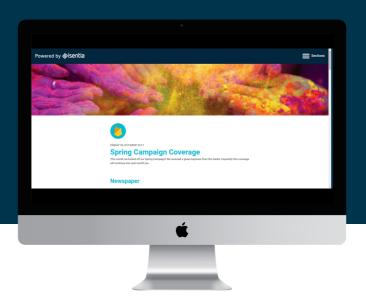# CHEAT SHEET
Web-based reports

Custom Report gives you the flexibility you need, to produce the reports that you want
With the Custom report format, you can produce crisp, clean, all-encompassing reports in a responsive and easily shareable format, with a look and feel that reflects your brand. Selecting the Custom Report format will generate a web-based report.

Why use the web-based Custom Report format over a PDF report?

- **PDFs don't look great on mobile –** you often have to pinch and zoom to see what you want. Mediaportal reports are often shared with **mobile-first stakeholders**, like a CEO who is always on their phone. Web-based custom reports are **fully responsive**, so they look awesome on mobile.
- **Custom reports are really easy to share.** You can send your report link via email from Mediaportal or copy and paste the link to share everywhere. If your boss is in a cab on the way to an important meeting just compile the content they need to see into a Custom Report, and then SMS them the link. That link is also easy to share on internal communication tools like Yammer, Slack or Workplace by Facebook.
- **Web-based reports are much more lightweight, and they can easily display external content and all of the new customisable branding options.** You can even add a GIF as your header image or logo!
- **The report is just sent as a link**, which overcomes limitations on the size of emails which can be received by certain systems – you might have noticed that your iPhone automatically converts larger emails into plain text.
- **Custom Reports give the Isentia team more flexibility for future development** - e.g. live reports that update in real time or report usage tracking.