

Accessing Analytics and Performance:

1. Log in to partner admin account.

The screenshot shows the 'Account Dashboard' for a partner admin account. The left sidebar contains a navigation menu with the following items: DASHBOARD, PERFORMANCE (selected), Paid Programs, Additional Reports, Partner Referrals, Website Traffic, LISTINGS, EVENTS, DEALS, PHOTO LIBRARY, DOCUMENT LIBRARY, and MANAGE. The main content area is titled 'Account Dashboard' and includes a 'What's New' section with a welcome message, a 'Buy Travel Alaska Coop Marketing Program' banner with 'Create Listing', 'Create Event', and 'Create Deal' buttons, and a 'Purchased Alaska Programs' table.

Opportunity	Opportunity Details	Purchase Date
TravelAlaska.com Profile Ad Discover Denali ATIA Member	01/31/24 - 01/31/25; Visitor Centers & Vacation Planners	01/31/2024

2. Click on performance in left navigation

The screenshot shows the 'Program Performance' page. The left sidebar contains a navigation menu with the following items: DASHBOARD, PERFORMANCE (selected), Paid Programs, Additional Reports, Partner Referrals, Website Traffic, LISTINGS, EVENTS, DEALS, PHOTO LIBRARY, DOCUMENT LIBRARY, and MANAGE. The main content area is titled 'Program Performance' and displays several performance metrics for different programs, including 'TravelAlaska CRC', 'TravelAlaska.com Profile Ads', and 'TravelAlaska.com Integrated Ads'.

Program	Metric	Value
TravelAlaska CRC	Leads	0
	All Time	229
TravelAlaska CRC	Leads	8
	All Time	27
TravelAlaska.com Integrated Ads	Impressions	132,155
	Clicks	835
TravelAlaska.com Integrated Ads	CTR	0.63%
	Referrals	14
TravelAlaska.com Profile Ads	Pageviews	18

3. Click on paid programs, partner referrals, etc

Can adjust the date range in upper right corner of page.

Can exports by clicking pdf button.