

# YAHOO!

## Partner Insights

Bryan Beckman – Partner Manager, Global Partnerships

Catherine Coddington – Sr. Director, Partner Management

Renish Pynadath - Director, Product Management

Jagannatha Reddy - Director, Software Sys Dev

# THIS MEETING IS CONFIDENTIAL

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**Do not record or share** anything from today's meeting outside of Yahoo. Leaking internal information hurts us all and violates both Yahoo's policies and the agreements that you signed when you joined Yahoo.

Today's presentation will also contain forward-looking statements concerning Yahoo's strategic and operational plans and expected performance. Actual results may differ materially from those predicted due to risks and uncertainties, including the "Risk Factors" in Yahoo's annual and quarterly reports at [www.sec.gov](http://www.sec.gov).

# Agenda

- Introduction
- Get an overview of Partner Insights
- Learn how to create reports
- Demo the new Partner Insights
- Learn about what's coming for Partner Insights in Q1'15

# Introduction

# Introduction

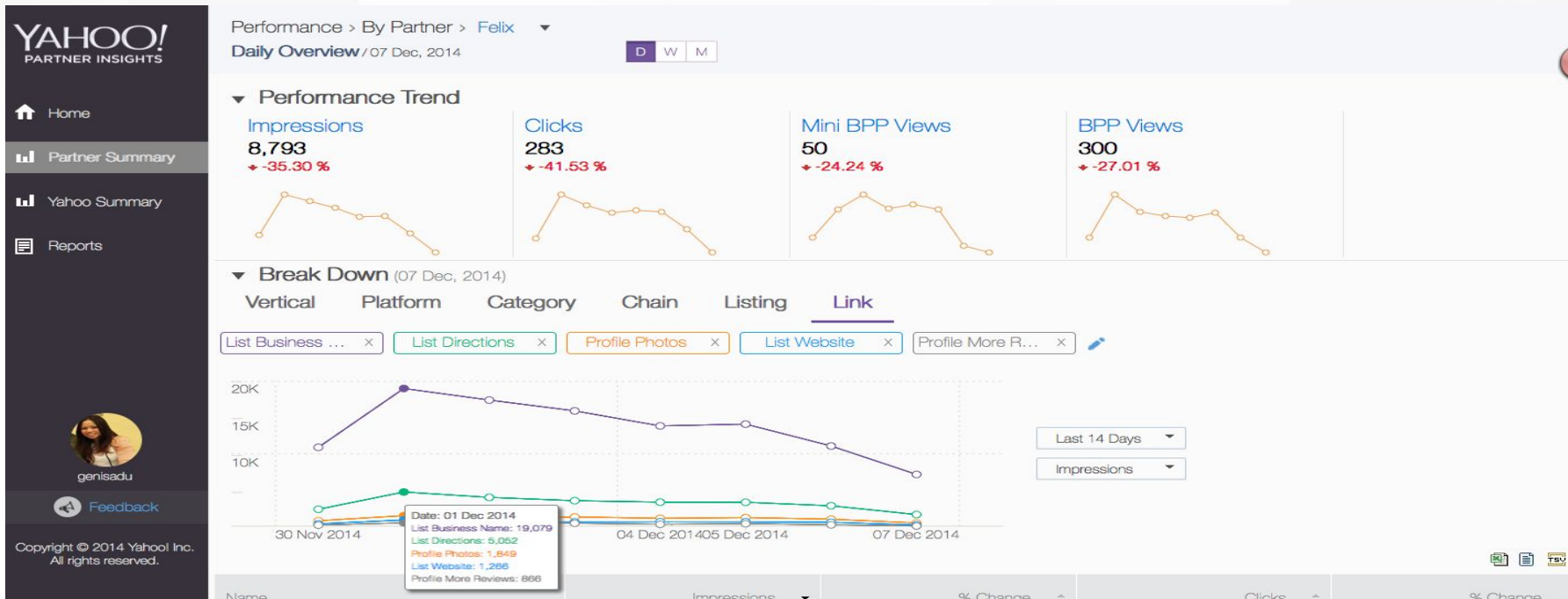
- Key Benefits of our new reporting system
  - › External facing user dashboard
  - › Improved data quality
  - › Reduced latency
  - › Customizable reporting at a platform level

Get an overview of Partner Insights

## General information

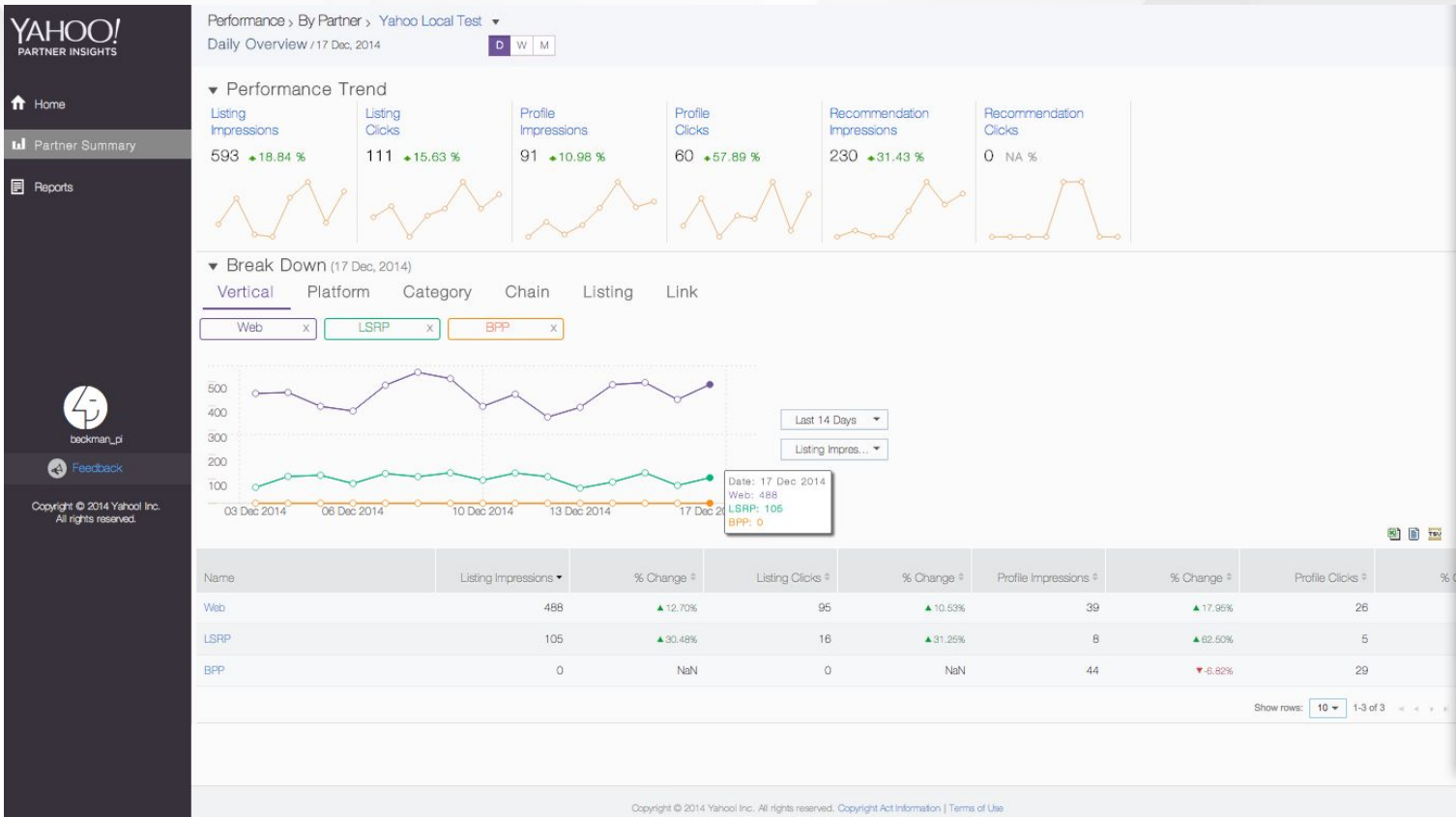
- Partner Insights is a new and powerful way of managing all your business analytics needs. Customized Dashboards and Rich Data Visualization Flexible Reporting Capabilities.
- <https://partnerinsights.yahoo.com/>

# Daily Overview

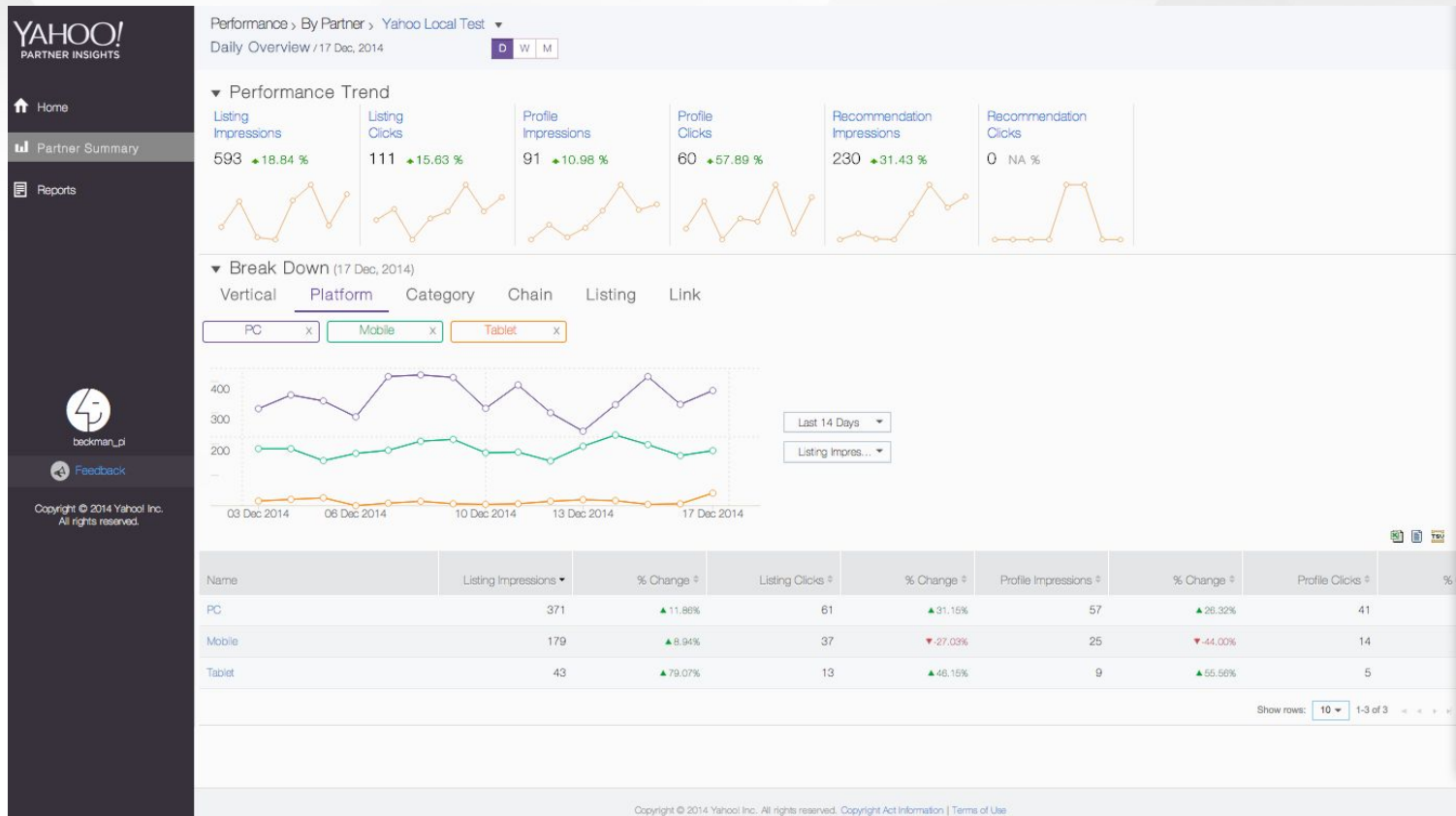




# Vertical



# Platform



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# Category

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PARTNER INSIGHTS

Home

Partner Summary

Reports

  
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Feedback

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Performance > By Partner > Yahoo Local Test


Daily Overview / 17 Dec, 2014

D
W
M

### ▼ Performance Trend


Listing Impressions

593 ▲18.84 %




Listing Clicks

111 ▲15.63 %




Profile Impressions

91 ▲10.98 %




Profile Clicks

60 ▲57.89 %




Recommendation Impressions

230 ▲31.43 %



Recommendation Clicks


0 NA %



### ▼ Break Down (17 Dec, 2014)

Vertical Platform Category Chain Listing Link

Unknown



Last 14 Days

Listing Impress...

Name	Listing Impressions	% Change	Listing Clicks	% Change	Profile Impressions	% Change	Profile Clicks	%
Unknown (-2)	593	▲15.86%	111	▲13.51%	91	▲9.89%	60	

Show rows: 10 1-1 of 1

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# Chain

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- Home
- Partner Summary
- Reports

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Feedback

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Daily Overview / 17 Dec, 2014

D W M

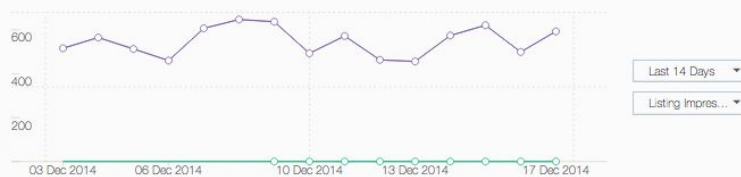
### ▼ Performance Trend



### ▼ Break Down (17 Dec, 2014)

Vertical Platform Category Chain Listing Link

Unknown x Not Available x



Name	Listing Impressions	% Change	Listing Clicks	% Change	Profile Impressions	% Change	Profile Clicks	%
Unknown (-2)	593	▲15.86%	111	▲13.51%	47	▲25.53%	31	
Not Available (0)	0	NaN	0	NaN	44	▼-6.82%	29	

Show rows: 10 1-2 of 2


# Listing

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Daily Overview / 17 Dec, 2014

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▼ Performance Trend


Listing Impressions

593 ▲18.84 %




Listing Clicks

111 ▲15.63 %




Profile Impressions

91 ▲10.98 %




Profile Clicks

60 ▲57.89 %




Recommendation Impressions

230 ▲31.43 %



Recommendation Clicks


0 NA %



▼ Break Down (17 Dec, 2014)

Vertical Platform Category Chain Listing Link

2871005



Last 14 Days

Listing Impres...

Name	Listing Impressions	% Change	Listing Clicks	% Change	Profile Impressions	% Change	Profile Clicks	% C
2871005	593	▲15.85%	111	▲13.51%	91	▲9.89%	60	

Show rows: 10 1-1 of 1

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Daily Overview / 17 Dec, 2014

D W M

bugzilla  
http://bug.corp.yahoo.com/buglist.cgi?  
cmdtype=runnamed&namedcmd=Tickets  
&reported

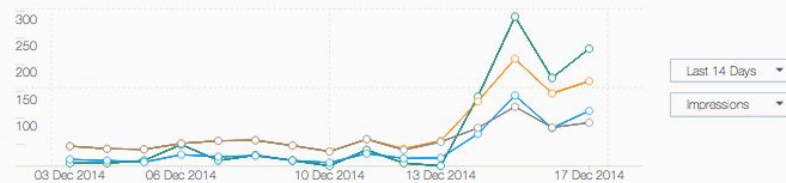
▼ Performance Trend



▼ Break Down (17 Dec, 2014)

Vertical Platform Category Chain Listing Link

Profile Related ... x Profile Related ... x Profile Map x Profile More Re... x Profile Directions x



Name	Impressions	% Change	Clicks	% Change
Profile Related Listing Title	230	▲23.91%	0	NaN
Profile Related Listing Image	230	▲23.91%	0	NaN
Profile Map	169	▲13.61%	0	NaN
Profile More Reviews	113	▲28.32%	0	NaN
Profile Website	91	▲9.89%	50	▲40.00%
Profile Directions	91	▲9.89%	0	NaN
Profile See All Hours	83	▲4.82%	0	NaN


# Reports

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## Reports

**Filters**

Partner

Vertical

Platform

Category

Chain

Listing ID

**Date Rollup**

**Visible Columns**

*Specify the columns you want to view on the report.*

- Partner
- Vertical
- Platform
- Chain
- Category
- Listing ID

Learn how to create reports



Learn about what's coming for Partner Insights in  
Q1'15

- Roadmap (New Features)
  - › API
  - › Pull Canned Reports

# Access to Partner Insights



## Welcome to Yahoo! Partner Insights

A new and powerful way of managing all your business analytics needs.



- Customised Dashboards
- Rich Data Visualization
- Flexible Reporting Capabilities
- Notifications and Alerts
- Partner Administration
- Web Service (API) Access
- Security and Access

Sign In



[I can not access my account](#)

**Q&A**

**Please type in Questions into Chat Box**

**Thank you!**