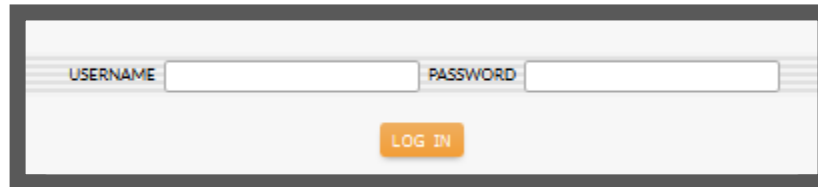


Amplified Reports

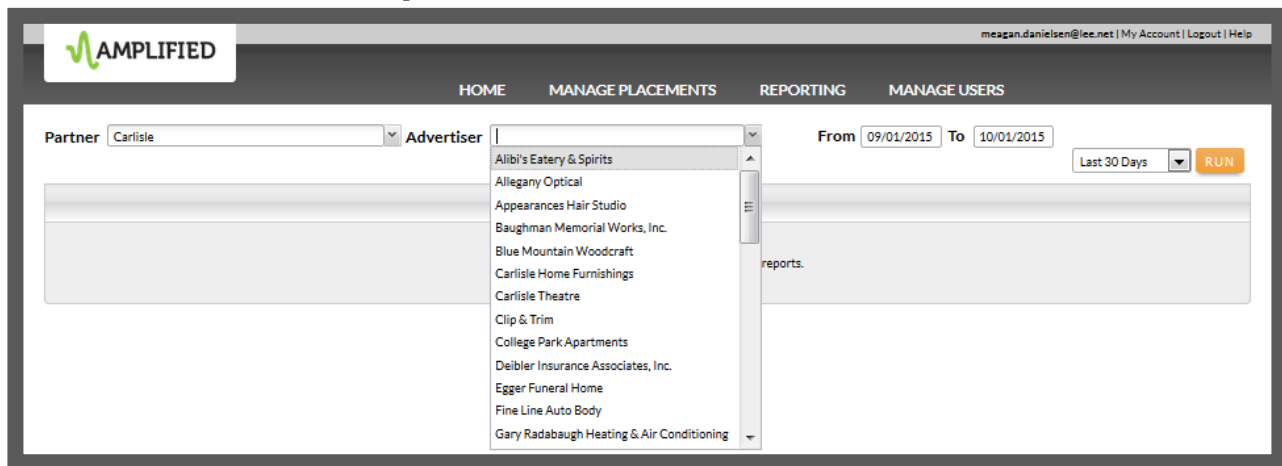
Logging In

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](#).

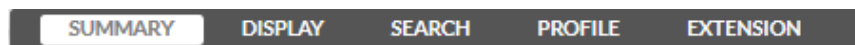


Pulling Customer Reports

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



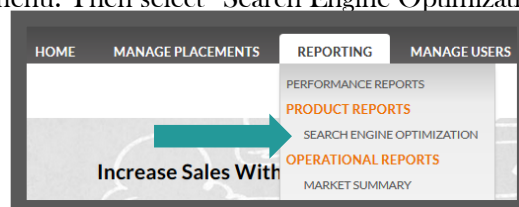
3. Select a date range and click the “Run” button
4. Click on the report category to display the service specific report or click on the “Summary” tab to see an overview report.



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.

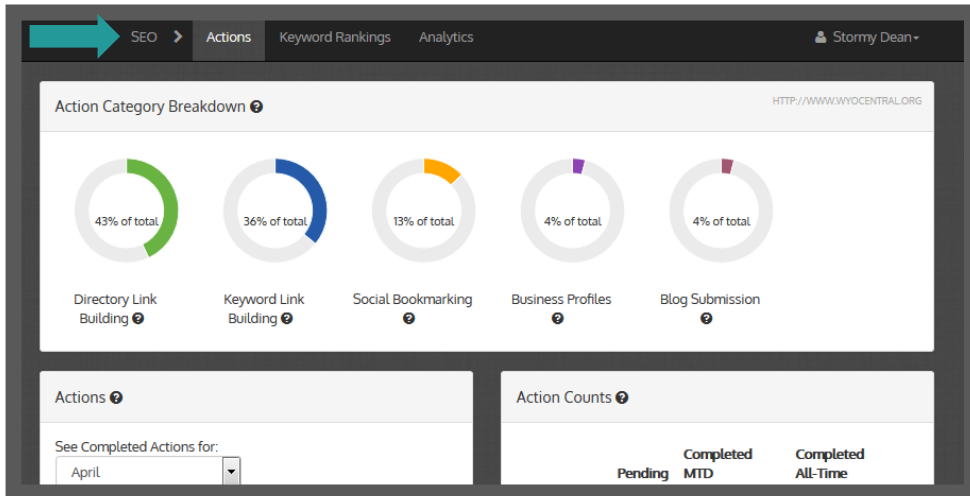
Pulling SEO Reports

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



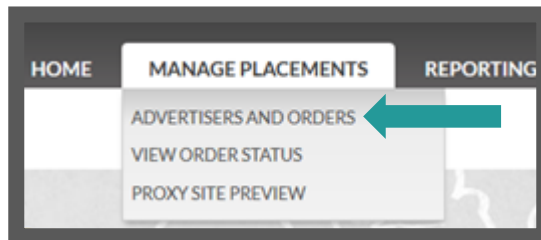
- Next enter your market name and the name of the advertiser you would like to pull an SEO report for.

- 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

- Click on “Advertisers and Orders”



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

Name	Created	Status	
Art Hill Ford Lincoln Mazda	08/03/20...	Active	Services
Webb Ford	08/03/20...	Active	Services

- 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)

Company: **New advertiser**

Verified advertiser ☐ optional Type here to search...

Name

Credit status ☐ optional On hold

Teams ☐ optional Add a team

Additional settings

Labels ☐ optional

External ID

Comment optional

Phone optional

Fax optional

Email optional

Address optional

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

Adding Users to Advertiser's Accounts

1. On the Advertiser Detail Page click on the “Users” tab

Advertiser Management [< Back to Search Results](#)

Munster - Art Hill Ford Lincoln Mazda
XVID: NWI_ArthillFordLincolnMazda_21885

ADVERTISER DETAILS **SERVICES** **USERS**

Advertiser Details

Advertiser Name Art Hill Ford Lincoln Mazda

Address 901 West Lincoln Hwy

City Merrillville

State Indiana

Zip 46410

Country United States

Partner Munster

Business Type Retail

Website <http://www.arthillautogroup.com/>

External ID

Contact Phone 2197385300

Primary Sales Rep

Objective of the campaign

XVID: NWI_ArthillFordLincolnMazda_21885

Advertiser Settings

☒ Email notifications

☒ Enable Call Recording by Default

Campaign Settings

☐ Include in optimization reports

SAVE **RESET** **DEACTIVATE** **CANCEL**

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.

Advertiser Management [< Back to Search Results](#)

Munster - Art Hill Ford Lincoln Mazda
XVID: NWI_ArtHillFordLincolnMazda_21885

ADVERTISER DETAILS **SERVICES** **USERS**

Select user to edit

Email address	Phone
No data to display	

Page 1 of 0

NEW USER **DELETE** **MANAGE AD REP ACCESS**

New User

Email address ^[?] johndoe@email.com

Phone 5555551234

SAVE

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

Creating a Call Tracking Number and Mirror Site

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

Advertiser Management [< Back to Search Results](#)

Munster - Art Hill Ford Lincoln Mazda
XVID: NWI_ArtHillFordLincolnMazda_21885

ADVERTISER DETAILS **SERVICES** **USERS**

Advertiser Details

Advertiser Name ^[?] Art Hill Ford Lincoln Mazda Partner Munster

Address ^[?] 901 West Lincoln Hwy Business Type Retail

City Merrillville Website http://www.arthillautogroup.com/

State Indiana External ID ^[?]

Zip 46410 Contact Phone 2197385300

Country United States Primary Sales Rep

Objective of the campaign ^[?]

XVID: ^[?] NWI_ArtHillFordLincolnMazda_21885

Advertiser Settings

☒ Email notifications ^[?]

☒ Enable Call Recording by Default ^[?]

Campaign Settings

☐ Include in optimization reports ^[?]

SAVE **RESET** **DEACTIVATE** **CANCEL**

- Click “CREATE NEW TRACKING”

Tracking [\(MANAGE LEAD PAGES\)](#)

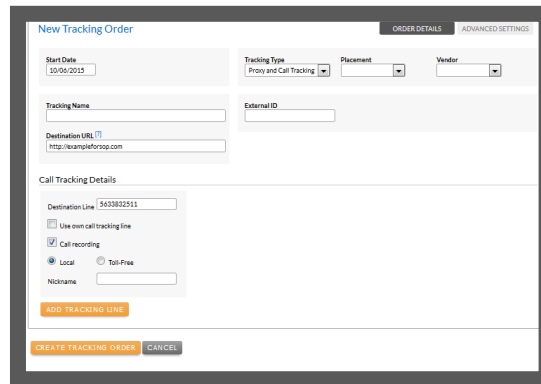
Order ID	Status	Tracking Type	Placement	Tracking Name	Start Date	End Date
No data to display						

Page 1 of 0

CREATE NEW TRACKING **CANCEL TRACKING**

- In the *New Tracking Order* form fill in the following fields
 - Start Date
 - Tracking Type (Select from Proxy and Call Tacking or Call Tracking Only)
 - 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)



The screenshot shows the 'New Tracking Order' form. It has a header with 'New Tracking Order' and tabs for 'ORDER DETAILS' and 'ADVANCED SETTINGS'. The form is divided into several sections: 'Start Date' (10/06/2015), 'Tracking Type' (Proxy and Call Tracking), 'Placement' (dropdown), and 'Vendor' (dropdown). Below these are 'Tracking Name' and 'External ID' fields. A 'Destination URL' field contains 'http://exampleforapp.com'. The 'Call Tracking Details' section includes 'Destination Line' (5438832511), a checkbox for 'Use own call tracking line', a checked checkbox for 'Call recording', and radio buttons for 'Local' (selected) and 'Toll-Free'. A 'Nickname' field is also present. At the bottom are three buttons: 'ADD TRACKING LINE' (orange), 'CREATE TRACKING ORDER' (orange), and 'CANCEL' (grey).

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

- 4. Click “Add Tracking Line”
- 5. Click “Create Tracking Order”