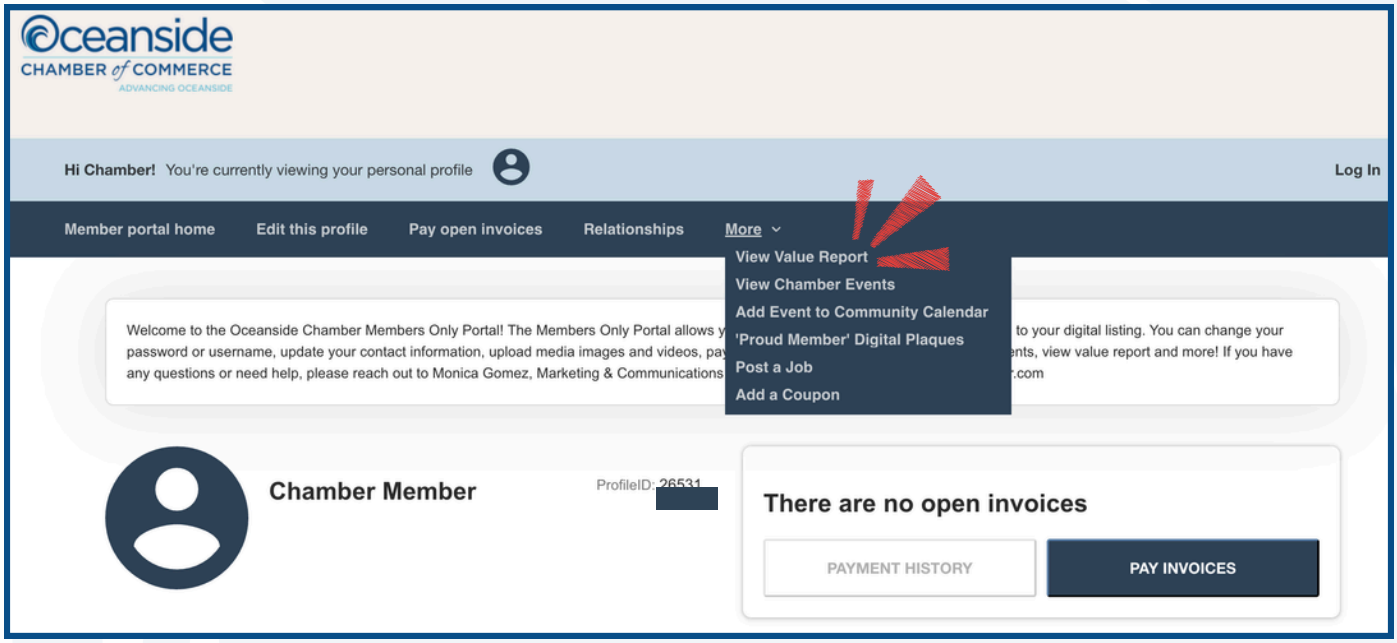
Understanding Your Value Report

See how your Chamber Membership is working for you!

Oceanside CHAMBER of COMMERCE 130 Years ADVANCING OCEANSIDE

HOW TO ACCESS YOUR VALUE REPORT

You can view your value report by logging into your Member Portal > More > View Value Report



WHAT DO THE NUMBERS MEAN?

Please use the guide below to help interpret your value report.

TOTAL REFERRALS

The total number of times people interacted with your business through our website and directory.

TOTAL IMPRESSIONS

The number of times your business was seen. This includes people viewing your listing or seeing your banner ad.

TOTAL LEADS

The number of people who took an action, such as visiting your website, sending an email, viewing your location, or clicking on your social media.

LEAD RATE

The percentage of people who saw your business and then took action.

VALUE OF REFERRALS

An estimated dollar value of the referrals and interactions your membership generated for your business.

VALUE ON INVESTMENT

This shows the estimated return your membership is providing by comparing the value of the referrals you received to your annual membership dues.