The **Banners** application also enables you to log banner *impressions* (views) and *clicks* via the Web analytics and Reporting applications. Using these applications, you can see which banners draw the most attention from your site's visitors. You can view the overall statistics for a banner category or display a detailed report about a single banner.

Viewing banner category reports

To view reports for a banner category:

1. Open the **Banners** application.
2. **Edit** (✎) the banner category for which you want to view the report.
3. Switch to the **Report** tab.
4. (Optional) Right-click the table to **Subscribe** to the report via email.
5. (Optional) **Save** the report for later use.

You can find the saved reports in **Reporting -> Banner management -> Banner impressions and clicks by category -> Saved reports**.

Viewing reports for a particular banner

To view reports for a particular banner:

1. Open the **Banners** application.
2. **Edit** (✎) the banner category to which the banner belongs.
3. On the **Banners** tab, **edit** (✎) the banner for which you want to view the report.
4. Switch to the **Report** tab.
5. Select whether you want to view the report based on **Hour**, **Day**, **Week**, **Month** or **Year**.
6. (Optional) Right-click the graph to export the report to Excel, CSV, and XML, or to **Subscribe** to the graph via email.
7. (Optional) **Save** the report for later use.

You can find saved reports in **Reporting -> Banner management**. Select the type of report that you were viewing (Hourly, Daily, Weekly, Monthly or Yearly) and switch to the **Saved reports** tab.

> ℹ️ **Additional reports**
>
> You can find additional banner reports in the **Reporting** application, in the **Banner management** report category.