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Conversion Report

This report contains data concerning the conversions reported by the advertiser.

**Note:** All the field in the reports will be auto-generated based on the campaign name and date range that you select.

Reporting options:

**Step 1:** Select the campaign name from the drop-down menu.

**Step 2:** Select the date range.

Report analysis:

Field	Description
Campaign Name	The name of the campaign. <b>Note:</b> This is an auto-generated field
Campaign ID	The campaign ID. <b>Note:</b> This is an auto-generated field
Clicks	The number of clicks sent to the advertisers. <b>Note:</b> This is an auto-generated field
Conversions	The number of conversions reported by the advertisers. <b>Note:</b> This is an auto-generated field
CR	The ratio of conversions to clicks <b>Note:</b> This is an auto-generated field
Spend	The budget consumed till now <b>Note:</b> This is an auto-generated field

**Step 3:** Click on the option that you wish to perform

**Rest:** To re-select the fields

**Apply:** To get the report

**Export:** To download the report.

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