

# Reports

User Guide

 Reputation  
2024

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# Reports Overview

Get a snapshot of all key metrics that define your online reputation, so you know what’s working and what needs attention.

The **Reports** tab allows you to track the metrics that matter most to your business by providing pre-built reports per solution, as well as the ability to create custom reports and track performance against your competitors. Easily schedule and share continuous feedback with your organization to set change—and continuous improvements—in motion.

## Reports By Solution

Reports are categorized by type, which correspond to the solutions enabled for your account. Expand a solution to view all reports available.

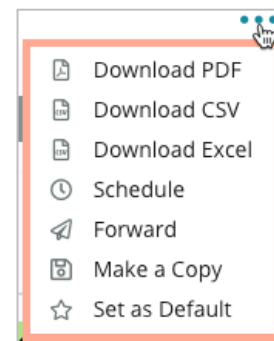
Some reports allow you to customize how you display the data. You can save your customizations as new reports for easy access to them at a later date and for automated delivery of them according to a custom schedule.



## Report Options

To access additional options, click the ellipsis in the top, right corner of each report.

Delivery emails include a link to view the report as well as a link to launch the report within the platform in order to interact with the data and add customizations (available to users with account credentials).



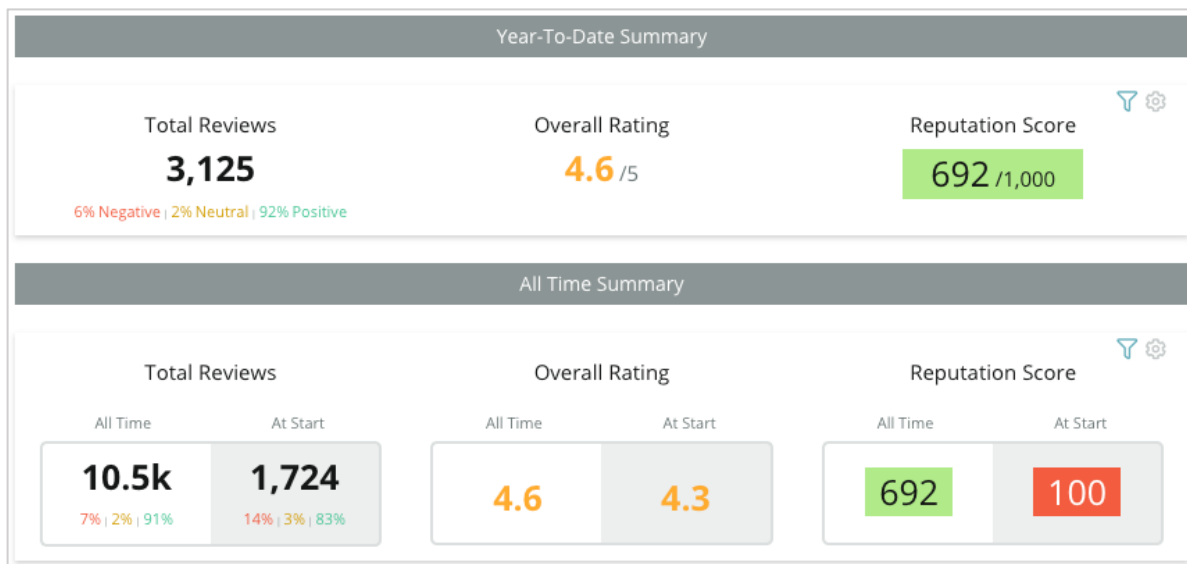
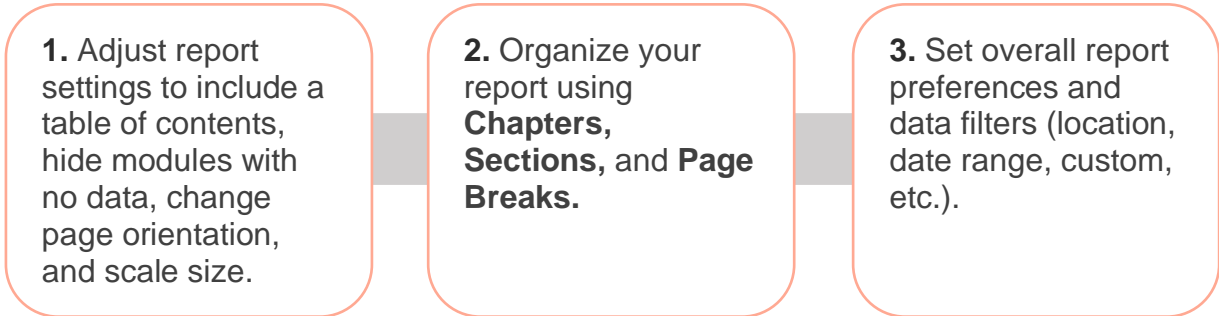
# Creating New Reports

Design your own reports to fit your team's needs!

Using the Report Builder, pull templated modules from different report topics and combine to build a custom report.

The Report Builder contains sample data. When you save or preview, live data is reflected in the report.

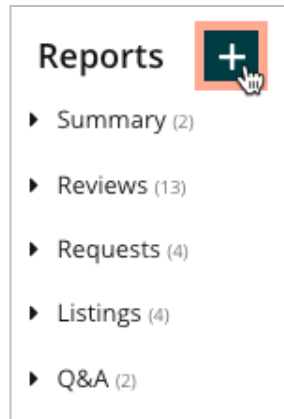
## Organize Your Report



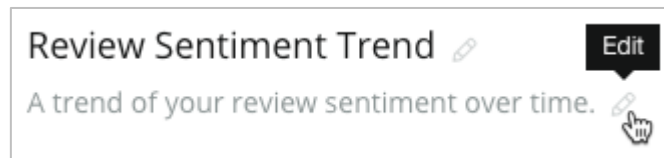
## Build Your Report

To create a new report:

1. From the **Reports** tab, open the list of reports and click **Create Report**. The Report Builder open with default chapters and sections: Cover and Appendix.



2. Change the **Report Name** and **Report Description**.

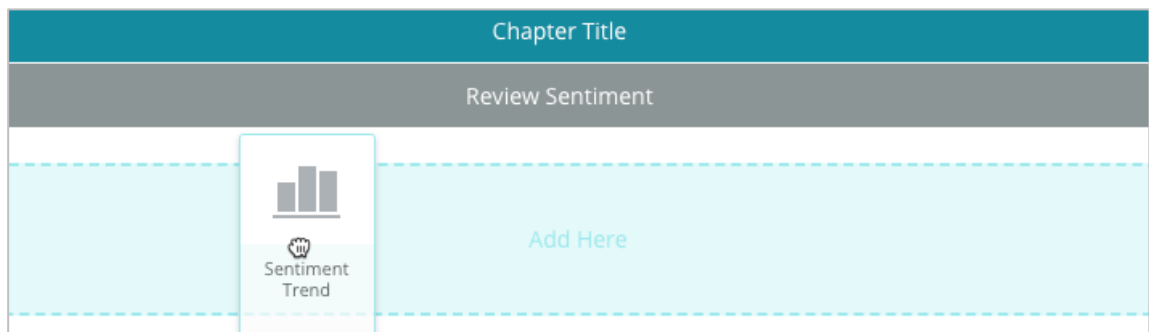


3. Click the gear icon to adjust the **Report Settings**.

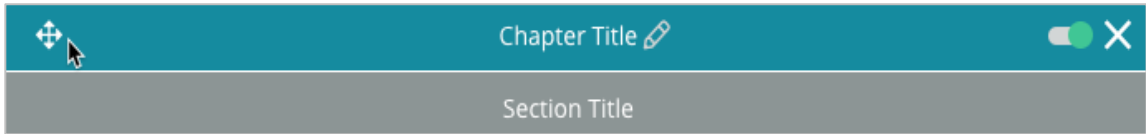
Click the check boxes to include a Table of Contents within your report or to hide modules that do not contain data. Change the report orientation to a portrait or landscape view.

Click **Save**.

4. Click the arrow next to the topic in the side panel to expand the module options to include in the report and drag it to the report section, "Add Here".



5. Hover over the section's label to customize the Chapter Title, Section Title, and module settings. Toggle the switch on the right to show or hide specific modules.



6. Continue adding modules until you are satisfied with the report.
7. Preview the report in PDF, CSV, or Excel format.
8. Click **Save** or click the dropdown arrow to **Save and Schedule**.

**Schedule Report** ✕

Frequency: Monthly Day: 1 Format: PDF CSV Excel Active Paused

Recipients

+

No Recipients

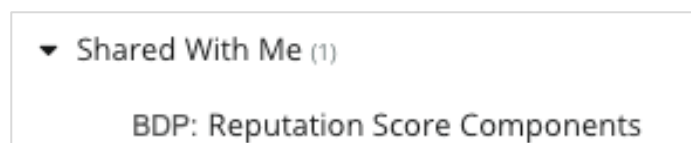
Message

Cancel
✓ Save

## View Your Reports

Once you have created a report, the data will load and the report will automatically be added to the **Created By Me** category.

If someone shares a report that they created, you will be able to find it under the **Shared By Me** category.



# Premium Paid Services

Put our Premium Paid Services platform experts to work for you.

While we strive to make our platform intuitive and efficient, we understand your time is valuable; resources and bandwidth can be limited. Reputation has a dedicated team of experts ready to help you manage your listings; optimize SEO; and post, publish, and curate your social posts—while also managing your review responses. We can guarantee customer excellence through this suite of value-added services that are fueled by our platform and products. These experts will help you:

- Go Beyond **Accuracy** (Managed Business Listings)
- Maximize the **Appeal** of Your Business Profiles (Managed Services for Google)
- Harness the **Power** of Social Media (Managed Social)
- The Brand That **Cares** the Most, **Wins** (Managed Review Response)



Contact your Account Executive for more information on our Premium Paid Services.



# Additional Resources

Check out our full set of user guides to learn more about the Reputation platform.

- [Actions](#)
- [Admin](#)
- [Business Listings](#)
- [Customer Journey Insights](#)
- [Dashboards](#)
- [Experience](#)
- [Inbox](#)
- [Mobile App](#)
- [Rep Connect](#)
- [Reputation Score](#)
- [Requesting](#)
- [Reviews](#)
- [Social Listening](#)
- [Social Publish](#)
- [Surveys](#)