



Simpleguide

The Portal

Destination Travel Network

Advertising Revenue & Performance Reporting Portal



Advertising Program Performance & Revenue Reports

The DTN Reporting Portal is a robust, web-based reporting platform. It delivers access to DTN advertiser details, ad campaign specifics, and advertising program goals, plus tracks performance toward those goals and revenue share.

The information you need, all in one place.

Track advertising purchases and achievements, build performance statements, and generate reports as needed. The DTN Reporting Portal puts ad program accountability at your fingertips, anytime.



Web-based reporting platform

Real-time access to DTN program key performance indicators (KPIs)



Generate revenue and performance reports whenever you need them

Q: How does the DTN Reporting Portal help DMOs?

A: The DTN Reporting Portal connects with your CRM as well as the DTN ad serving and financial platforms, streamlining DTN ad program data and reporting. View the information you need all in one place, and generate performance and revenue reports as needed.

- View a comprehensive **current advertiser list**.
- See **advertising program details**.
- Track all **campaign details for each advertiser**, such as spend level, contract terms, and ad placements purchased.
- View a variety of **reporting data**, from revenue share to ad performance to available inventory.
- See **charts** showing revenue history, ad unit performance, and available/sold inventory.
- Run **reports** and view statements.

The Portal will make your job easier. It's that simple.

Q: How does the DTN Reporting Portal help your advertisers?

A: As part of their ad campaign purchase with you, advertisers can gain filtered access, at your discretion, to the DTN Reporting Portal. With this access they can:

- See their **ad campaign performance** for current and previous months in real-time.
- View **performance data such as views and click-thru rates in chart form** and via a variety of graphs.
- Build their own **performance statements**.

"The layout and UI of The Portal is nice and clean. It's great having access to live reporting, versus relying on spreadsheets sent out manually."

- Darren Johner, Digital Marketing Manager, Tourism Vancouver



Want to learn more?

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