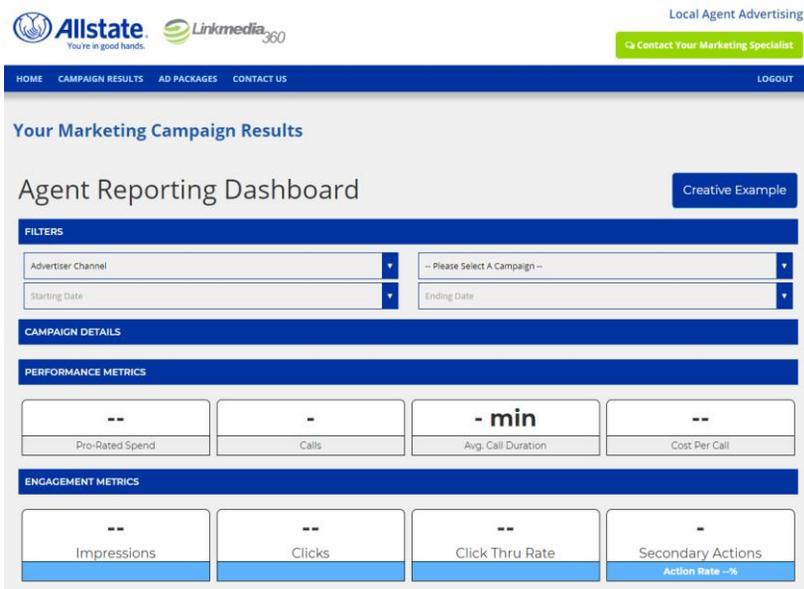


AGENT REPORTING DASHBOARD GUIDE

Welcome to your Agent Reporting Dashboard!

INTRODUCTION



The **Agent Reporting Dashboard** is a tool to gauge media buy performance. Here you will be able to see your digital and print campaign activity with breakdown(s) of performance by campaign. All campaigns will be included, whether you're using one or multiple channels.

Campaign results will be updated on the 5th of each month and can be filtered by month and year to customize your results time frame. You are able to access the dashboard through Gateway.

Getting started To access your dashboard click the portal link that can be found on Gateway. After accessing the portal, choose 'Campaign Results' under the Allstate logo. A link to the portal will be emailed to you monthly after data is updated.



Questions? Contact your Linkmedia360 Marketing Specialist or email allstateagentteam@linkmedia360.com

AGENT REPORTING DASHBOARD GUIDE

Campaign Types and Filters

Agent Reporting Dashboard

Creative Example

FILTERS

Advertising Channel

Advertising Channel

Starting Date

11/01/2018

Campaign

-- Please Select A Campaign --

Ending Date

11/30/2018

Advertising Channel*

A list of all active advertising channels in market at the time of the report. The advertising channels are named to describe the media buy type. Channels include:

Mobile In-App Advertising: Highly geo-targeted mobile-in app awareness advertising that is displayed through smartphone devices.

Online Directory Search: Online directory advertising.

Digital Display: Online awareness advertising that is display-based, such as banners (historic results only).

Print Yellow Pages: Printed telephone directory advertising.

**Note: only channels you are currently participating in will appear here.*

Advertising Channel

Advertising Channel

Mobile In-App Advertising

Online Directory Search

Digital Display

Print Yellow Pages

Filters: You will be able to filter your campaign results by Advertising Channel, Campaign, and Date.

Advertising Channel: The type of media buy. See left for more information.

Campaign: Campaign(s) you have running based on advertising channel. You may have more than one campaign for each advertising channel.

Date range can be filtered by month and year.

Creative Example: An example of your creative that is being used in market is available within the dashboard:

Campaign Artwork

Your RENO Allstate Agent

John Smith

Allstate

CONTACT ME

Close

Questions? Contact your Linkmedia360 Marketing Specialist or email allstateagentteam@linkmedia360.com

AGENT REPORTING DASHBOARD GUIDE

Campaign Details

CAMPAIGN DETAILS

Account: 000001
Client: Jane Doe: Allstate Insurance
Campaign Start Date – Campaign End Date: 2018-10-24 to 2018-11-30

Annual Investment: \$1300
Success Criteria: Calls – Cost per Call \$30-\$50
Ad Unit: Platinum Listing

Success Criteria

Clicks: For Mobile In-App and Digital Display campaigns, success is measured as a click thru rate greater than .33%. This metric is based on Google industry benchmarks for the finance and insurance industry.

Calls: For Print and Online Directory Search, success is measured with a cost per call less than \$30-\$50. As a reminder, this can vary significantly by market. If your IYP campaign does not include a call tracking number this metric will not be available to you.

If you ever have questions about your success metrics, reach out to your Linkmedia360 Marketing Specialist.

About your campaign details*

Along with your account number and name, here is what you'll find in the campaign details of your advertising report.

Campaign Start & End Date: The date range that your campaign will be in market. Default reporting will be for the most recent month of reporting available, but you can select different time periods for reporting.

Annual Investment: Total campaign investment amount for the in market period.

Ad Item: Type of ad that was placed.

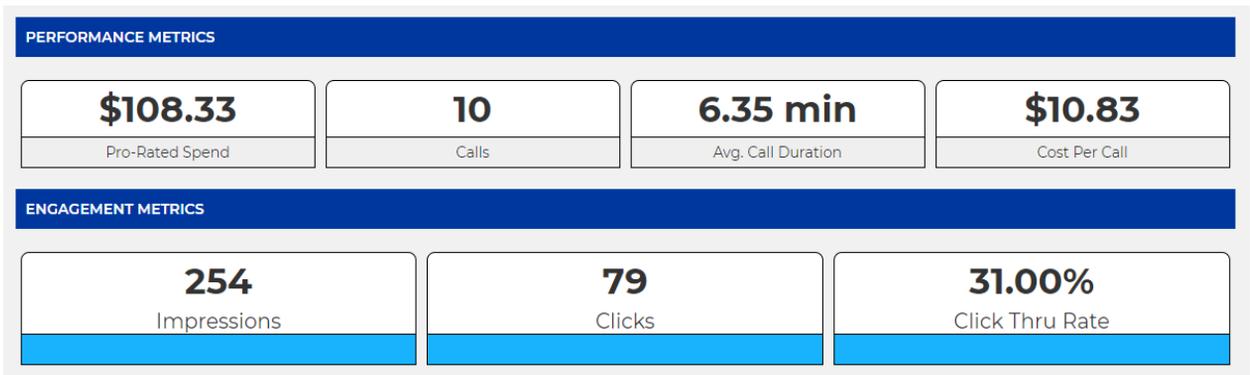
Success Criteria: A key performance indicator measurement that can be used as a guide to determine how your campaign is performing. This is an average, so variables like location can factor into performance.

**Note: only channels you are currently participating in will appear here.*

Questions? Contact your Linkmedia360 Marketing Specialist or email allstateagentteam@linkmedia360.com

AGENT REPORTING DASHBOARD GUIDE

Performance Metrics and Engagements



Metric Glossary

Prorated Spend: Total campaign budget prorated for the reporting date range selected.

Calls: The number of calls received. Only available for campaigns that include a call tracking number (see below About Your Metrics)

Avg. Call Duration: The average amount of time, in minutes, that calls lasted.

Cost per Call: The total amount of spend for the campaign divided by the total number of calls (spend/total calls).

Impressions: Total number of times ads were shown.

Clicks: Total number of times ads were clicked on.

Click Thru Rate: This is a measure of consumer engagement with your ad. It is calculated by the number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions).

Secondary Actions: Once a consumer clicks on your ad, there are opportunities for secondary clicks, like click for directions, to call, and for more information.

Action Rate: This is another measure of consumer engagement with your ad. The number of secondary actions divided by the number of times your ad is shown (secondary actions/impressions).

About Your Metrics*

Metrics shown vary by advertising channel. Digital channels focus on clicks, impressions, and click thru rates, while print is measured by call volume and duration.

**Note: Calls are reported only for Print and Online Directory Search campaigns that include a call tracking number.*

Questions? Contact your Linkmedia360 Marketing Specialist or email allstateagentteam@linkmedia360.com

AGENT REPORTING DASHBOARD GUIDE

Ad packages and Contact Us



Interested in more? Click Ad Packages to learn about all advertising channels that Linkmedia360 has to offer.



Online Directory Search



Print Yellow Pages



In-App Advertising

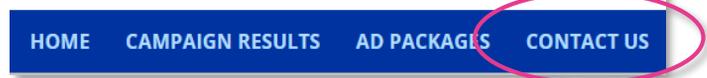


- YP.com is one of the leading sites for reaching consumers who are looking to contact a business
- Consumers on YP.com are 48% more likely than all searchers to call a business (51% vs. 35%) or request an online quote (26% vs. 18%)¹
- Premium directory placements are available to get you in front of consumers looking for insurance

¹: The YP Advantage by comScore April 2018

[Click Now To Connect With Your Marketing Specialist](#)

Have questions? Have questions Reach out to your Linkmedia360 Marketing Specialist by using our live chat feature found at the bottom right of the dashboard, or by clicking Contact Us.



Questions? Contact your Linkmedia360 Marketing Specialist or email allstateagentteam@linkmedia360.com



AGENT REPORTING DASHBOARD GUIDE

Frequently Asked Questions

Q: Why don't I see my ad?

A: Impressions are being shown to internet users who have identified themselves as being strong potential customers based on their online behaviors. For example, users who have recently been searching for new homes may become candidates to see a Home Insurance targeted display advertisement. You'll receive a preview of your ad upon campaign launch for review. However, don't worry if you don't see your ad while you browse the web, as your impressions are being shown to potential customers. You'll see a breakdown of how many times your ads were shown in your monthly reporting.

Q: Why are my results lower than expected?

A: Often initial results are low due to a ramp-up period (digital programs) or staggered directory distribution (print).
If your ad continues to generate lower than expected results, consult your Linkmedia360 Marketing Specialist to investigate means of optimizing a digital campaign or adjusting a print renewal. Keep in mind that success of advertising tactics vary by market.

Q: Why is my call duration lower than expected?

A: Short calls often have value. Consumers may be calling in advance of a visit, leaving a short voicemail or call back message.
If your call detail report indicates that you're a victim of unwanted solicitations or automated calls, please notify your Linkmedia360 Marketing Specialist so we can set up blocks.

Questions? Contact your Linkmedia360 Marketing Specialist or email allstateagentteam@linkmedia360.com