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Goal Report

This will provide you the report based on the conversions corresponding to goal name.

Note: You need to set a goal to set up conversion tracking.

Reporting options:

Step 1: Campaign: Select the name of the campaign from the drop-down list.

Step 2: Date Range: Select the date range you want to see the report for.

Report analysis:

Field	Description
Goal	A Goal is an event that needs to be tracked for an advertiser. **Note:** This is an auto-generated field
Clicks	The number of clicks sent to the advertisers. **Note:** This is an auto-generated field
Conversion	The number of conversions reported by the advertisers. **Note:** This is an auto-generated field
CR	The ratio of conversions to clicks **Note:** 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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