

How to Run Reports

You will need to access your Lead Advantage Reports through Synergy Analytics reporting tool. Below are instructions on the different available reports.

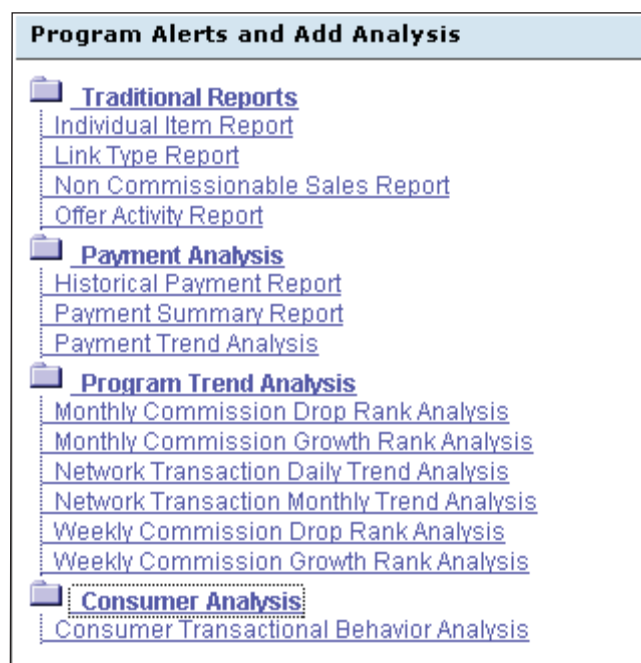
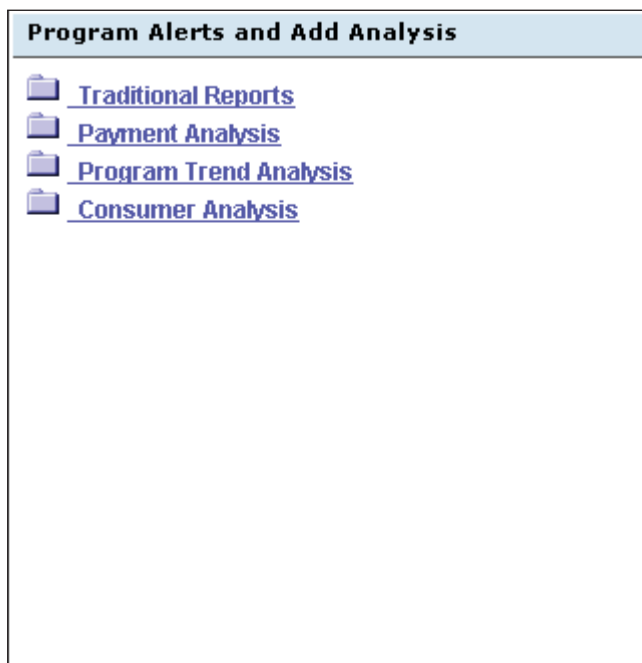
Network Transaction Metrics				
	Yesterday	Month to Date	Year to Date	Selected Period
Impressions	7,092	93,632	999,840	859,853
Clicks	0	571	6,415	5,495
CI Rate	0.00%	0.61%	0.64%	0.64%
Valid Orders	0	12	267	245
O/C Rate	0.00%	2.10%	4.16%	4.46%
Commission	0.00	148.00	2,966.00	2,600.00
Total Comm	0.00	148.00	2,966.00	2,600.00
EPC	0.00	25.92	46.24	47.32
Orders Avg	0	1	1	1
Comm Avg	0.00	10.57	14.12	14.21
EPC Avg	0.00	23.04	71.78	76.66

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The **Network Transaction Metrics** table provides a snapshot of your order activity for all campaigns, including impression, click, and order activity; conversion; commission and more by several time periods.

Traditional Reports:

- **Individual Item Report:** View your sales activity broken down individually by time and date of each sale. This report allows you to see exactly when and what sales occurred for your participating programs. View each sale by time, date, program, ID number, product name, and US dollar amount of sales.
- **Link Type Report:** Discover which of your links are working most effectively for you. Drill down to track and compare the performance of each link type you use, each individual link, and each place on your site where a link appears.
- **Non Commissionable Sales Report:** The Non-Commissionable Sales Report displays all transactions referred by your affiliate account for which commissions are not applicable. Certain merchant programs only offer commissions on selected products or actions within the site. The transaction may also have occurred outside of the applicable return day period. Full details of a merchant's program in which you are participating are available for your review in the "Account" section of your LinkShare affiliate interface by clicking on the offer number in which you are participating for a specific merchant.
- **Offer Activity Report:** This replaces your Basic Sales and Activity Report. Track each merchant's activity. View impressions, click-throughs, sales, commissions, and more. Drill down several layers to analyze the effectiveness of the link types you use for each individual merchant, and the performance of each individual link to a merchant's site.



The **Offer Activity Report** will replace the basic **Sales and Activity Report**.

How to run an **Offer Activity Report**:

1. The offer activity report will replace the basic sales and activity report. To run this report:
2. Select Offer Activity Report from the Traditional Reports folder on the main analytics dashboard
3. Select your start and end dates: Either type in the dates in the following format: MM/D/YYYY or select the icon that looks like a calendar and select the dates from the calendar – you can go as far back as you need.
4. Once you have entered the dates, hit go
5. The report will return with results for each of the campaigns you have activity for within the selected dates.
6. You can drill down further into the link type report, individual item and period reports by clicking the specific campaign name and selecting the additional report options.

How to run a Link Type Report:

1. Select Link Type Report from the Traditional Reports folder on the main analytics dashboard
2. Select your start and end dates: Either type in the dates in the following format: MM/D/YYYY or select the icon that looks like a calendar and select the dates from the calendar – you can go as far back as you need.
3. Select the campaign name you wish to run the report for and hit go. (You can add another campaign by selecting Add Another Value, selecting the new campaign and then go)
4. The report will return with results.
5. Click on the link type to drill down into the specific creatives.

Program Trend Analysis

Select a Comparison

Orders

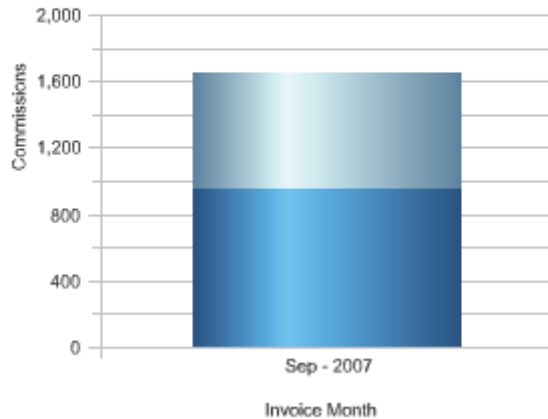


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The **Program Trend Analysis** graph provides a snapshot of total valid orders year over year. When you drill down into the different options, it will return the basic offer activity report.

Commission Analysis

Comm Earned Forward Balance
Bonus Amount Hold Amount
Adj. Amount

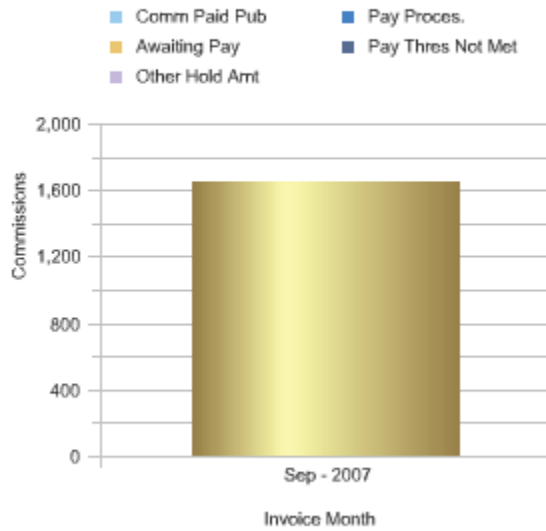


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The **Commission Analysis** graph provides a snapshot of your earned commission.

You can drill down into the Payment Detail report by selecting on the available month. This report will provide information on each offer and the status of payment, including: payment issue date, commission earned amount, Total Forward Balance Amount, Total Adjustment Amount, Total Bonus Amount, and Total Hold Amount.

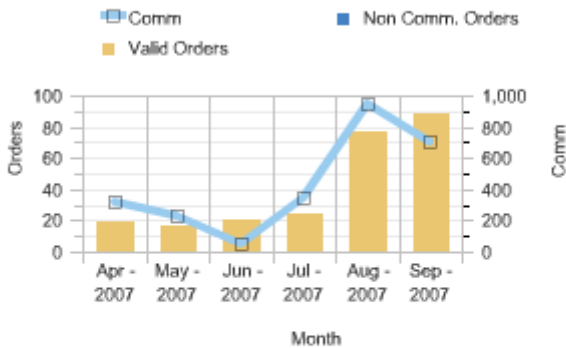
Invoice / Payment Summary



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The **Invoice / Payment Summary** graph provides a snapshot of invoice status. You can drill down into the Payment Detail report by selecting on the available month. This report will provide information on each offer and the status of payment, including: payment issue date, commission earned amount, Total Forward Balance Amount, Total Adjustment Amount, Total Bonus Amount, and Total Hold Amount.

Order Analysis



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The **Order Analysis** graph provides a snapshot of total valid orders by month across all your participating offers. The graph includes commissionable vs non-commissionable totals. You can drill down into the Payment Detail report by selecting on the available month. This report will provide information on each offer and the status of payment, including: payment issue date, commission earned amount, Total Forward Balance Amount, Total Adjustment Amount, Total Bonus Amount, and Total Hold Amount.

Historical Affiliate Payment Report

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Payment Status Name is equal to **issued**
and Date Range is between **8/1/2007** and **8/31/2007**

Payment Date	Check Number	Payment ID	Payment Type	Total Commission Amount Paid	Currency
8/9/2007	310782	310782	Domestic ACH	1	USD
8/22/2007	316108	316108	Domestic ACH	55	USD
Grand Total				56	

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The Payment Analysis Section provides 4 different reports: **Historical Payment Report**, **Payment Summary Report**, **Historical Payment Report**: Provides an overview of payment status for the time frame selected, including payment date, check number, payment ID, Payment Type, Total commission amount paid, and currency. Drill into Check Number for information on the Offer name, invoice month period, total commission amount, and currency. Drill into Payment ID for Payment Status date, on when payment was issued, cleared, voided, etc.

Affiliate Merchant Payment Detail

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Check Number is equal to **310782**
and Payment Status Name is equal to **issued**

Payment Rank ▲	Merchant ID	Merchant Name	Invoice Month Period	Total Commission Amount Paid	Currency
1	2069	Shutterfly.com	Jun - 2007	1.12	USD
Grand Total				1.12	

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Payment Status History

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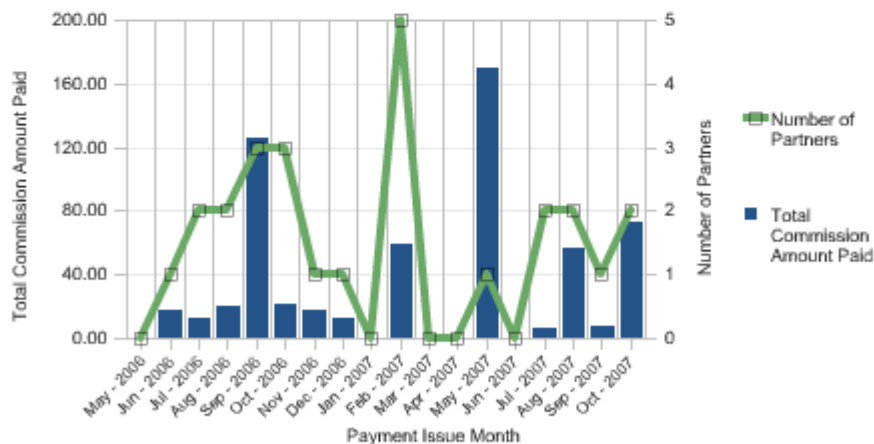
Payment ID is equal to **310782**
and Payment Status NM is equal to **issued, cleared, voided, stopped**

Payment Status Date	Payment Status Name	Payment ID
8/9/2007	issued	310782

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Payment Summary Help			
Payment Issue Month	Currency	Number of Partners	Total Commission Amount Paid
May - 2006		0	0.00
Jun - 2006	USD	1	18.13
Jul - 2006	USD	2	12.24
Aug - 2006	USD	2	19.80
Sep - 2006	USD	3	126.38
Oct - 2006	USD	3	21.54
Nov - 2006	USD	1	17.52
Dec - 2006	USD	1	12.18
Jan - 2007		0	0.00
Feb - 2007	USD	5	59.30
Mar - 2007		0	0.00
Apr - 2007		0	0.00
May - 2007	USD	1	170.08
Jun - 2007		0	0.00
Jul - 2007	USD	2	6.46
Aug - 2007	USD	2	56.12
Sep - 2007	USD	1	7.00
Oct - 2007	USD	2	72.55
Grand Total		17	599.30



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Payment Summary Report: Drill into Payment Issue Month and you will be able to view the Historical Payment Report.

Payment Trend Analysis Report: See payment information by offer, including Payment Date; Invoice Period; Check Number; Payment Type; % of Total Payment; % of Total Commission Paid; Total Commission Amt. Paid and Currency

Program Trend Analysis Reports: These reports will provide an analysis of your daily, monthly, or weekly drop and/or growth rank by offer.

Consumer Analysis: Consumer Transactional Behavior Analysis Report: Run reports to view consumer behavior by day of week or hour range. Report includes impressions, clicks, conversion, orders, commission, etc.