTANT: You must SAVE before adding services or users**

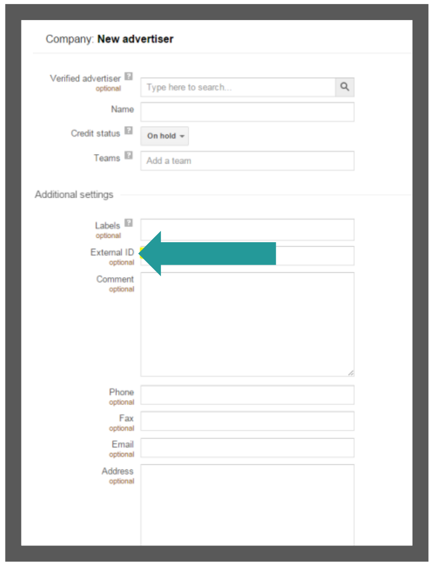
4. After saving, the Advertiser Detail page will populate. On this screen, you will be able to see the customer's XVID (used to aggregate data across vendors), add a mirror site, add a call tracking number, change account information, or deactivate the customer. The XVID can be found above and below the customer detail.



5. The XVID will need to be entered into the systems for all services the customer has purchased.
   a. Blox: (For Amplified Digital and Vast customers) the XVID will need to be placed in the customer detail under Marketplace>Businesses>Other>Auxiliary Ids>tmxv_id



b. DFP: the XVID will need to be placed in the External ID field found under Additional settings in the Company record (Admin>Company> New Advertiser)

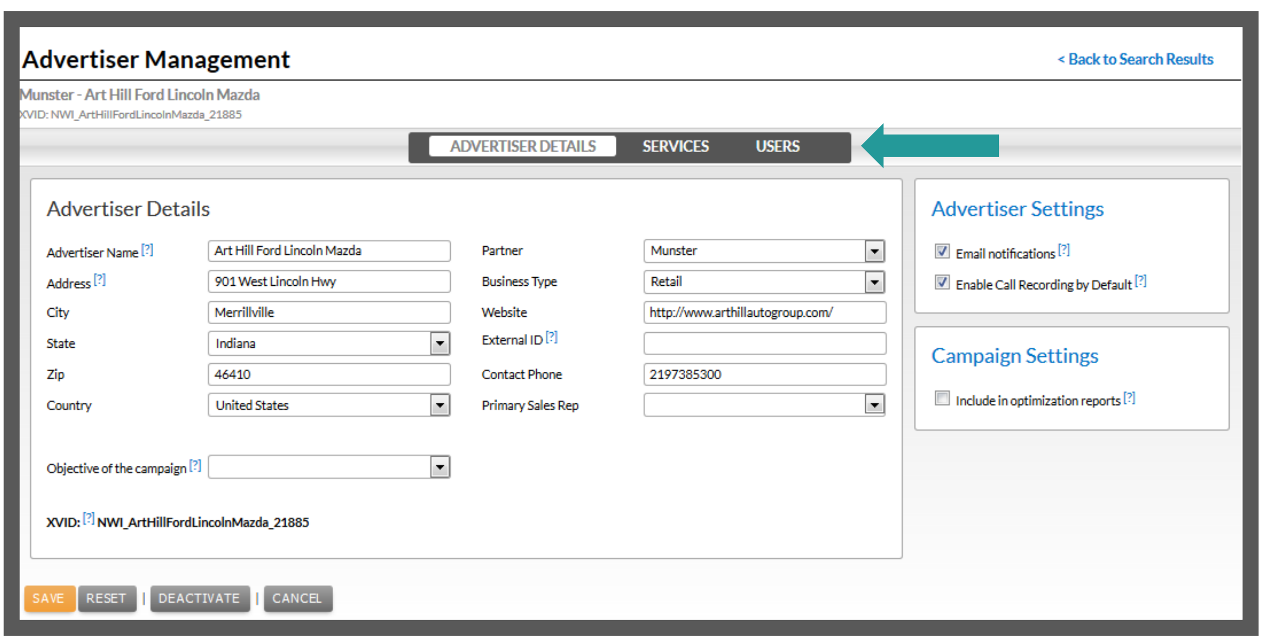


c. Audience Extension: The XVID will need to be provided when submitting a new order through the Audience Extension Sold Order Form - http://leeenterprises.formstack.com/forms/audience_extension

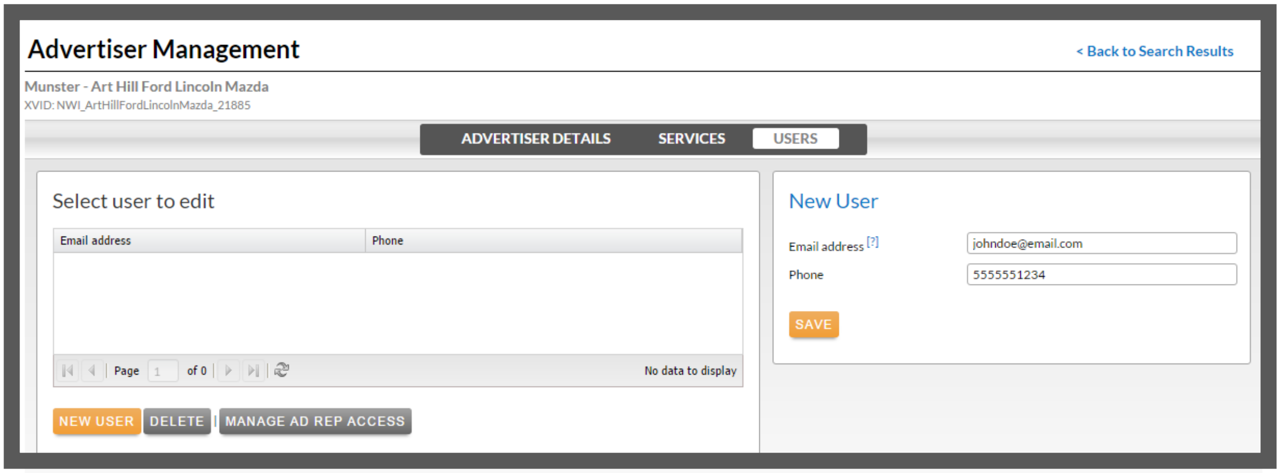
d. SEM: the XVID will need to be provided when submitting a new order through the SEM Sold Order Form http://leeenterprises.formstack.com/forms/sem

Adding Users to Advertiser's Accounts

1. On the Advertiser Detail Page click on the "Users" tab



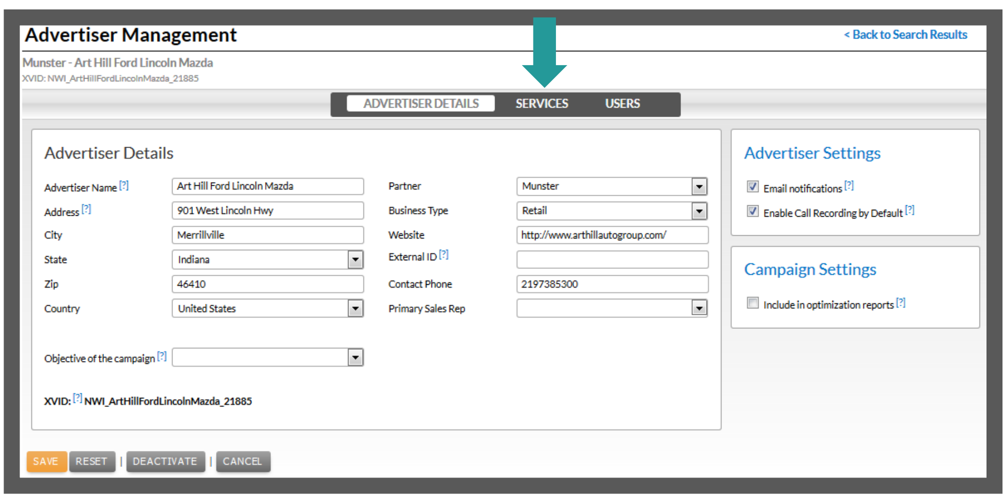
2. In the New User box, fill in the Email address and Phone fields. Click Save and an invitation email will be sent containing the link to login and their Username and Password.



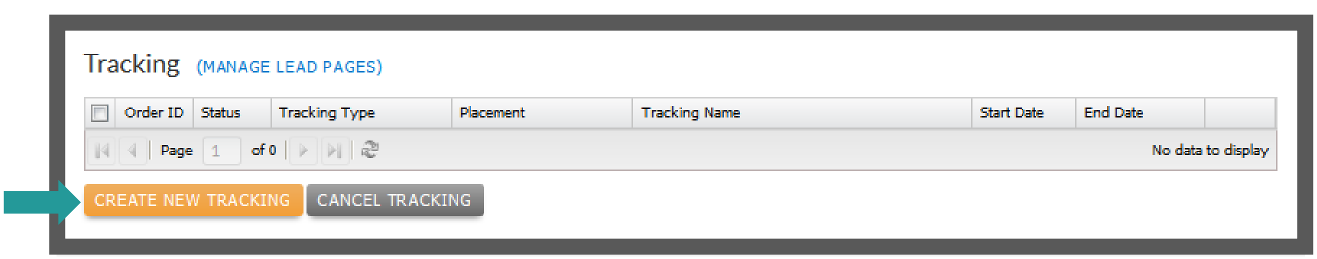
3. Existing users for the Advertiser Account will be listed under "Select user to edit".
4. Click on a user account to Edit the information under the "Details" box or Click "Delete" to remove.
5. Click "Manage Ad Rep Access" to Give or Revoke access of an existing AdRep account.

Creating a Call Tracking Number and Mirror Site

1. Once a customer has been created, you are able to add a call tracking number to the account. First, click on the "Services" tab.

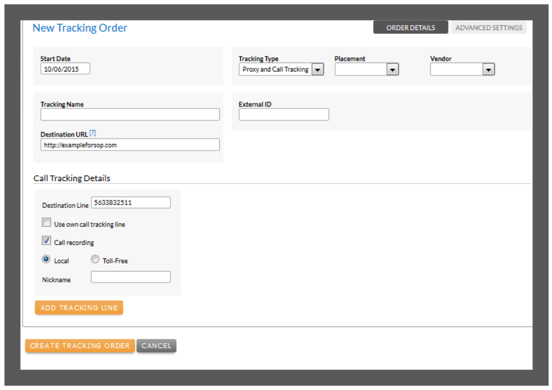


2. Click "CREATE NEW TRACKING"



3. In the *New Tracking Order* form fill in the following fields
   a. Start Date
   b. Tracking Type (Select from Proxy and Call Tacking or Call Tracking Only)
   c. Placement (Select from Display, Social, Search, Auto, Directory, or Video)

d. Vendor (Select the appropriate vendor)
e. Tracking Name (this is the name that will appear on the report)



NOTE: Destination URL and Destination Line will be auto populated but can be changed

4. Click "Add Tracking Line"
5. Click "Create Tracking Order"