

## AUTO: Report Legend



#	Displayed on report	Description
1	Pageviews graph	Total pageviews new and used vehicles received by day.
2	Total impressions	Total impressions the vehicle detail pages for new and used vehicles received in the search results.
3	Search results	Total impressions new and used vehicles received in the search results.
4	Vehicle detail	Total pageviews the Vehicle Detail Pages received for new and used vehicles.
5	Total actions taken	Total actions performed on Vehicle Detail Pages. Total clicks on Photos, Print Vehicle Information, CARFAX Report, Map It!
6	Viewed photos	The number of times users clicked to view additional photos on Vehicle Detail pages.
7	Print detail	The number of times the Print Vehicle Information link was clicked on the dealer's Vehicle Detail pages
8	View history report	The number of times users clicked on the Get a CARFAX Report link to view vehicle history reports
9	Click to Map	The number of times users clicked on the Map It! link on the Vehicle Detail pages to view the map to the dealership location.
10	Click to Dealer Page	The number of times users clicked on the Dealership profile page.
11	Leads Generated	Total number of Web Leads, Clicks to Dealers Site and phone leads.
12	Email	The number of times the "I'm Interested" form was filled out on the Vehicle Detail pages and submitted to the dealer.
13	Phone	Total number of phone calls made to the phone numbers used in the vehicle listings.
14	Click to Dealer Site	The number of times users clicked on the Dealership Website link on the Vehicle Detail pages to visit the dealer's website.
15	Average Total Inventory	Average number of new and used vehicles during the specified reporting period.
16	New	Average number of new vehicles during the specified reporting period.
17	Used	Average number of used vehicles during the specified reporting period.
18	VIN Detail	List of vehicles with VIN data (Year, Make, Model, VIN, Stock Number). Plus the number of impressions each vehicle received in the search results and pageviews each Vehicle Detail Page received.
19	Export	Click to export all data in the grid as a csv.