

# Campaign Summary Report



## August Summary:

### Order Details:

Order Name: Campbell Services  
 Budget: \$500.00  
 Start Date: 6/22/2009  
 End Date: 9/22/2009  
 Order Status: Active

MTD Spend:	\$410.88	Calls:	0
MTD Clicks:	470	Emails:	0

## Details: 8/1/2009 - 8/31/2009

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Campbell Services			469	101207	0.46%	\$410.22	\$0.87	2.46
	8/1/2009		40	8500	0.47%	\$40.57	\$1.01	2.07
		Ask	15	3679	0.41%	\$6.87	\$0.46	1.04
		Bing	1	93	1.08%	\$1.78	\$1.78	1.88
		Google	17	2982	0.57%	\$22.87	\$1.35	2.65

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Campaign	Date	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		Yahoo	7	1746	0.40%	\$9.05	\$1.29	2.71
	8/2/2009		34	6846	0.50%	\$36.45	\$1.07	1.99
		Ask	11	1917	0.57%	\$6.87	\$0.62	1.02
		Bing	3	133	2.26%	\$4.00	\$1.33	1.85
		Google	12	1666	0.72%	\$17.02	\$1.42	2.78
		Yahoo	8	3130	0.26%	\$8.56	\$1.07	2.31
	8/3/2009		26	6730	0.39%	\$33.18	\$1.28	2.29
		Ask	6	1713	0.35%	\$2.50	\$0.42	1.00
		Bing	3	117	2.56%	\$4.45	\$1.48	1.77
		Google	9	3819	0.24%	\$14.73	\$1.64	2.77
		Yahoo	8	1081	0.74%	\$11.50	\$1.44	3.61
	8/4/2009		16	3542	0.45%	\$14.08	\$0.88	2.02
		Ask	6	1505	0.40%	\$1.70	\$0.28	0.93
		Bing	3	159	1.89%	\$3.34	\$1.11	1.69
		Google	3	790	0.38%	\$3.90	\$1.30	2.96
		Yahoo	4	1088	0.37%	\$5.14	\$1.29	2.48
	8/5/2009		11	3082	0.36%	\$12.29	\$1.12	2.29
		Ask	4	1333	0.30%	\$1.45	\$0.36	1.00
		Bing	2	137	1.46%	\$3.88	\$1.94	2.08
		Google	2	294	0.68%	\$3.26	\$1.63	3.63
		Yahoo	3	1318	0.23%	\$3.70	\$1.23	2.45

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	8/6/2009		9	1540	0.58%	\$9.01	\$1.00	2.09
		Ask	3	650	0.46%	\$1.23	\$0.41	0.97
		Bing	0	140	0.00%	\$0.00	NaN	2.00
		Google	3	413	0.73%	\$3.88	\$1.29	2.70
		Yahoo	3	337	0.89%	\$3.90	\$1.30	2.69
	8/7/2009		10	1870	0.53%	\$10.02	\$1.00	2.39
		Ask	2	1188	0.17%	\$1.05	\$0.53	1.04
		Bing	3	65	4.62%	\$2.78	\$0.93	2.20
		Google	2	257	0.78%	\$2.38	\$1.19	3.52
		Yahoo	3	360	0.83%	\$3.81	\$1.27	2.81
	8/8/2009		8	2509	0.32%	\$5.82	\$0.73	2.37
		Ask	4	1816	0.22%	\$1.00	\$0.25	1.01
		Google	2	530	0.38%	\$2.25	\$1.13	3.47
		Yahoo	2	163	1.23%	\$2.57	\$1.29	2.63
	8/9/2009		8	3240	0.25%	\$7.70	\$0.96	2.18
		Ask	3	1200	0.25%	\$1.00	\$0.33	1.11
		Google	2	778	0.26%	\$3.69	\$1.85	2.81
		Yahoo	3	1262	0.24%	\$3.01	\$1.00	2.62
	8/10/2009		9	2118	0.42%	\$5.32	\$0.59	3.13
		Ask	5	1205	0.41%	\$1.00	\$0.20	1.01
		Google	2	596	0.34%	\$1.98	\$0.99	5.26
		Yahoo	2	317	0.63%	\$2.34	\$1.17	3.11

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Campaign	Date	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
	8/11/2009		9	902	1.00%	\$6.29	\$0.70	3.76
		Ask	5	736	0.68%	\$1.05	\$0.21	1.63
		Google	1	103	0.97%	\$1.90	\$1.90	7.61
		Yahoo	3	63	4.76%	\$3.34	\$1.11	2.05
	8/12/2009		11	2318	0.47%	\$6.57	\$0.60	3.30
		Ask	6	1103	0.54%	\$1.10	\$0.18	1.33
		Google	3	816	0.37%	\$2.14	\$0.71	5.31
		Yahoo	2	399	0.50%	\$3.33	\$1.67	3.25
	8/13/2009		15	3824	0.39%	\$9.82	\$0.65	3.32
		Ask	9	2199	0.41%	\$1.16	\$0.13	1.48
		Bing	2	140	1.43%	\$3.13	\$1.57	1.99
		Google	2	117	1.71%	\$2.30	\$1.15	6.87
		Yahoo	2	1368	0.15%	\$3.23	\$1.62	2.95
	8/14/2009		13	3554	0.37%	\$10.30	\$0.79	2.68
		Ask	6	1559	0.38%	\$1.22	\$0.20	1.49
		Bing	2	104	1.92%	\$3.15	\$1.58	1.57
		Google	2	610	0.33%	\$2.20	\$1.10	5.10
		Yahoo	3	1281	0.23%	\$3.73	\$1.24	2.54
	8/15/2009		14	1925	0.73%	\$10.46	\$0.75	2.52
		Ask	7	1146	0.61%	\$1.28	\$0.18	1.40
		Bing	2	52	3.85%	\$3.18	\$1.59	1.52
		Google	2	158	1.27%	\$2.39	\$1.20	4.17

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	3	569	0.53%	\$3.61	\$1.20	2.97
	8/16/2009		16	3032	0.53%	\$8.83	\$0.55	2.78
		Ask	9	1201	0.75%	\$1.34	\$0.15	1.80
		Bing	1	166	0.60%	\$1.19	\$1.19	1.87
		Google	2	525	0.38%	\$2.63	\$1.32	4.56
		Yahoo	4	1140	0.35%	\$3.67	\$0.92	2.87
	8/17/2009		13	2821	0.46%	\$9.58	\$0.74	2.49
		Ask	5	272	1.84%	\$1.41	\$0.28	1.88
		Bing	2	281	0.71%	\$1.60	\$0.80	1.92
		Google	3	625	0.48%	\$2.81	\$0.94	3.29
		Yahoo	3	1643	0.18%	\$3.76	\$1.25	2.86
	8/18/2009		15	2593	0.58%	\$11.27	\$0.75	2.73
		Ask	6	430	1.40%	\$1.48	\$0.25	1.42
		Bing	3	194	1.55%	\$3.27	\$1.09	1.63
		Google	3	428	0.70%	\$2.98	\$0.99	4.94
		Yahoo	3	1541	0.19%	\$3.54	\$1.18	2.94
	8/19/2009		14	4021	0.35%	\$8.29	\$0.59	2.55
		Ask	7	1262	0.55%	\$1.55	\$0.22	1.32
		Bing	1	194	0.52%	\$0.45	\$0.45	1.58
		Google	3	528	0.57%	\$3.13	\$1.04	4.36
		Yahoo	3	2037	0.15%	\$3.16	\$1.05	2.94

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	8/20/2009		18	3145	0.57%	\$9.61	\$0.53	2.35
		Ask	8	1054	0.76%	\$1.63	\$0.20	1.35
		Bing	1	242	0.41%	\$0.15	\$0.15	1.87
		Google	5	556	0.90%	\$4.40	\$0.88	2.91
		Yahoo	4	1293	0.31%	\$3.43	\$0.86	3.27
	8/21/2009		16	4460	0.36%	\$12.51	\$0.78	2.37
		Ask	7	1223	0.57%	\$1.71	\$0.24	1.33
		Bing	3	162	1.85%	\$2.51	\$0.84	1.97
		Google	3	1542	0.19%	\$3.93	\$1.31	3.06
		Yahoo	3	1533	0.20%	\$4.36	\$1.45	3.13
	8/22/2009		15	3034	0.49%	\$13.33	\$0.89	1.99
		Ask	6	1737	0.35%	\$1.71	\$0.29	1.30
		Bing	1	152	0.66%	\$0.43	\$0.43	1.56
		Google	3	263	1.14%	\$5.13	\$1.71	2.08
		Yahoo	5	882	0.57%	\$6.06	\$1.21	3.00
	8/23/2009		15	3782	0.40%	\$12.36	\$0.82	2.25
		Ask	6	919	0.65%	\$1.89	\$0.32	1.34
		Bing	1	188	0.53%	\$0.45	\$0.45	1.45
		Google	3	883	0.34%	\$4.16	\$1.39	3.32
		Yahoo	5	1792	0.28%	\$5.86	\$1.17	2.89
	8/24/2009		16	2572	0.62%	\$12.20	\$0.76	2.33
		Ask	8	1043	0.77%	\$1.98	\$0.25	1.18

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Bing	1	233	0.43%	\$0.91	\$0.91	2.02
		Google	3	450	0.67%	\$4.66	\$1.55	3.03
		Yahoo	4	846	0.47%	\$4.65	\$1.16	3.07
	8/25/2009		16	3795	0.42%	\$15.28	\$0.96	2.78
		Ask	7	2039	0.34%	\$2.08	\$0.30	1.32
		Bing	2	178	1.12%	\$2.78	\$1.39	2.17
		Google	3	951	0.32%	\$4.44	\$1.48	4.42
		Yahoo	4	627	0.64%	\$5.98	\$1.50	3.22
	8/26/2009		18	3747	0.48%	\$14.48	\$0.80	2.08
		Ask	8	2070	0.39%	\$2.18	\$0.27	1.34
		Bing	1	148	0.68%	\$0.26	\$0.26	1.93
		Google	4	172	2.33%	\$5.18	\$1.30	2.47
		Yahoo	5	1357	0.37%	\$6.86	\$1.37	2.59
	8/27/2009		24	3006	0.80%	\$18.62	\$0.78	2.38
		Ask	11	1318	0.83%	\$2.29	\$0.21	1.26
		Bing	4	105	3.81%	\$4.51	\$1.13	1.84
		Google	4	377	1.06%	\$5.28	\$1.32	3.42
		Yahoo	5	1206	0.41%	\$6.54	\$1.31	3.00
	8/28/2009		10	1634	0.61%	\$13.71	\$1.37	2.37
		Ask	3	257	1.17%	\$2.40	\$0.80	1.09
		Bing	0	103	0.00%	\$0.00	NaN	1.70
		Google	4	900	0.44%	\$5.57	\$1.39	3.31

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	3	374	0.80%	\$5.74	\$1.91	3.37
	8/29/2009		15	2645	0.57%	\$13.28	\$0.89	2.45
		Ask	7	1257	0.56%	\$1.65	\$0.24	1.32
		Bing	0	30	0.00%	\$0.00	NaN	2.20
		Google	4	349	1.15%	\$5.51	\$1.38	2.55
		Yahoo	4	1009	0.40%	\$6.12	\$1.53	3.71
	8/30/2009		12	3654	0.33%	\$14.31	\$1.19	2.39
		Ask	3	1808	0.17%	\$0.68	\$0.23	1.55
		Bing	0	31	0.00%	\$0.00	NaN	2.14
		Google	4	760	0.53%	\$5.78	\$1.45	2.70
		Yahoo	5	1055	0.47%	\$7.85	\$1.57	3.15
	8/31/2009		3	766	0.39%	\$4.68	\$1.56	2.11
		Ask	0	10	0.00%	\$0.00	NaN	1.00
		Bing	0	6	0.00%	\$0.00	NaN	2.00
		Google	3	529	0.57%	\$4.68	\$1.56	2.32
		Yahoo	0	221	0.00%	\$0.00	NaN	3.10
Geo-Modified Campbell Services			1	179	0.56%	\$0.66	\$0.66	1.66
	8/1/2009		0	24	0.00%	\$0.00	NaN	1.80
		Yahoo	0	24	0.00%	\$0.00	NaN	1.80
	8/2/2009		0	30	0.00%	\$0.00	NaN	2.57
		Yahoo	0	30	0.00%	\$0.00	NaN	2.57



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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	8/3/2009		0	24	0.00%	\$0.00	NaN	1.58
		Yahoo	0	24	0.00%	\$0.00	NaN	1.58
	8/24/2009		0	31	0.00%	\$0.00	NaN	1.36
		Yahoo	0	31	0.00%	\$0.00	NaN	1.36
	8/25/2009		0	19	0.00%	\$0.00	NaN	1.83
		Yahoo	0	19	0.00%	\$0.00	NaN	1.83
	8/26/2009		0	15	0.00%	\$0.00	NaN	1.39
		Yahoo	0	15	0.00%	\$0.00	NaN	1.39
	8/27/2009		0	6	0.00%	\$0.00	NaN	1.83
		Yahoo	0	6	0.00%	\$0.00	NaN	1.83
	8/28/2009		1	20	5.00%	\$0.66	\$0.66	2.08
		Yahoo	1	20	5.00%	\$0.66	\$0.66	2.08
	8/29/2009		0	5	0.00%	\$0.00	NaN	1.80
		Yahoo	0	5	0.00%	\$0.00	NaN	1.80
	8/30/2009		0	4	0.00%	\$0.00	NaN	1.00
		Yahoo	0	4	0.00%	\$0.00	NaN	1.00
	8/31/2009		0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	0	1	0.00%	\$0.00	NaN	1.00

Click Chart: 8/1/2009 - 8/31/2009

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