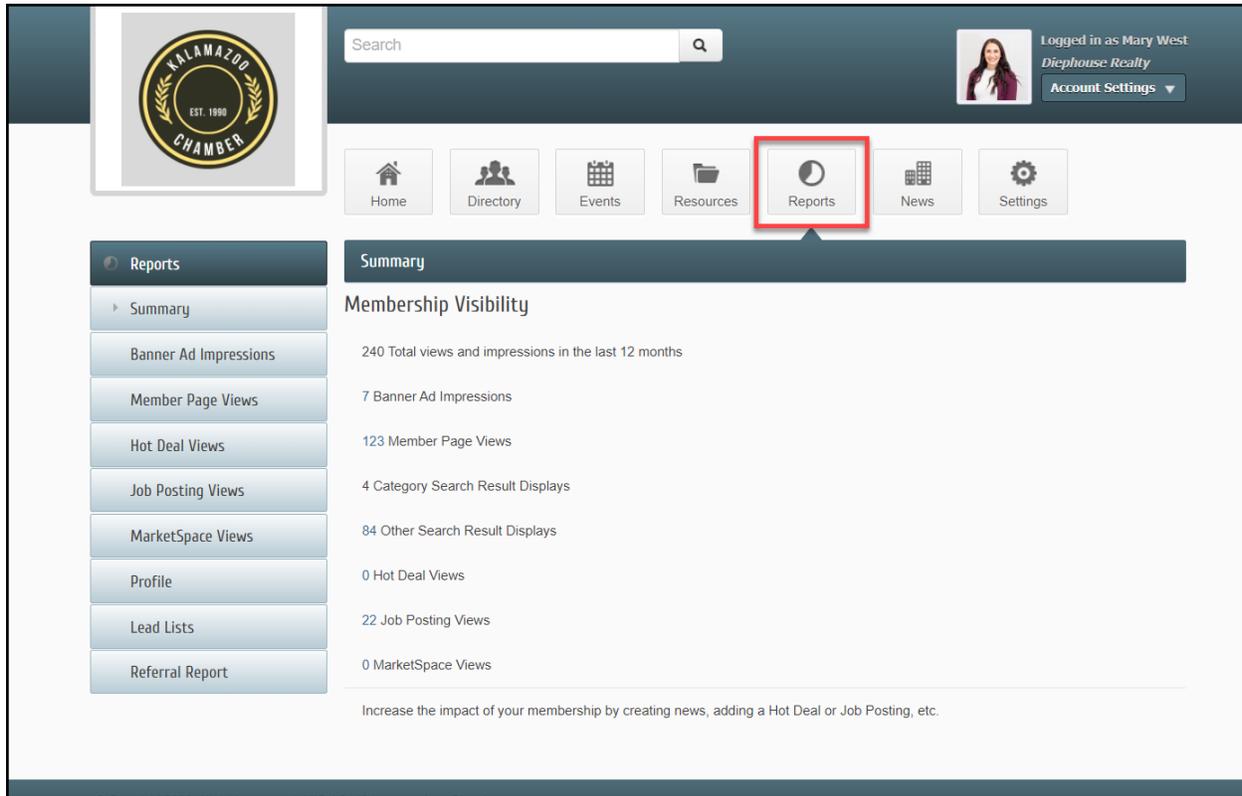


Membership Visibility Statistics in MIC For Your Members

1. In the **Member Information Center (MIC)**, select **Reports**.

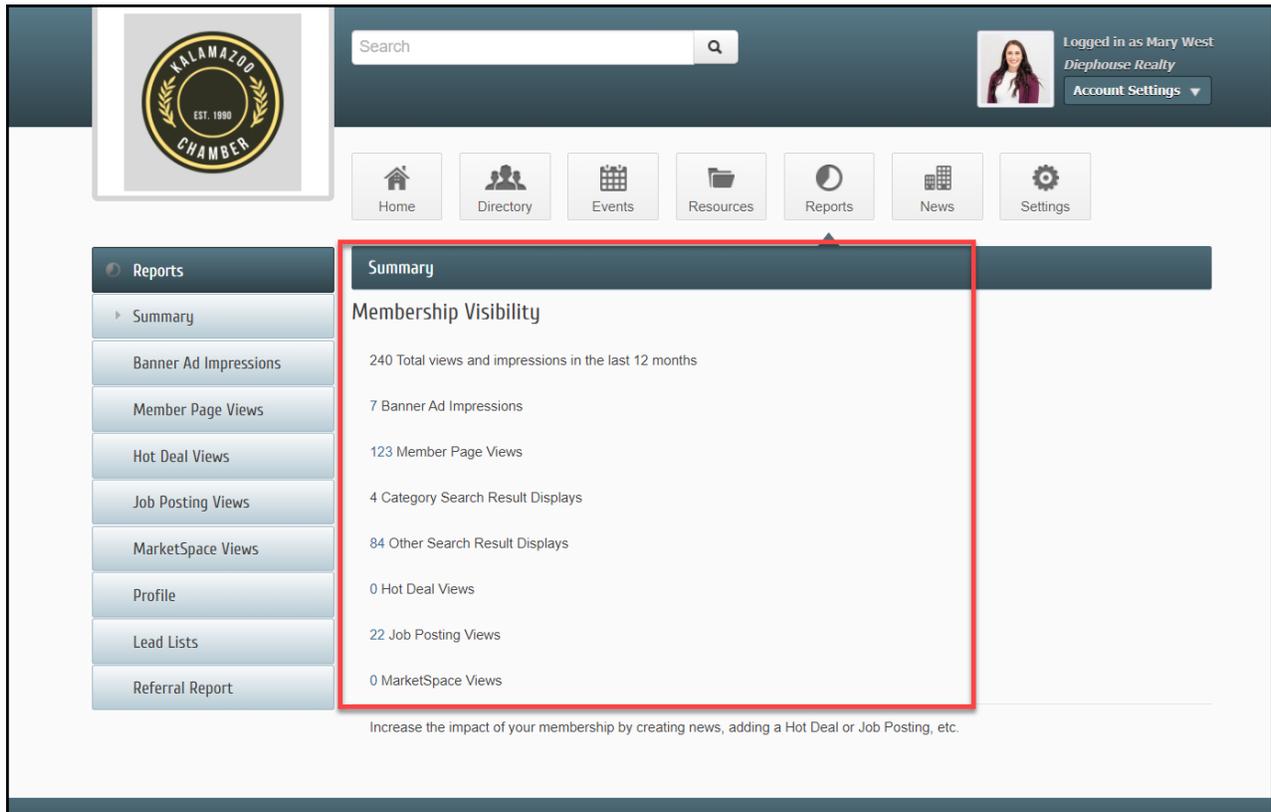


The screenshot shows the Member Information Center (MIC) interface. At the top left is the Kalamazoo Chamber logo. A search bar is located at the top center. On the top right, the user is logged in as Mary West, Diephouse Realty, with an Account Settings dropdown. Below the search bar is a navigation menu with icons for Home, Directory, Events, Resources, Reports, News, and Settings. The Reports icon is highlighted with a red box. On the left side, there is a sidebar menu with options: Reports, Summary, Banner Ad Impressions, Member Page Views, Hot Deal Views, Job Posting Views, MarketSpace Views, Profile, Lead Lists, and Referral Report. The main content area displays the 'Summary' section for 'Membership Visibility' with the following statistics:

Category	Value
Total views and impressions in the last 12 months	240
Banner Ad Impressions	7
Member Page Views	123
Category Search Result Displays	4
Other Search Result Displays	84
Hot Deal Views	0
Job Posting Views	22
MarketSpace Views	0

At the bottom of the main content area, there is a note: "Increase the impact of your membership by creating news, adding a Hot Deal or Job Posting, etc."

2. In the **Membership Visibility** section, a summary of your visibility statistics will be displayed. Statistics for the last year will be displayed by default.



This screenshot is identical to the one above, but with a red box highlighting the 'Membership Visibility' summary statistics in the main content area. The statistics are as follows:

Category	Value
Total views and impressions in the last 12 months	240
Banner Ad Impressions	7
Member Page Views	123
Category Search Result Displays	4
Other Search Result Displays	84
Hot Deal Views	0
Job Posting Views	22
MarketSpace Views	0

The note at the bottom remains: "Increase the impact of your membership by creating news, adding a Hot Deal or Job Posting, etc."

3. Use the **Reports** menu on the left-hand side to navigate between each section.

The screenshot shows the Kalamazoo Chamber website dashboard. At the top left is the Kalamazoo Chamber logo (EST. 1990). To the right is a search bar and a user profile for Mary West, Diephouse Realty, with an Account Settings dropdown. Below the header is a navigation bar with icons for Home, Directory, Events, Resources, Reports, News, and Settings. The Reports menu is highlighted with a red box. The main content area shows a 'Summary' section for 'Membership Visibility' with the following data:

Category	Count
240 Total views and impressions in the last 12 months	240
7 Banner Ad Impressions	7
123 Member Page Views	123
4 Category Search Result Displays	4
84 Other Search Result Displays	84
0 Hot Deal Views	0
22 Job Posting Views	22
0 MarketSpace Views	0

At the bottom, there is a note: "Increase the impact of your membership by creating news, adding a Hot Deal or Job Posting, etc."

4. Click each section to view more detailed information and to filter based on dates.

The screenshot shows the Kalamazoo Chamber website dashboard with the 'Member Page Views' report selected. The report title is 'Member Page Views Aug 2022 to Aug 2023'. It features two bar charts: 'Views' and 'Mobile Views'. The 'Views' chart shows data from 10/1/2022 to 7/1/2023. The 'Mobile Views' chart shows data from 10/1/2022 to 7/1/2023. A legend titled 'Views' lists the following categories: Member Page (blue), Links to Website (orange), Map Clicks (red), Emailed by User (green), Mobile Member Page (grey), Mobile Links to Website (dark blue), Listed in Mobile Category (yellow), and Listed in Mobile Search (light blue). Below the charts are 'Filter Options' with 'From Date' set to 8/10/2022 and 'Thru Date' set to 8/10/2023.