



AdTracker Reports

www.dps-ct.com • 860-721-9700

AdTracker Reports: With AdTracker Reports you can create custom ad hoc queries that access daily management information anytime, anywhere.

Our reports are browser based, making them accessible from any Mac or PC.

The Report Engine includes 20 canned production reports as well as the ability to create your own reports.

Ad Hoc Query

This is a user configurable report. You simply tell **AdTracker** what information you are interested in and what data you would like included in the report and **AdTracker** creates and executes the report on the fly. You build the report by simply selecting from menu choices and entering your date ranges, **AdTracker** does the rest. You have control over what data is reported on and in what order the data is presented. No programming skills are required. Ad Hoc Reports can be stored and run at any time in the future.

Total For Date Range

This report will compile by user, over a date range, the number of ads worked on, the number of column inches produced, the time it took to work the ad, the average time per ad and the average column inches per ad. It will also display the totals for all users at the bottom of the list. This report like all the other **AdTracker Reports** is in full support of team sub-totals.

Total For Date Range Unique Ads

This report is the same as the Total for Date Range Report with one exception. The difference is that it will total only the unique ads that the user worked on. If two users worked on the same ad, only the user who worked on the ad for the most time will get the credit for the ad.

Time by User for Date Range

This report is similar to the Total for Date Range Report in that it will compile, for a user, over a date range, the number of ads worked on, the number of column inches produced, the time it took to work the ad, the average time per ad, and the average column inches per ad. The difference is it processes the production time for a single user.

Production for Ad Number

This report allows you to zero in on the production details of a specific ad. The report lists each user that worked on the ad, the time each user spent working on the ad, then it will display the total time spent working on the ad for all users.

Ads to Proof on Time / Details

The Ads to proof on Time Report will provide a gauge of how many ads are being released to proof before/after the deadline time by publication. The deadline is based on the first run date of the ad. The deadline when the ad is due equal to the first run date minus the number of days ads are due to proof (configurable). The report will display by user the number of ads to proof ontime and the number of ads to proof late.

The detailed report will list each ad individually and display the user, whether the ad was on time or late, the time the ad was due to proof, the time it actually went to proof and the number of hours late (if it was late). It will then take the summary report results and subtotal by user.



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Results can be exported to file for import into other applications.

Ads Completed on Time / Ads Received on Time

The Completed on Time report is an exact match of the "To Proof on Time Report" except it searches when the ad first makes it to the complete status and reports if the ad was on time or late. The results for both the summary and detailed report are displayed in the same manner as the "To Proof on Time" report.

The received on time report will display by salesperson whether the ad was entered into the system on time or late by publication. Again the deadline is determined by the first run date of the ad. The deadline is equal to the first run date minus the number of days before the ad should be received. The detailed report will display each ad the salesperson turned in, if it was late or on time, the time it was due, the time the ad was received and the number of hours the ad was late (if it was late). The summary report will be displayed to subtotal each salesperson.

Corrections / Detailed Corrections

The Corrections Report can be a valuable tool in identifying problem customers or sales reps that are repeatedly requesting ad corrections. The Corrections Report will display the user, the ad number, the sales rep, the customer and the number of corrections made to the ad. There is a minimum number of corrections before the ad will appear in the report which is configurable.

The detailed report will display each user that worked on the ad and the time they spent on the ad. The list will be subtotaled by ad number.

Spec Ads / Detailed Spec Ads

The Spec Ad Report provides information on a user by user basis. For each user, over a date range, the report will display the number of spec ads, number of column inches, and the time spent working on the ad. The report displays totals for all users.

The detailed Spec Ad Report lists, by user, each element the user worked on, the time for each ad, and the size in column inches of the ad. The report then uses the summary report to subtotal the report by user.

Full Production Report

This report will break down how much time is being spent on each aspect of ad production. This report will display the total time a user worked on an ad. The time spent in Quark/Multi-ad/InDesign, time spent entering text, scanning time, drawing time, importing time and time spent attaching art. The results will be displayed by user and by ad number with subtotals for each user.

Production Summary / Status History / Sales Rep

This report will display the number of ads ordered, new ads worked on, total ads worked on, and the total ads completed over a time period. The report also has a detailed mode where it will display the ad number, category, customer and sales rep as well. Status History Report will display the time ads were placed in the selected statuses. For each sales rep this report will show all their ads, what status those ads are in and a JPEG of the ad.