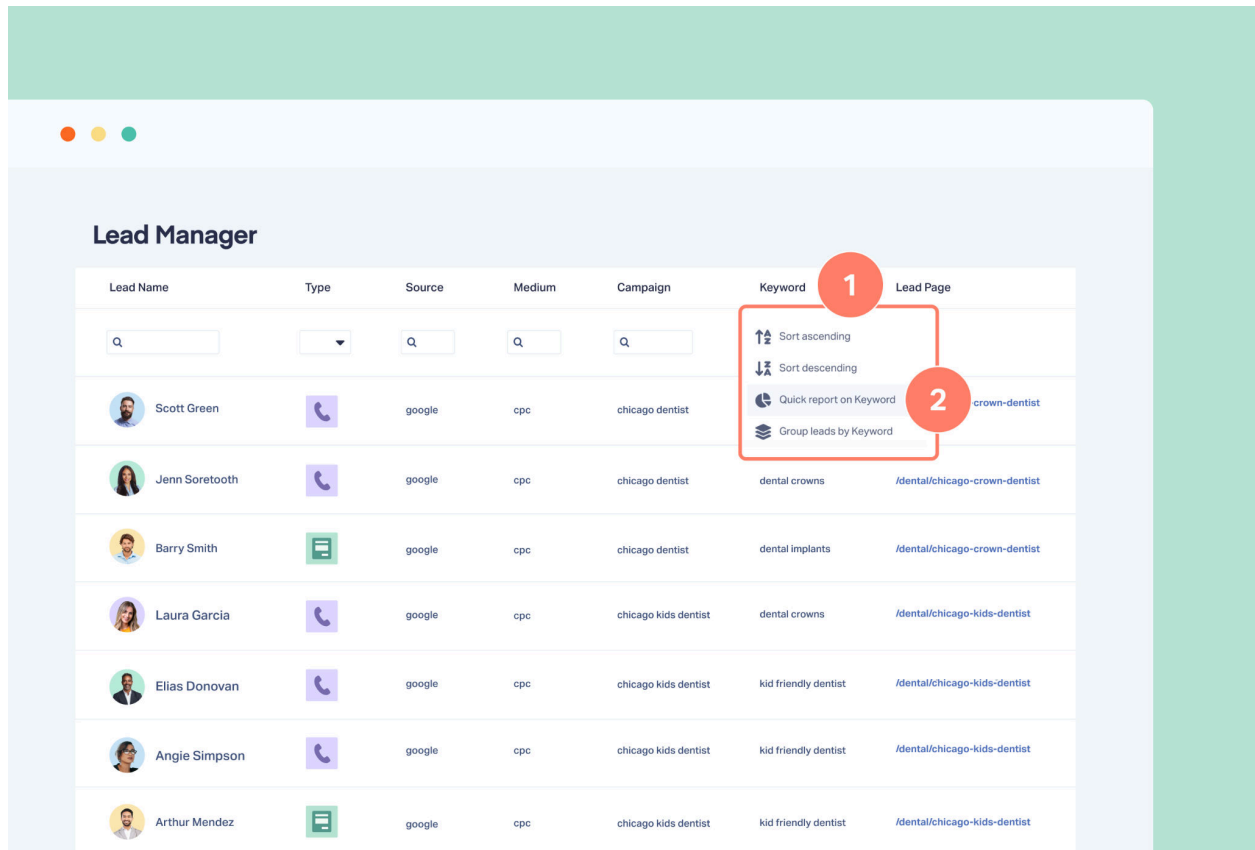


HOW-TO GUIDE

Generate Quick Reports

1 How to Use Quick Reports

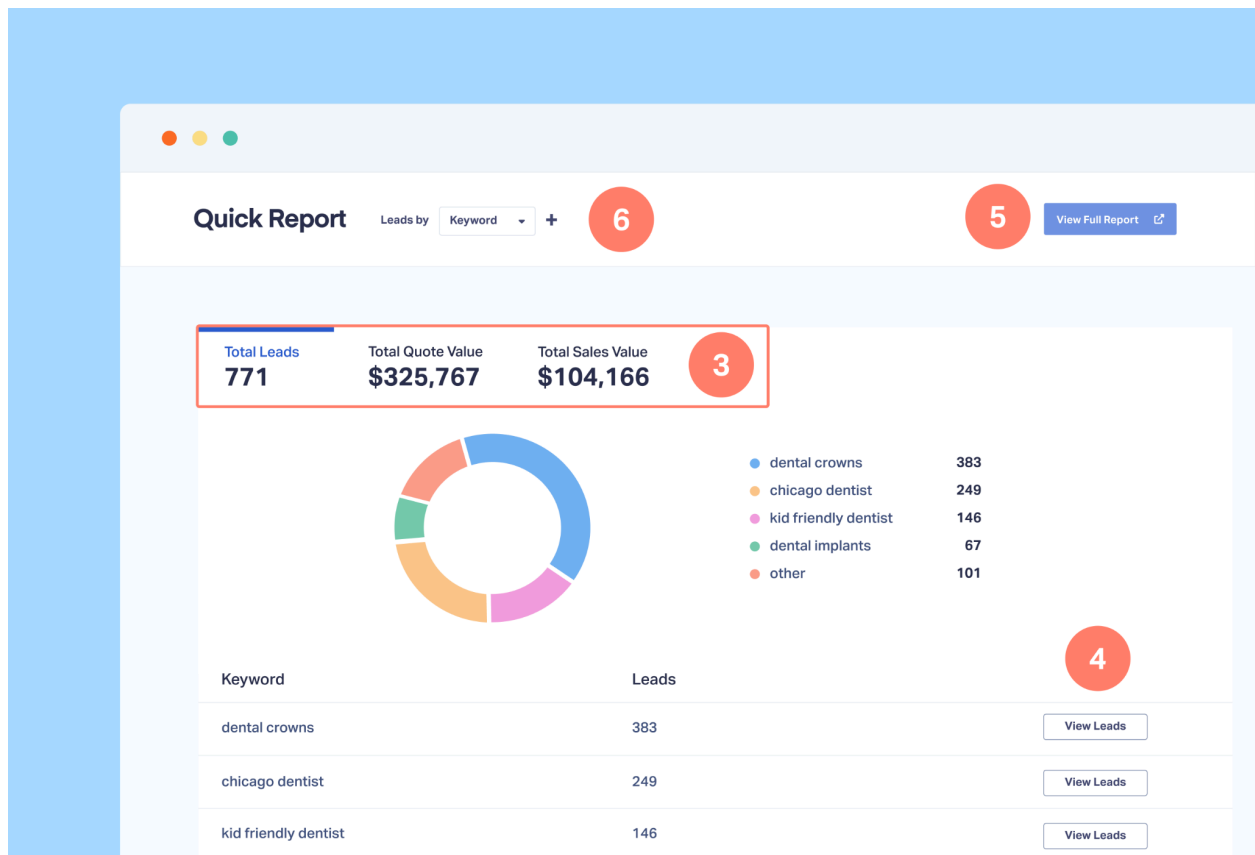
Quick Reports let you instantly analyze up to any two dimensions of your marketing data to **spot trends and opportunities**.



The screenshot shows the 'Lead Manager' interface with a table of leads. The table has columns for Lead Name, Type, Source, Medium, Campaign, Keyword, and Lead Page. A dropdown menu is open for the 'Keyword' column, showing options: 'Sort ascending', 'Sort descending', 'Quick report on Keyword', and 'Group leads by Keyword'. The 'Quick report on Keyword' option is highlighted. Red circles with numbers 1 and 2 indicate the steps: 1. Click the dropdown menu next to the dimension you want to analyze. 2. Select 'Quick Report on [Dimension]'.

| Lead Name | Type | Source | Medium | Campaign | Keyword | Lead Page |
|----------------|------|--------|--------|----------------------|----------------------|-------------------------------|
| Scott Green | 📞 | google | cpc | chicago dentist | | |
| Jenn Soretooth | 📞 | google | cpc | chicago dentist | dental crowns | /dental/chicago-crown-dentist |
| Barry Smith | 📧 | google | cpc | chicago dentist | dental implants | /dental/chicago-crown-dentist |
| Laura Garcia | 📞 | google | cpc | chicago kids dentist | dental crowns | /dental/chicago-kids-dentist |
| Elias Donovan | 📞 | google | cpc | chicago kids dentist | kid friendly dentist | /dental/chicago-kids-dentist |
| Angie Simpson | 📞 | google | cpc | chicago kids dentist | kid friendly dentist | /dental/chicago-kids-dentist |
| Arthur Mendez | 📧 | google | cpc | chicago kids dentist | kid friendly dentist | /dental/chicago-kids-dentist |

1. Click the **dropdown menu** next to the dimension you want to analyze
2. Select **Quick Report on [Dimension]**



3. Click to view your report measured by **Leads, Quote Value, or Sales Value**
4. Click **View Leads** to see all leads in a given dimension group
5. Click **View Full Report** to see more detailed info
6. Add or change a dimension using the **Leads By** dropdown