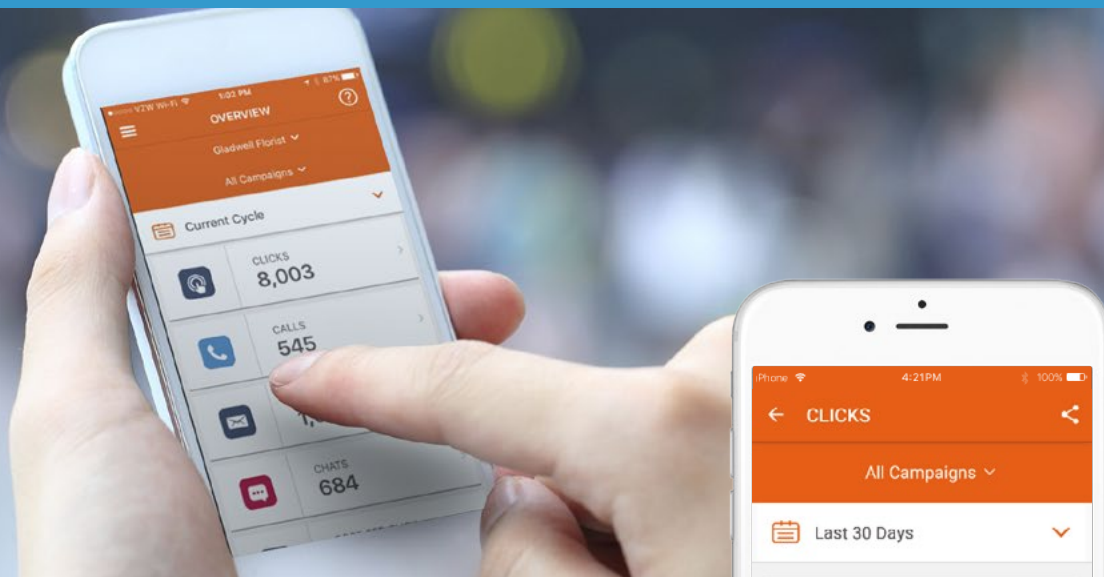# REACHLOCAL

ReachLocal Mobile App

Leads & Reports On the Go

The ReachLocal Mobile App gives you confidence in the results of your ReachLocal advertising. The app provides you with instant visibility into your media campaign[1] performance, insight into your new leads, and tools to quickly respond – all in the palm of your hand.

Real-Time Campaign Performance
Get a snapshot view of your ReachLocal campaign(s) at any time in the app's dashboard, and drill down to see the performance of individual campaigns.

Meaningful Lead Insights
Receive notifications to new leads right on your smartphone. Then through the app, access your lead list, lead details, and the content of calls, chats[2], and web forms.

Clear Results at Your Fingertips
View campaign metrics like clicks, impressions, budget spend, and conversions like calls, emails, web events, and chats, all in your easy-to-read reports.
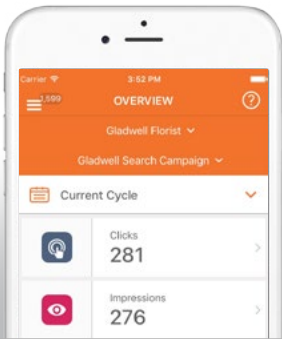
One-Tap Response
Review and classify new prospects as valuable leads, and use built-in Call and Reply buttons to respond quickly and get the sale, without having to leave the app.

Access results like clicks, impressions, campaign spend, and leads, including calls, emails, chats, and form fills. Then, play back call recordings, review lead details, and respond with one tap.
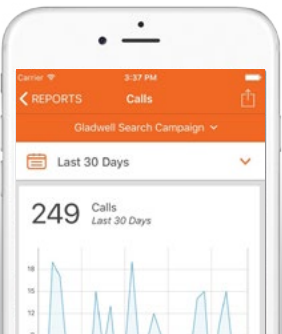
Gain Confidence in Your Campaign Results

With the ReachLocal app, see reports from all your campaigns in a single place. You can see results from your media campaigns at a glance, filter by date range, and drill down into individual campaigns. You'll see metrics like campaign spend, impressions, clicks, and number of leads.

Dig Deeper into Your Conversion Details

In addition to your reports, the ReachLocal app breaks down results by lead type, such as calls, web events, emails, and chats. See how many leads your advertising drove over time, and view details of each individual lead, such as their name, date and time they contacted you.
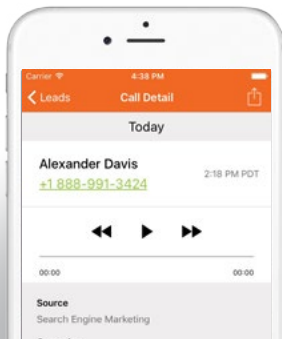
Uncover Insights About Your Leads

Not only do you get a list of leads from your advertising, but you can see exactly which source brought them to your business. Plus, you can play back new calls and see completed form fills and chat transcripts, which can provide valuable insights about your leads.
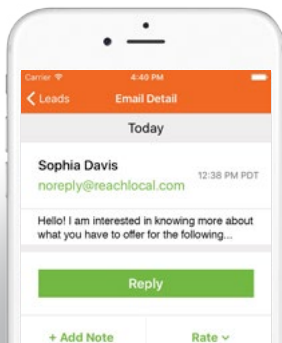
Respond Faster to Grow ROI

With real-time lead notifications on your smartphone, you'll know as soon as someone contacts your business. Plus, you can add notes, classify leads, and call or reply via email directly from the app, so you can respond quickly and turn new leads into sales.