

Understanding Your Reports

Let's Get Started!



ArabClicks Reports

Naturally, you'll want to follow your progress using our Reports. This guide will give you a practical step-by-step understanding of how to use ArabClicks reports:

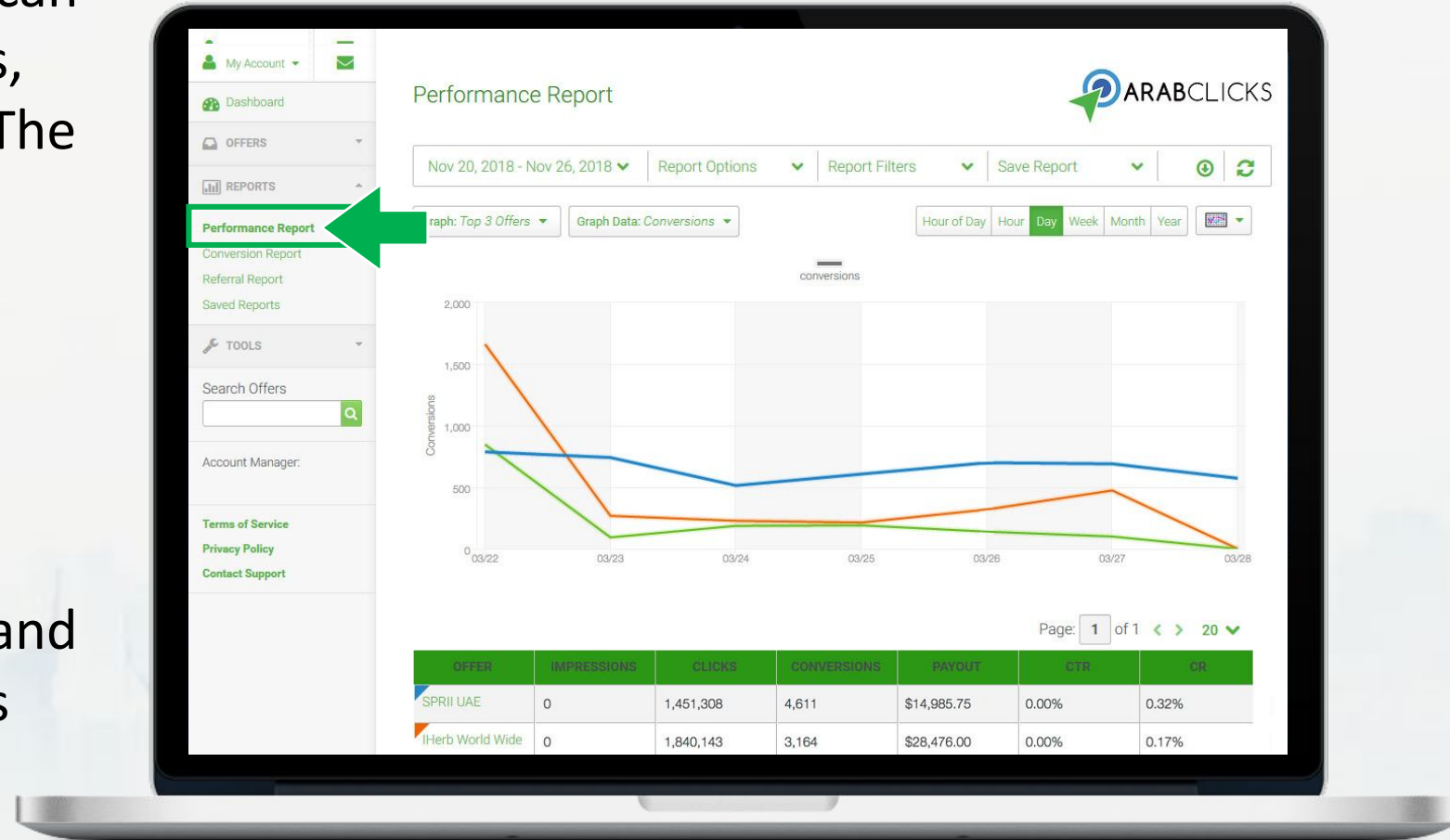
1. [Performance Report](#) - view and analyze your performance
2. [Conversion Report](#) - in-depth review on conversions & pending conversions
3. [Coupon Report](#) - track conversions and payouts based on your redemption coupons (code-tracked discounts)
4. [App Reports](#) - See all your data - right from the app! Sort by offer, code & date - or create custom reports with advanced unique options

Your Performance Report

In the performance report, you can see how your clicks, conversions, and payouts change over time. The graph shows you how your top offers perform for quick comparison

After login choose **REPORTS > Performance Report**

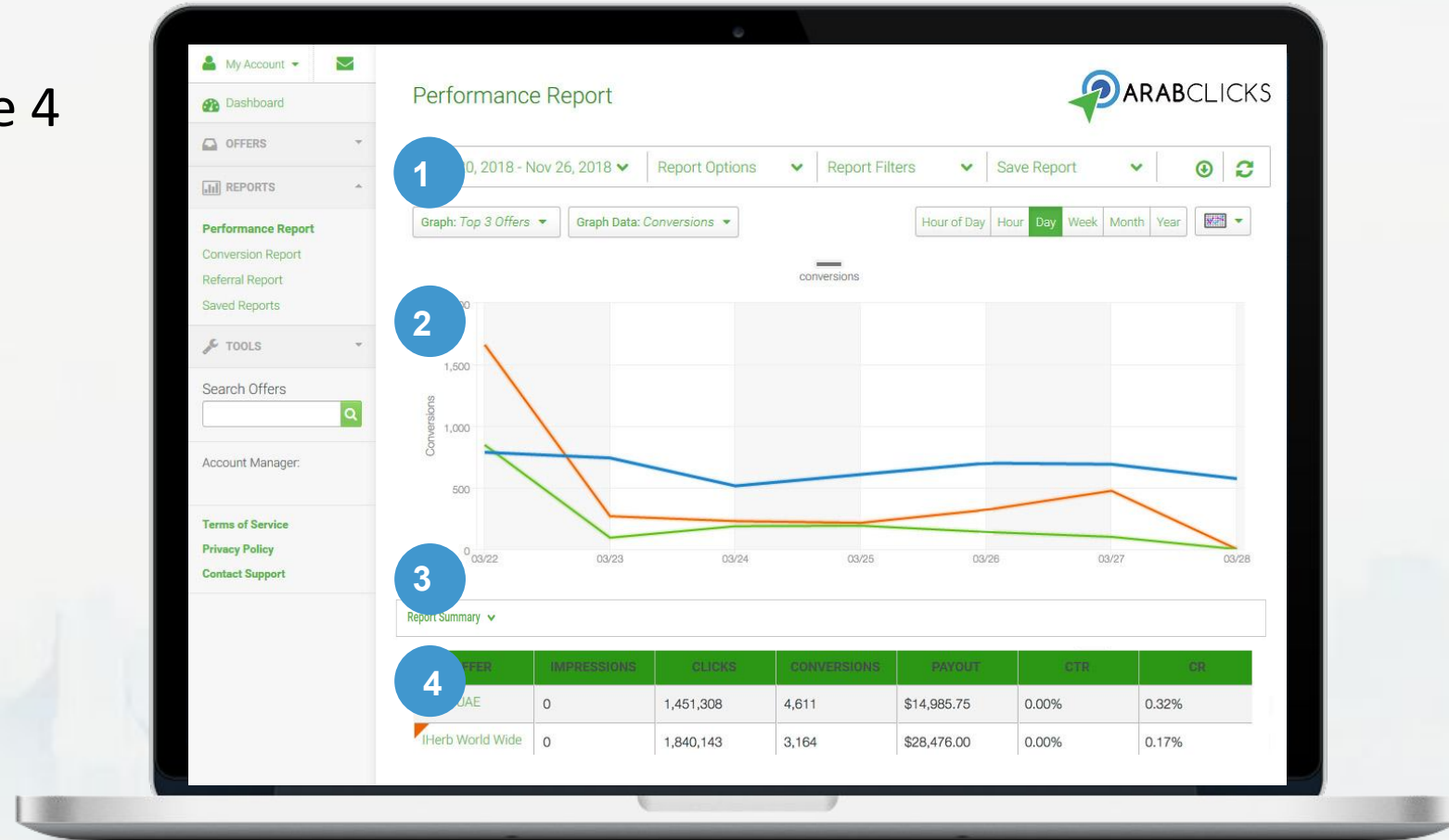
* To view **Pending conversions** and **Coupon Redemption** campaigns review **“Conversion Report”**



Performance Report Basics

The performance report, include 4 sections:

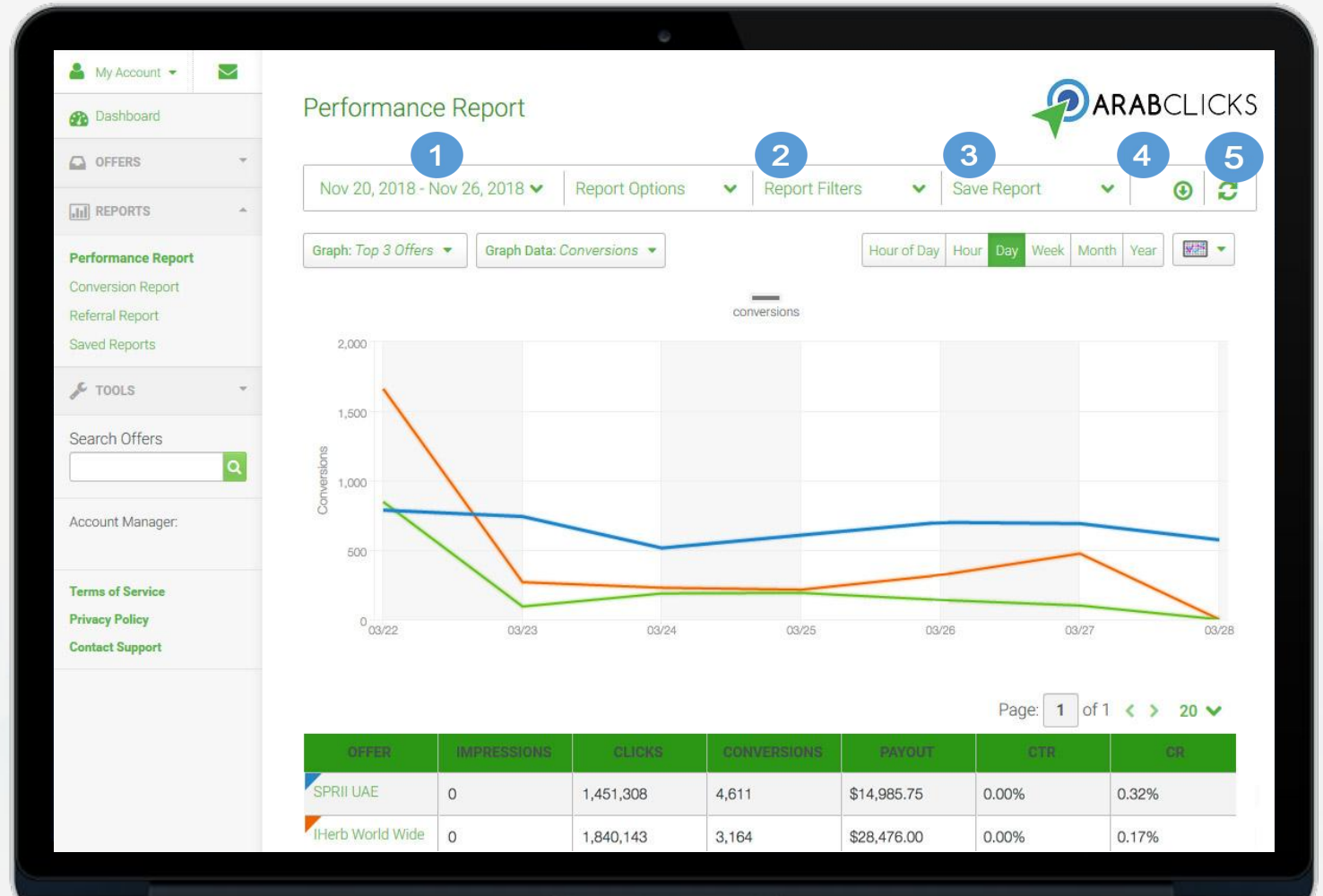
1. Customization menu
2. Visual performance display
3. Report summary
4. Offers performance



Customize Your Performance Report

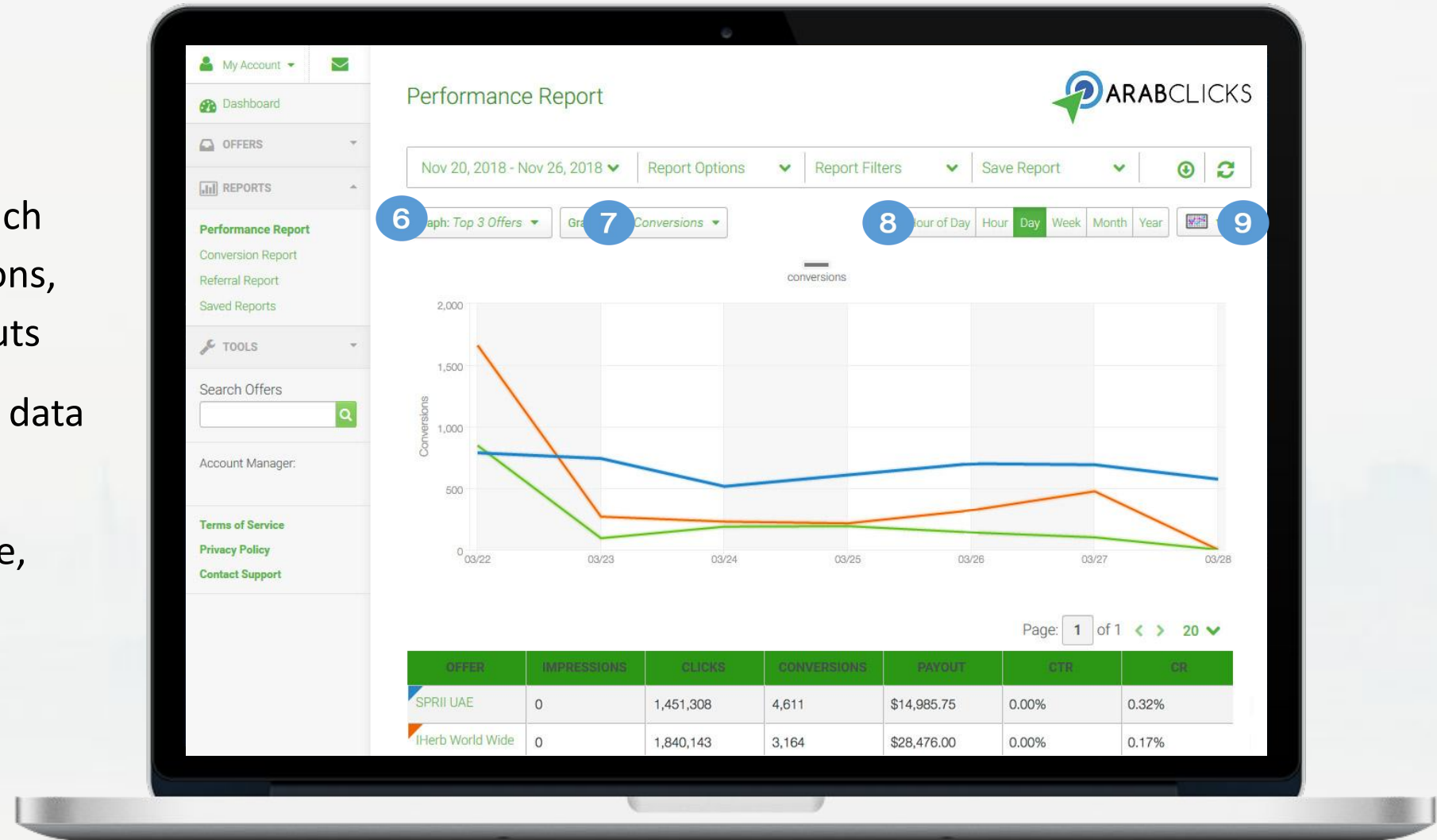
You can tailor your reports with the options at the top of the page:

1. Choose a **date** range
2. **Report Filters** - by time & offer
3. **Save Reports** - easily access your custom report later by going to **Reports > Saved Reports**
4. **Download** the data from this report as a CSV file
5. **Refresh** the report



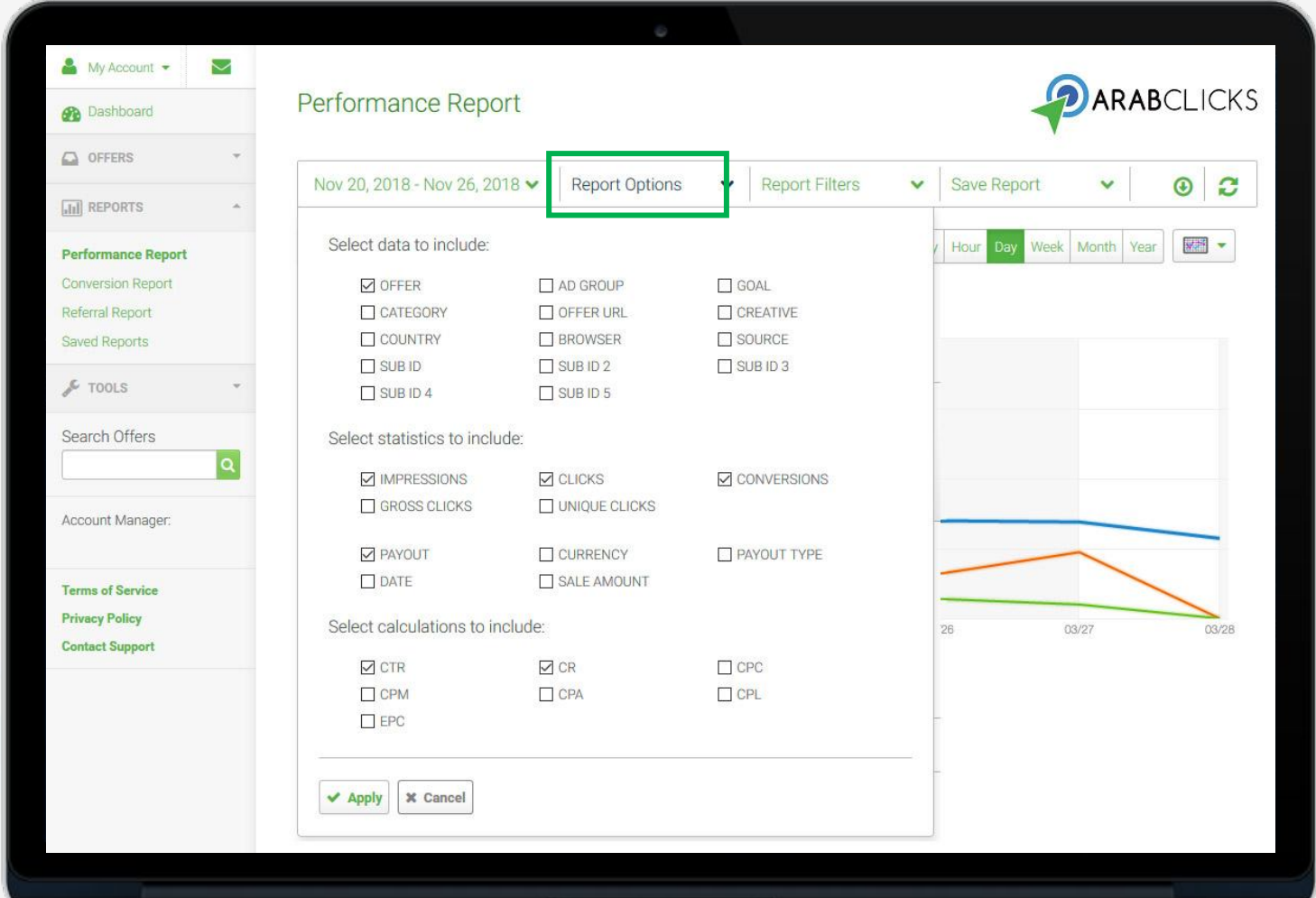
Customize Your Performance Report

6. **Graph Offers:** choose number of top offers to include in the chart
7. **Graph Data:** choose which inputs to see - impressions, clicks, conversion, payouts
8. Select the **frequency** of data points in the graph
9. Select graph **display**: line, pie, or bar graph



Customize Your Performance Report

In the **Report Options** you can choose the data, statistics and calculations to include, like country, sub id and date



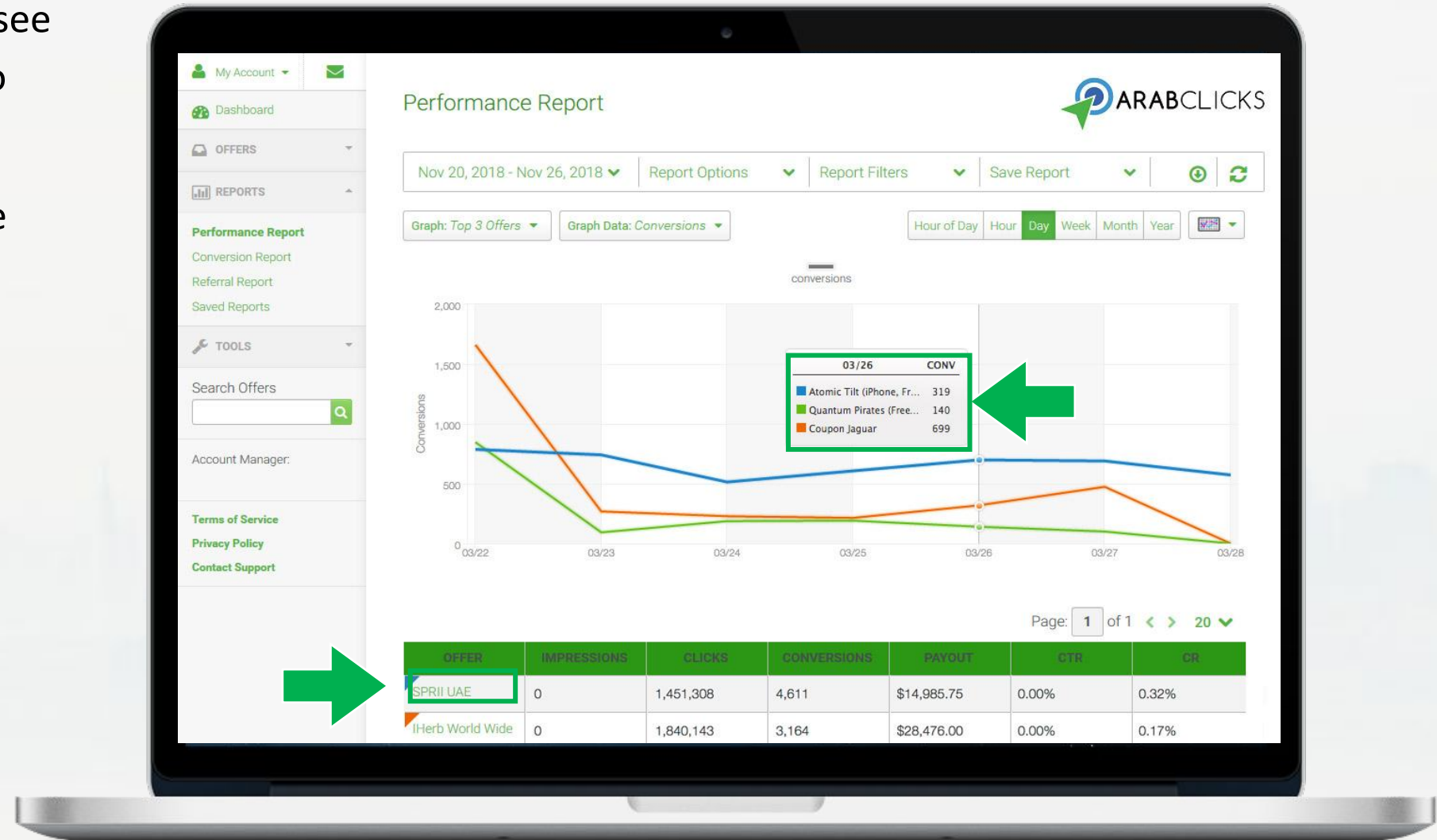
The screenshot displays the ARABCLICKS Performance Report interface. The left sidebar contains navigation options: My Account, Dashboard, OFFERS, REPORTS, Performance Report (with sub-items: Conversion Report, Referral Report, Saved Reports), TOOLS, Search Offers, Account Manager, Terms of Service, Privacy Policy, and Contact Support. The main content area is titled 'Performance Report' and shows a date range of 'Nov 20, 2018 - Nov 26, 2018'. A 'Report Options' dropdown menu is highlighted with a green box. Below this, there are three sections for customization:

- Select data to include:**
 - OFFER
 - CATEGORY
 - COUNTRY
 - SUB ID
 - SUB ID 2
 - SUB ID 4
 - AD GROUP
 - OFFER URL
 - BROWSER
 - SUB ID 3
 - SUB ID 5
 - GOAL
 - CREATIVE
 - SOURCE
- Select statistics to include:**
 - IMPRESSIONS
 - GROSS CLICKS
 - PAYOUT
 - DATE
 - CLICKS
 - UNIQUE CLICKS
 - CURRENCY
 - SALE AMOUNT
 - CONVERSIONS
 - PAYOUT TYPE
- Select calculations to include:**
 - CTR
 - CPM
 - EPC
 - CR
 - CPA
 - CPC
 - CPL

At the bottom of the customization panel are 'Apply' and 'Cancel' buttons. To the right of the customization options is a line chart showing performance data over time, with a date range of 03/26 to 03/28. The chart has three data series: a blue line, an orange line, and a green line. The blue line starts at a high point and slightly decreases. The orange line starts lower, peaks on 03/27, and then drops significantly. The green line starts at a low point and remains relatively flat.

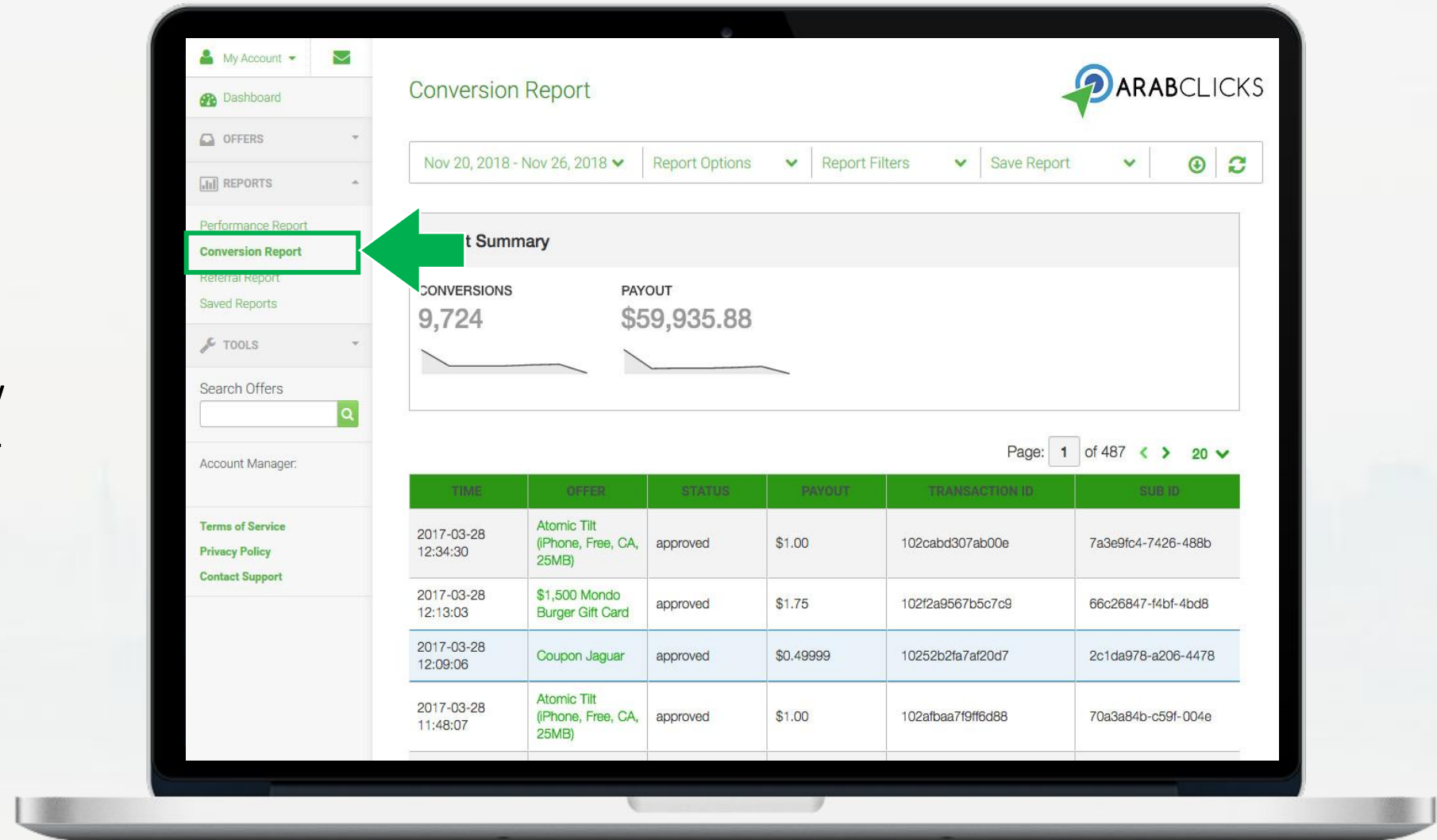
Customize Your Performance Report

- **Mouse-over** the graph to see a break-down according to time period
- Click on other **offers** in the table to see more data on the comparison graph



Conversion Report

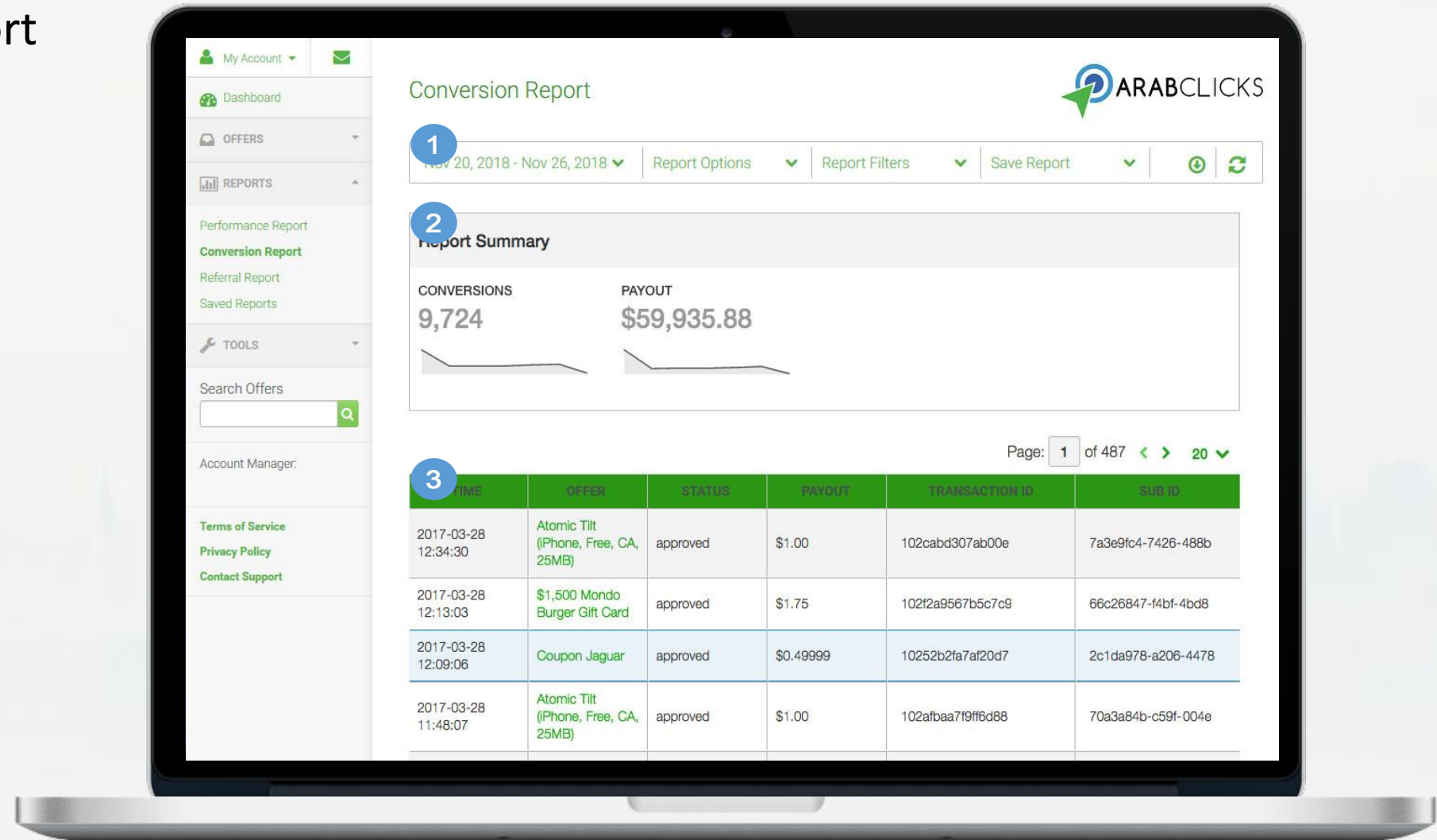
- The conversion report provides in-depth info on individual conversions, **pending conversions** and **Coupon Redemption** campaigns
- In this report you can view also view: offer data, user data, collected, sub IDs, transaction IDs, time of conversion, and so on



Conversion Report

The performance report includes 3 sections:

1. Customization menu
2. Report summary
3. Data by conversion



Conversion Report

You can tailor your reports with the options at the top of the page:

1. Choose a **date** range
2. **Report Filters** - by country, category, offer & more
3. **Save Reports** - easily access your custom report later by going to **Reports > Saved Reports**
4. **Download** the data from this report as a CSV file
5. **Refresh** the report

My Account

Dashboard

OFFERS

REPORTS

Performance Report

Conversion Report

Referral Report

Saved Reports

TOOLS

Search Offers

Account Manager:

Terms of Service

Privacy Policy

Contact Support

Conversion Report

Nov 20, 2018 - Nov 26, 2018

Report Options

Report Filters

Save Report

Report Summary

CONVERSIONS
9,724

PAYOUT
\$59,935.88

Page: 1 of 487

TIME	OFFER	STATUS	PAYOUT	TRANSACTION ID	SUB ID
2017-03-28 12:34:30	Atomic Tilt (iPhone, Free, CA, 25MB)	approved	\$1.00	102cabd307ab00e	7a3e9fc4-7426-488b
2017-03-28 12:13:03	\$1,500 Mondo Burger Gift Card	approved	\$1.75	102f2a9567b5c7c9	66c26847-f4bf-4bd8
2017-03-28 12:09:06	Coupon Jaguar	approved	\$0.49999	10252b2fa7af20d7	2c1da978-a206-4478
2017-03-28 11:48:07	Atomic Tilt (iPhone, Free, CA, 25MB)	approved	\$1.00	102afbaa7f9ff6d88	70a3a84b-c59f-004e

Conversion Report

In the **Report Options** you can choose the data, statistics and calculations to include, like country, sub id and device

ARABCLICKS

Nov 20, 2018 - Nov 26, 2018 **Report Options** Report Filters Save Report

Include:

- OFFER
- OFFER URL
- GOAL
- COUNTRY
- BROWSER

Data:

- STATUS
- PAYOUT
- CURRENCY
- PAYOUT GROUP
- SALE AMOUNT
- SESSION IP
- CONVERSION IP
- TRANSACTION ID
- TIME
- SOURCE
- NOTE
- SUB ID
- SUB ID 2
- SUB ID 3
- SUB ID 4
- SUB ID 5
- AFFILIATE CLICK ID
- AFFILIATE UNIQUE 1
- AFFILIATE UNIQUE 2
- AFFILIATE UNIQUE 3
- AFFILIATE UNIQUE 4
- AFFILIATE UNIQUE 5
- ADVERTISER SUB ID
- ADVERTISER SUB ID 2
- ADVERTISER SUB ID 3
- ADVERTISER SUB ID 4
- ADVERTISER SUB ID 5

Mobile Data:

- DEVICE BRAND
- DEVICE MODEL
- DEVICE OS
- DEVICE OS VERSION
- IOS IFA
- IOS IFA MDS
- IOS IFA SHA1
- UNKNOWN ID
- GOOGLE AID
- GOOGLE AID SHA1
- GOOGLE AID MDS
- WINDOWS AID
- WINDOWS AID SHA1
- WINDOWS AID MDS

Apply Cancel

2017-03-28 12:34:30	Atomic Tilt (iPhone, Free, CA, 25MB)	approved	\$1.00	102cabd307ab00e	7a3e9fc4-7426-488b
2017-03-28 12:13:03	\$1,500 Mondo Burger Gift Card	approved	\$1.75	102f2a9567b5c7c9	66c26847-f4bf-4bd8
2017-03-28 12:09:06	Coupon Jaguar	approved	\$0.49999	10252b2fa7af20d7	2c1da978-a206-4478
2017-03-28 11:48:07	Atomic Tilt (iPhone, Free, CA, 25MB)	approved	\$1.00	102afbaa7f9ff6d88	70a3a84b-c59f-004e

Track Earnings With Coupon Report

- Your **Coupon Report** allows you to simply track your **Coupon Redemption** performance
- In this report you'll find your **conversions**, **pending commissions** and **payouts**
- You can also filter results by date range

The screenshot displays the ArabClicks Coupon Report interface. The browser address bar shows the URL <https://members.arabclicks.com/publisher/#/page/6>. The page title is "ARABCLICKS" and the report title is "Coupon Report". A note states: "This Report shows your revenue from coupons only. To see your total revenue, check [Conversion Report](#)". The date range is set to "Jun 10, 2019 - Aug 8, 2019".

Summary Metrics:

Metric	Value
Total Conversions:	72
Pending:	\$171.96
Total Payout:	\$293.56

The "Coupon Report" menu item in the left sidebar is highlighted with a green box and a green arrow pointing to it.

Detailed Coupon Performance Data:

Coupon	Conversions	Pending(\$)	Approved(\$)
UAE			
AC1	44	160	57.6
Total	44	\$160	\$57.6
Noon - Egypt			
SAVE10	18	0	42
EG1002	7	6	15
Total	25	\$6	\$57
Mumzworld - UAE + KSA			
AC11	1	5.74	0
Total	1	\$5.74	\$0
Max Fashion - KSA & UAE			
AC36	1	0.22	0

Get To Know Your Coupon Report

Go to:

Reports > Coupon Report

1. Select date range
2. See Performance Totals
3. Check performance by Offer & Code

ArabClicks - Coupon Report

https://members.arabclicks.com/publisher/#/page/6

ARABCLICKS

My Coupons

This Report shows your revenue from coupons only. To see your total revenue, check [Conversion Report](#)

Jun 10, 2019 - Aug 8, 2019

Search Coupons

Total Conversions:	Pending:	Total Payout:
72	\$171.96	\$293.56

3

Noon - UAE

See by Dates

Coupon	Conversions	Pending(\$)	Approved(\$)
AC1	44	160	57.6
Total	44	\$160	\$57.6

Noon - Egypt

See by Dates

Coupon	Conversions	Pending(\$)	Approved(\$)
SAVE10	18	0	42
EG1002	7	6	15
Total	25	\$6	\$57

Mumzworld - UAE + KSA

See by Dates

Coupon	Conversions	Pending(\$)	Approved(\$)
AC11	1	5.74	0
Total	1	\$5.74	\$0

Max Fashion - KSA & UAE

See by Dates

Coupon	Conversions	Pending(\$)	Approved(\$)
AC36	1	0.22	0

Track Conversions By Date

See a code's conversions displayed by date:

1. Click **See by Dates** in the upper right corner of an offer entry
2. Use the **pop-up** to see # of conversions made each day with your code

The screenshot displays the ArabClicks Coupon Report interface. A green arrow labeled '1' points to the 'See by Dates' button in the upper right corner of the 'Noon - UAE & KSA' offer entry. A green box labeled '2' highlights a pop-up window titled 'Noon - UAE & KSA' that shows a table of conversions by date.

	7/19	18/7/19	17/7/19	16/7/19	15/7/19	14/7/19	13/7/19	12/7/19	11/7/19	10/7/19	9/7/19
Total	1	0	0	3	1	1	2	0	1	0	1
65	1	0	0	3	1	1	2	0	1	0	1

Below the pop-up, the main report shows the following data:

Coupon	Conversions	Pending(\$)	Approved(\$)
AC1	39	160	25.6
Total	39	\$160	\$25.6

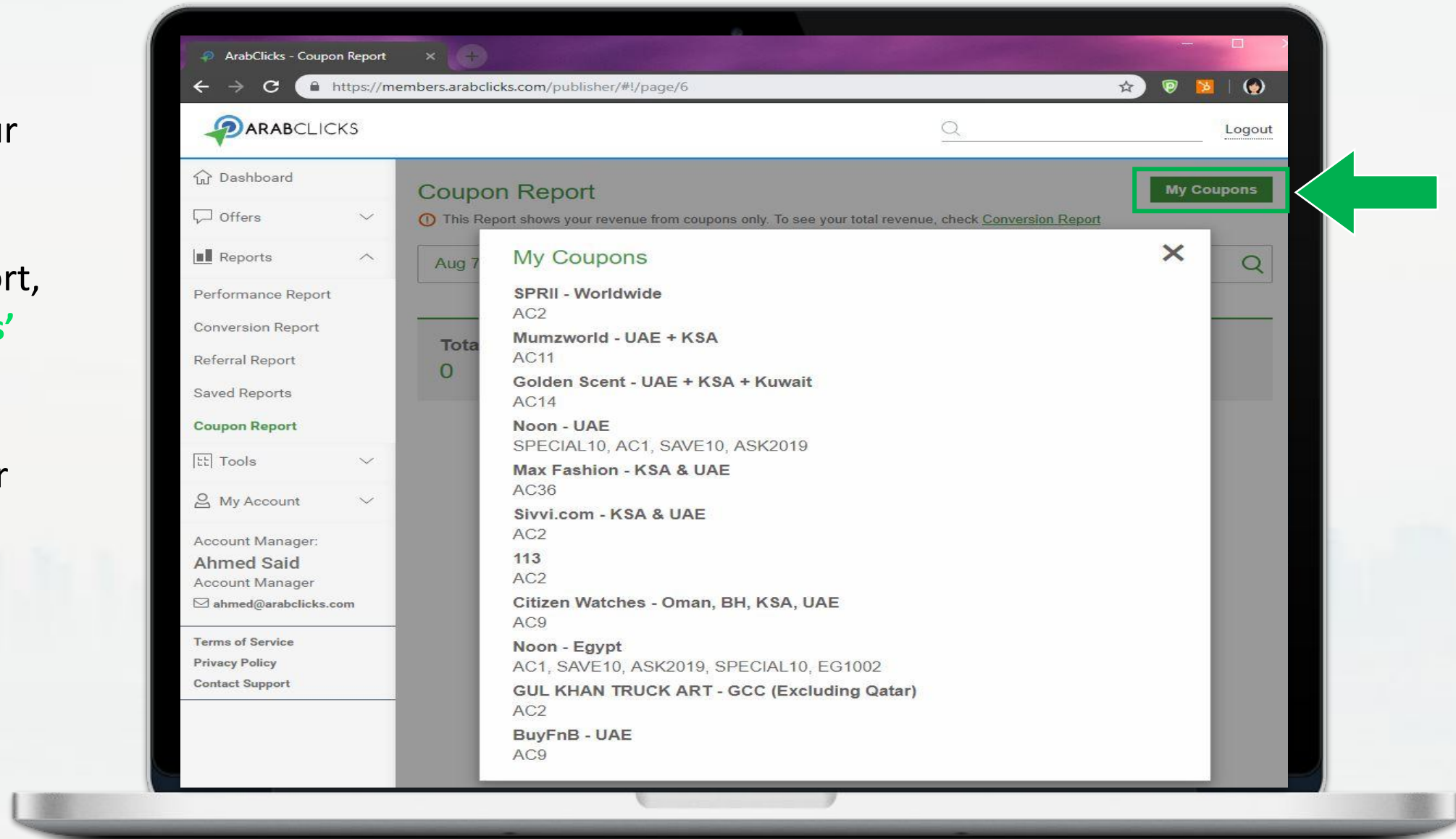
Other offers listed include 'Noon - Egypt' and 'Mumzworld - UAE + KSA', each with a 'See by Dates' link.

Review Your Coupon Codes

For a **full list** of your codes:

From Coupon Report, Select **'My Coupons'** on the upper right

Note: Some of your codes may not be current



The screenshot displays the ArabClicks dashboard. The browser address bar shows the URL <https://members.arabclicks.com/publisher/#!/page/6>. The page title is "ArabClicks - Coupon Report". The main content area is titled "Coupon Report" and includes a note: "This Report shows your revenue from coupons only. To see your total revenue, check [Conversion Report](#)". A sidebar on the left contains navigation options: Dashboard, Offers, Reports, Performance Report, Conversion Report, Referral Report, Saved Reports, Coupon Report (highlighted), Tools, and My Account. The account manager information is listed as Ahmed Said, Account Manager, with email ahmed@arabclicks.com. Links for Terms of Service, Privacy Policy, and Contact Support are also present. A "My Coupons" button is highlighted in the top right corner of the main content area, with a green arrow pointing to it. A modal window titled "My Coupons" is open, displaying a list of coupon codes and their associated campaigns:

- SPRII - Worldwide**
AC2
- Mumzworld - UAE + KSA**
AC11
- Golden Scent - UAE + KSA + Kuwait**
AC14
- Noon - UAE**
SPECIAL10, AC1, SAVE10, ASK2019
- Max Fashion - KSA & UAE**
AC36
- Sivvi.com - KSA & UAE**
AC2
- 113**
AC2
- Citizen Watches - Oman, BH, KSA, UAE**
AC9
- Noon - Egypt**
AC1, SAVE10, ASK2019, SPECIAL10, EG1002
- GUL KHAN TRUCK ART - GCC (Excluding Qatar)**
AC2
- BuyFnB - UAE**
AC9

Use ArabClicks' App Reports

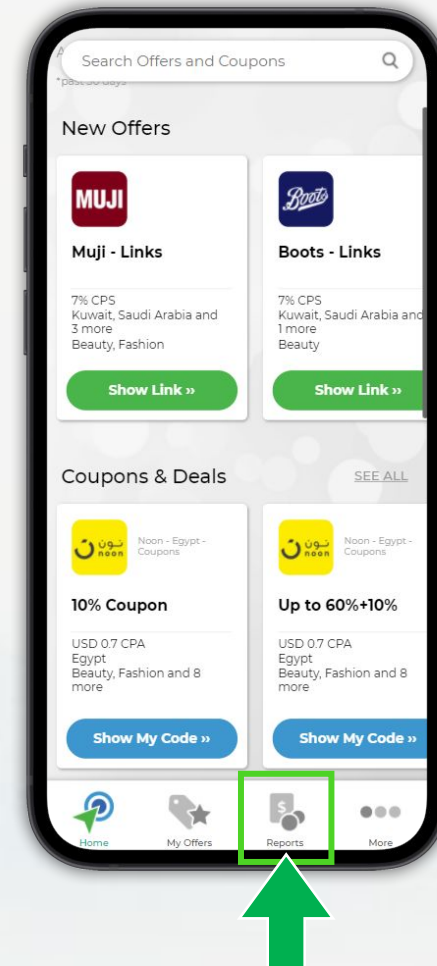
ArabClicks' App Report is our most simple & sleek way to view all your performance data.

Once you start working with ArabClicks, you can follow your clicks, conversions & payouts using **ArabClicks' App Reports**.

Easily sort all your data by **Offer, Code & Date** - or create **Custom Reports** with advanced unique options.

[Find Your App Reports>](#)

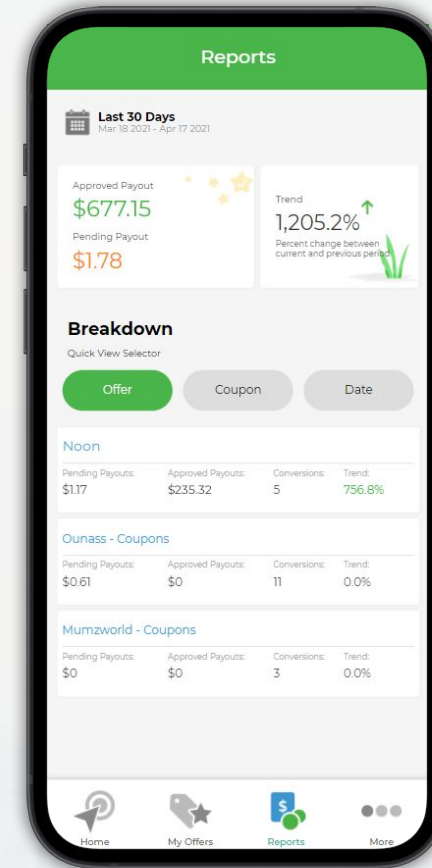
Login to ArabClicks' App, then using the bottom **navigation bar** - surf to your **Reports** from anywhere in the App



Inside your App Report

From your **Reports** - see all of your basic data:

1. **Date Range:** Preset & custom **date selector**
2. **Approved Payout:** Funds awaiting **payment**
3. **Pending Payout:** Awaiting advertiser **validation**
4. **Trend:** How much your earnings have gone **up or down** - in relation to the previous period
5. **Breakdown:** shows your data sorted by **Offer, Code or Date**

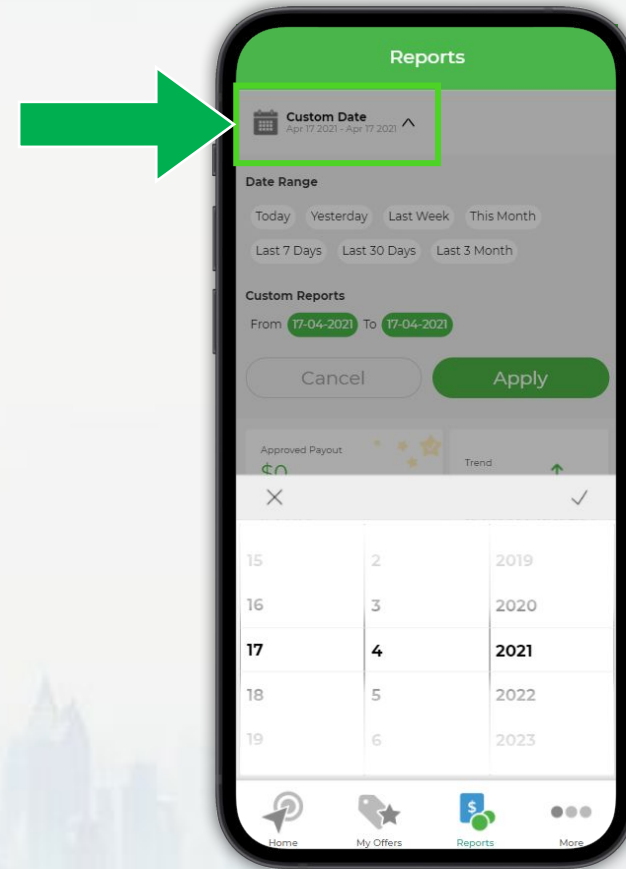


Modify your App Report Dates

Select a preset **Date Range** from:

- *Today*
- *Yesterday*
- *Last Week*
- *This Month*
- *Last 7 Days*
- *Last 30 days*
- *Last 3 Months*

Or use the **Custom Date Selector** to select the exact dates you want to view.

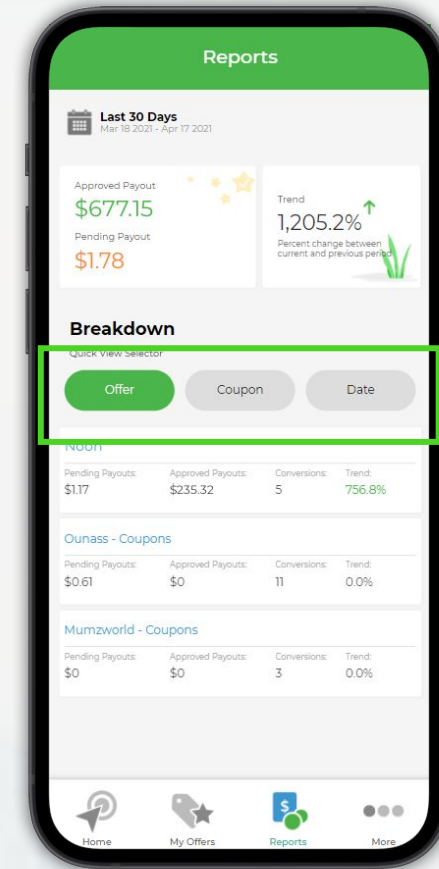


Sort Your App Report Data

Scroll to the **Breakdown** feature to quicksort your data:

- **Offer & Code** show you highest performing brands & codes first.
- **Date** shows your all performance data chronologically.

For each entry you'll see ***Pending & Approved Payouts, Conversions & Trends***

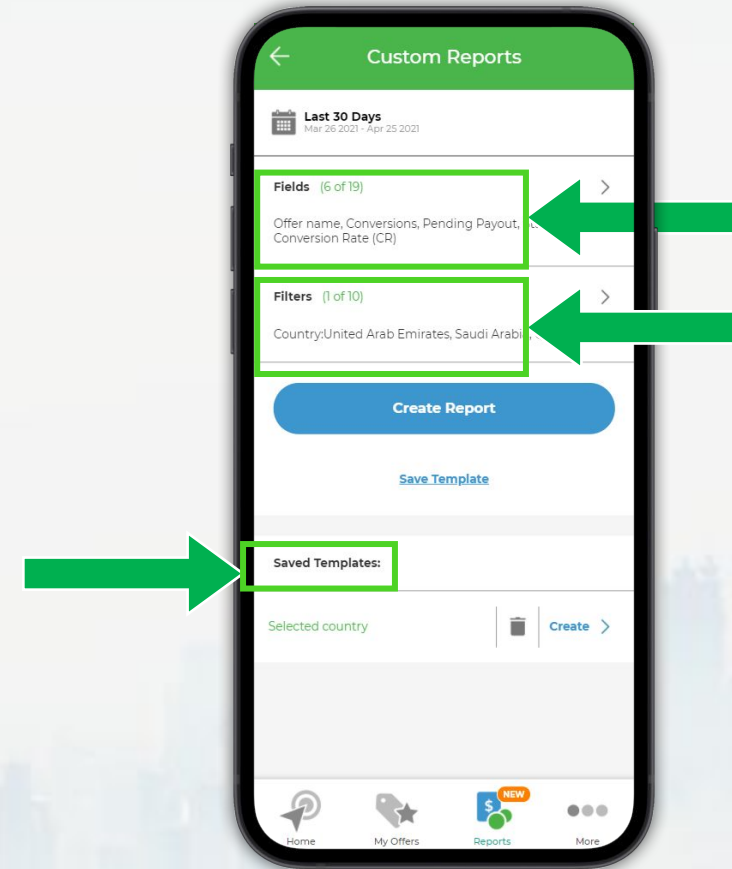


Create a Custom App Report

1. Select a **Date Range** - default view is **Last 30 Days**
2. Choose from different **Fields** to show in your report.

See ***Offer Name, Clicks, Conversions*** & many more
3. Use the **Filters** to narrow your data down by **Offer, Country, Status, SubID & other options**
4. **Next time - make it quicker by saving your report**

To store up to 3 custom reports, simply - **Save Template**



See All Your ArabClicks Payments

Once your conversions are approved, and your payment arrives to ArabClicks from the advertisers, you can visit [ArabClicks' Payment Portal](#) to see all your current and upcoming payments.

Know which commissions will be **sent in the next payment cycle**, and which have **already arrived**.

Stay on top of -

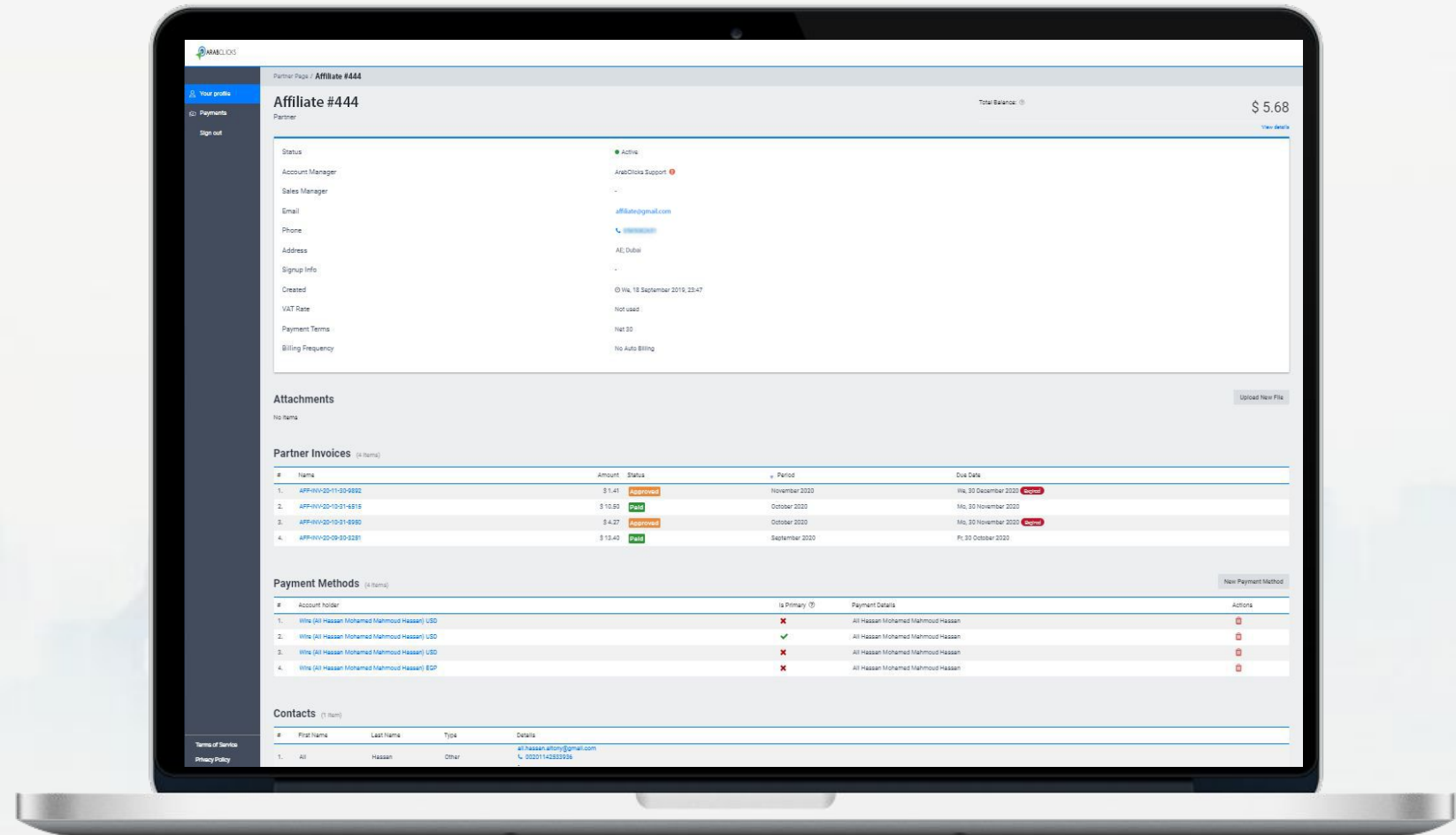
- Monthly **Invoices**
- Approved & Paid **Conversions**
- **Paid & Unpaid** Statements

Find it 

Login > My Account > Payments

 **Want to learn more?**

[Payment Portal Guide](#)



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