What do the fields on Link Activity Reports mean?

There are two different Link Activity Reports available:

- The **Link Activity Link-Out Report** keeps track of where patrons go when clicking on a link as well as the total count and types of targets (Smartlink, CustomLink, etc.). This data is obtained from the Link Text or the Link Name of a CustomLink.

- The **Link Activity Link-In Report** keeps track of what types of results were requested. For example: article, journal, book, proceeding, conference. This data is being tracked by the genre tag in the OpenURL.

**Definitions**

- **Source** - where patrons are coming from (obtained from SID in OpenURL or the referring/originating URL when using non-OpenURL links)

- **SID DBCODE** - service identifier tag in the metadata of an OpenURL that includes the vendor name and database accessed.

- **OpenURL** - standardized method of carrying over values in a URL.

- **Type** - obtained from genre tag in the OpenURL. For example: article, journal, book, proceeding, conference

- **Platform** - are existing applications that log LinkIn and LinkOut transactions. (EBSCOhost, LinkIn Server, LinkSource)

- **Link-Out Destination** - Where patrons go when clicking on a link. This data is obtained by the Link Text or the Link Name of a CustomLink

- **Link Type** - The types of targets being accessed like CustomLink, EBSCOhost (EHOST), EJS (EONLINE), CrossRef or the Category of the CustomLink being accessed from the LinkSource platform.

See also:

[EBSCOadmin - Link Activity Report](https://help.ebsco.com/interfaces/EBSCOadmin/EBSCOadmin_FAQs/What_do_the_fields_on_Link_Activity_Reports_mean)

**Related Terms**: custom link, custom linking, custom links, customlinking, customlink, customlinks