SUMMARY OF ANALYTICS: Report Legend
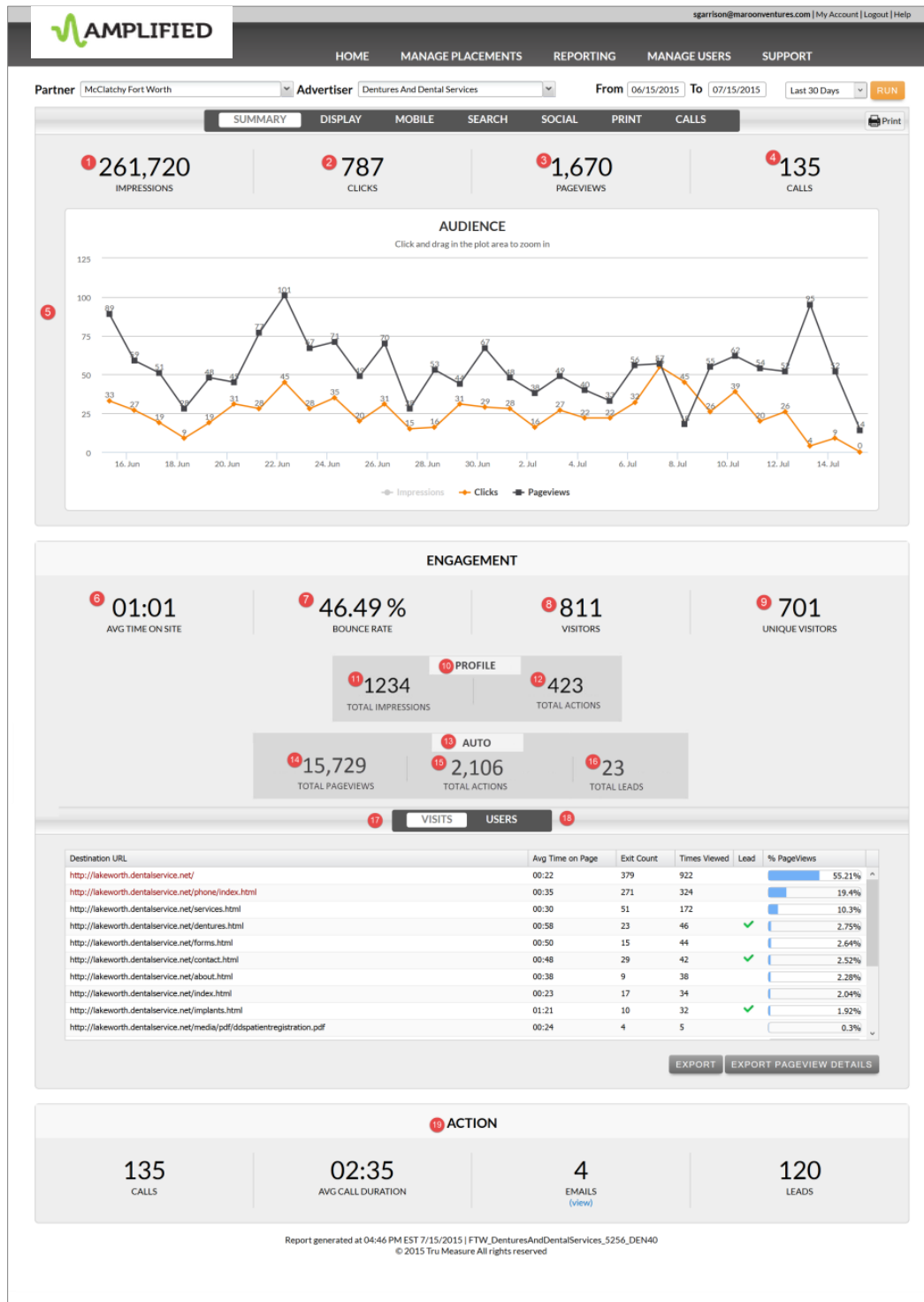
#	Displayed on report	Description
1	Impressions	Total number of impressionsdelivered via Display (Banner Ads), Search (SEM), Profile (Amplified Profile and Offers) and Extension (Audience Extension)campaigns plus the "impressions" (readership) of any Print runs.
2	Clicks	Total number of clicks received via via Display (Banner Ads), Search (SEM), Profile (Amplified Profile and Offers) and Extension (Audience Extension) campaigns
3	Pageviews	Sum of all pageviews logged by the reverse proxy for all placement types for the advertiser
4	Calls	Total number of calls received across all placement types for the advertiser.
5	Graph	Total clicks and pageviews received across Display (Banner Ads), Search (SEM), Profile (Amplified Profile and Offers) and Extension (Audience Extension) campaigns plotted by day.
6	Avg Time On Site	Average time visitors spent on website – tracked by proxy
7	Bounce Rate	Number of sessions where a user exited with taking action on the page - tracked by proxy
8	Visitors	Total number of visitors to website. Only available with Proxy set up.
9	Unique Visitors	Total number of visitors to website. Only available with Proxy set up.
10	Profile	Numbers will only appear here if there is Profile data available for the Advertiser.
11	Total Impressions	Total number of impressions the business's profile page received.
12	Total Actions	Total number of actions taken from the business's profile page.
13	Auto	Numbers will only appear if there is Auto data available for the Advertiser.
14	Total Pageviews	The total number of New Cars Search Results, New Cars Vehicle Detail, Used Cars Search Results, and Used Cars Vehicle Detail.
15	Total Actions	Total actions performed on Vehicle Detail Pages. Total clicks on Photos, Print Vehicle Information, CARFAX Report, Map It!
16	Total Leads	Total number of Web Leads, Clicks to Dealers Site and phone leads.
17	Visits	User activity on the proxy site
18	Users	Each individual is counted only once no matter how many times they visit the site - tracked by proxy
19	Action	Proxy "Action" data- # of calls, average call duration, # of leads