

# New Jersey Data Engine

## Reader Response Leads

1. **Log in** using your email address and password at <https://data.visitnj.org/user/login/>
2. Feel free to use the “*Forgot Password*” link if you are unsure of your passcode
3. From your Dashboard, click on your **listing name** to go into the listing and see your Reader Response Leads:

The screenshot shows the user interface of the New Jersey Data Engine. At the top left is the New Jersey Official Tourism Website logo. At the top right, it says "Welcome Kristina!" with links for "(change password)", "LOG OUT", "Need Help?", and "Last log-in: June 22, 2020 10:51 AM". The main section is titled "Kristina's Dashboard" and contains a search form with fields for "Search Text", "County" (set to "All"), "City" (set to "All"), and "Region" (set to "All"). There are checkboxes for "Active Only" and "Exclude Events", and a "SEARCH" button. Below the search form, it says "Search results: Page 1 of 1" and displays a table with columns: List ID, Property Name, Address, Phone, Listing Owner, and Users. The first row shows List ID 11574, Property Name "Princeton University Art Museum" (circled in green), Address "Elm Dr, Princeton, NJ 08544", Phone "609-258-3788", Listing Owner "Becky Adamietz-Deo", and Users "u: kgiasi@princeton.edu" and "u: adamietz@princeton.edu". A red arrow points to the "Princeton University Art Museum" link. Below the table, it says "1 results found." and a note: "Red text indicates listing is not active for any products, and/or event record is expired."

4. Scroll all the way down to the bottom where you see the “**Reader Leads**” section. Here you can see the total leads for the current Travel Guide. If you want a report, you can enter a start and end date and then click “CSV” to download a report.

The screenshot shows the "Reader Leads" section. At the top, it says "Reader Leads" with a green arrow pointing left. Below that, it says "View lead statistics for the publication(s) in which you advertise your business. Enter a start and end date to export your leads via .csv or in label format as a PDF." There are two tables. The first table has columns: Year, Publication, # of Targeted Leads, and Total Unique Leads. The second table has columns: Year, Publication, and Direct Website Clicks. Below the tables, there are input fields for "Start Date" and "End Date" (set to "08/07/2020"), and buttons for "CSV" and "CREATE LABELS". At the bottom, there is a small disclaimer: "Start date defaults to the last time leads were downloaded. To adhere to international privacy laws, personally identifiable information is anonymized and excluded if older than 18 months." The number "257" in the second table is circled in green.

Year	Publication	# of Targeted Leads	Total Unique Leads
2019	2019 New Jersey Travel Guide	329	329
2020	2020 New Jersey Travel Guide	257	257

Year	Publication	Direct Website Clicks
2019	2019 New Jersey Travel Guide	8
2020	2020 New Jersey Travel Guide	10

## Logging Out

All done? Simply click the blue “Log Out” button in the upper-right corner of the page.