

Campaign Summary Report



July 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: | \$574.74 | Calls: | 0 |
| MTD Clicks: | 690 | Emails: | 0 |

Details: 7/1/2009 - 7/31/2009

| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|--------------------------------|----------|--------|--------|------------|-------|----------|----------|----------|
| Geo-Targeted Campbell Services | | | 650 | 134145 | 0.48% | \$521.59 | \$0.80 | 2.11 |
| | 7/1/2009 | | 18 | 10049 | 0.18% | \$15.57 | \$0.87 | 2.08 |
| | | Ask | 10 | 6040 | 0.17% | \$3.31 | \$0.33 | 0.97 |
| | | Bing | 2 | 108 | 1.85% | \$2.76 | \$1.38 | 1.83 |
| | | Yahoo | 6 | 3901 | 0.15% | \$9.50 | \$1.58 | 3.45 |

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| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|----------|----------|--------|--------|------------|-------|---------|----------|----------|
| | 7/2/2009 | | 17 | 2369 | 0.72% | \$12.51 | \$0.74 | 2.18 |
| | | Ask | 11 | 1238 | 0.89% | \$3.31 | \$0.30 | 1.00 |
| | | Bing | 0 | 93 | 0.00% | \$0.00 | NaN | 1.77 |
| | | Yahoo | 6 | 1038 | 0.58% | \$9.20 | \$1.53 | 3.78 |
| | 7/3/2009 | | 19 | 3325 | 0.57% | \$11.99 | \$0.63 | 2.20 |
| | | Ask | 12 | 1558 | 0.77% | \$3.48 | \$0.29 | 1.06 |
| | | Bing | 0 | 114 | 0.00% | \$0.00 | NaN | 1.98 |
| | | Yahoo | 7 | 1653 | 0.42% | \$8.51 | \$1.22 | 3.57 |
| | 7/4/2009 | | 22 | 1961 | 1.12% | \$16.59 | \$0.75 | 2.35 |
| | | Ask | 13 | 1353 | 0.96% | \$3.65 | \$0.28 | 1.04 |
| | | Bing | 2 | 80 | 2.50% | \$2.55 | \$1.28 | 2.17 |
| | | Yahoo | 7 | 528 | 1.33% | \$10.39 | \$1.48 | 3.84 |
| | 7/5/2009 | | 26 | 4779 | 0.54% | \$13.15 | \$0.51 | 2.08 |
| | | Ask | 19 | 2504 | 0.76% | \$3.83 | \$0.20 | 1.05 |
| | | Bing | 1 | 107 | 0.93% | \$0.80 | \$0.80 | 1.72 |
| | | Yahoo | 6 | 2168 | 0.28% | \$8.52 | \$1.42 | 3.47 |
| | 7/6/2009 | | 20 | 5012 | 0.40% | \$13.21 | \$0.66 | 2.12 |
| | | Ask | 13 | 1667 | 0.78% | \$4.02 | \$0.31 | 1.05 |
| | | Bing | 1 | 159 | 0.63% | \$0.25 | \$0.25 | 1.93 |
| | | Yahoo | 6 | 3186 | 0.19% | \$8.94 | \$1.49 | 3.39 |
| | 7/7/2009 | | 22 | 7641 | 0.29% | \$13.93 | \$0.63 | 1.93 |
| | | Ask | 14 | 4791 | 0.29% | \$4.22 | \$0.30 | 1.00 |

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| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|----------|-----------|--------|--------|------------|-------|---------|----------|----------|
| | | Bing | 1 | 143 | 0.70% | \$1.16 | \$1.16 | 1.61 |
| | | Yahoo | 7 | 2707 | 0.26% | \$8.55 | \$1.22 | 3.17 |
| | 7/8/2009 | | 20 | 5595 | 0.36% | \$13.88 | \$0.69 | 2.11 |
| | | Ask | 13 | 3148 | 0.41% | \$4.43 | \$0.34 | 1.04 |
| | | Bing | 0 | 132 | 0.00% | \$0.00 | NaN | 1.92 |
| | | Yahoo | 7 | 2315 | 0.30% | \$9.45 | \$1.35 | 3.37 |
| | 7/9/2009 | | 20 | 3907 | 0.51% | \$15.48 | \$0.77 | 2.05 |
| | | Ask | 11 | 1840 | 0.60% | \$4.43 | \$0.40 | 0.99 |
| | | Bing | 1 | 121 | 0.83% | \$1.90 | \$1.90 | 1.79 |
| | | Yahoo | 8 | 1946 | 0.41% | \$9.15 | \$1.14 | 3.36 |
| | 7/10/2009 | | 17 | 6045 | 0.28% | \$15.66 | \$0.92 | 2.20 |
| | | Ask | 7 | 4131 | 0.17% | \$4.43 | \$0.63 | 1.04 |
| | | Bing | 1 | 138 | 0.72% | \$1.98 | \$1.98 | 2.19 |
| | | Yahoo | 9 | 1776 | 0.51% | \$9.25 | \$1.03 | 3.37 |
| | 7/11/2009 | | 14 | 4588 | 0.31% | \$13.21 | \$0.94 | 2.26 |
| | | Ask | 6 | 2614 | 0.23% | \$4.43 | \$0.74 | 1.03 |
| | | Bing | 0 | 91 | 0.00% | \$0.00 | NaN | 2.64 |
| | | Yahoo | 8 | 1883 | 0.42% | \$8.78 | \$1.10 | 3.11 |
| | 7/12/2009 | | 16 | 3670 | 0.44% | \$13.38 | \$0.84 | 2.16 |
| | | Ask | 7 | 1948 | 0.36% | \$4.43 | \$0.63 | 1.04 |
| | | Bing | 1 | 76 | 1.32% | \$0.56 | \$0.56 | 2.50 |
| | | Yahoo | 8 | 1646 | 0.49% | \$8.39 | \$1.05 | 2.94 |

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| Campaign | Date | Engine | Clicks | Impres sions | CTR % | Cost | Avg. CPC | Position |
|----------|-----------|--------|--------|-----------------|-------|---------|-------------|----------|
| | 7/13/2009 | | 18 | 2179 | 0.83% | \$17.11 | \$0.95 | 2.10 |
| | | Ask | 9 | 1282 | 0.70% | \$4.43 | \$0.49 | 1.00 |
| | | Bing | 2 | 81 | 2.47% | \$3.34 | \$1.67 | 1.93 |
| | | Yahoo | 7 | 816 | 0.86% | \$9.34 | \$1.33 | 3.37 |
| | 7/14/2009 | | 16 | 3867 | 0.41% | \$14.37 | \$0.90 | 1.94 |
| | | Ask | 8 | 2944 | 0.27% | \$4.43 | \$0.55 | 1.00 |
| | | Bing | 1 | 120 | 0.83% | \$1.43 | \$1.43 | 1.95 |
| | | Yahoo | 7 | 803 | 0.87% | \$8.51 | \$1.22 | 2.87 |
| | 7/15/2009 | | 8 | 2231 | 0.36% | \$10.78 | \$1.35 | 2.47 |
| | | Bing | 0 | 92 | 0.00% | \$0.00 | NaN | 2.06 |
| | | Yahoo | 8 | 2139 | 0.37% | \$10.78 | \$1.35 | 2.88 |
| | 7/16/2009 | | 8 | 1714 | 0.47% | \$9.39 | \$1.17 | 2.23 |
| | | Bing | 0 | 126 | 0.00% | \$0.00 | NaN | 1.83 |
| | | Yahoo | 8 | 1588 | 0.50% | \$9.39 | \$1.17 | 2.62 |
| | 7/17/2009 | | 10 | 2458 | 0.41% | \$10.58 | \$1.06 | 2.28 |
| | | Bing | 1 | 89 | 1.12% | \$1.82 | \$1.82 | 1.78 |
| | | Yahoo | 9 | 2369 | 0.38% | \$8.76 | \$0.97 | 2.77 |
| | 7/18/2009 | | 9 | 2457 | 0.37% | \$10.97 | \$1.22 | 2.22 |
| | | Bing | 1 | 84 | 1.19% | \$1.82 | \$1.82 | 1.73 |
| | | Yahoo | 8 | 2373 | 0.34% | \$9.15 | \$1.14 | 2.71 |
| | 7/19/2009 | | 10 | 2318 | 0.43% | \$12.05 | \$1.21 | 2.64 |
| | | Bing | 2 | 100 | 2.00% | \$2.62 | \$1.31 | 2.91 |

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| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|----------|-----------|--------|--------|------------|-------|---------|----------|----------|
| | | Yahoo | 8 | 2218 | 0.36% | \$9.43 | \$1.18 | 2.36 |
| | 7/20/2009 | | 8 | 1149 | 0.70% | \$9.37 | \$1.17 | 2.22 |
| | | Bing | 0 | 160 | 0.00% | \$0.00 | NaN | 1.83 |
| | | Yahoo | 8 | 989 | 0.81% | \$9.37 | \$1.17 | 2.61 |
| | 7/21/2009 | | 7 | 2207 | 0.32% | \$9.00 | \$1.29 | 2.77 |
| | | Bing | 0 | 149 | 0.00% | \$0.00 | NaN | 2.78 |
| | | Yahoo | 7 | 2058 | 0.34% | \$9.00 | \$1.29 | 2.75 |
| | 7/22/2009 | | 23 | 2692 | 0.85% | \$15.93 | \$0.69 | 2.03 |
| | | Ask | 15 | 2050 | 0.73% | \$5.65 | \$0.38 | 1.00 |
| | | Bing | 1 | 130 | 0.77% | \$0.77 | \$0.77 | 2.38 |
| | | Yahoo | 7 | 512 | 1.37% | \$9.51 | \$1.36 | 2.71 |
| | 7/23/2009 | | 23 | 2505 | 0.92% | \$18.70 | \$0.81 | 1.91 |
| | | Ask | 15 | 1405 | 1.07% | \$5.93 | \$0.40 | 1.03 |
| | | Bing | 2 | 192 | 1.04% | \$3.35 | \$1.68 | 2.08 |
| | | Yahoo | 6 | 908 | 0.66% | \$9.42 | \$1.57 | 2.63 |
| | 7/24/2009 | | 31 | 5471 | 0.57% | \$17.03 | \$0.55 | 1.95 |
| | | Ask | 21 | 3760 | 0.56% | \$6.23 | \$0.30 | 1.06 |
| | | Bing | 0 | 106 | 0.00% | \$0.00 | NaN | 2.16 |
| | | Yahoo | 10 | 1605 | 0.62% | \$10.80 | \$1.08 | 2.63 |
| | 7/25/2009 | | 29 | 4095 | 0.71% | \$21.23 | \$0.73 | 1.86 |
| | | Ask | 17 | 2981 | 0.57% | \$6.54 | \$0.38 | 1.04 |
| | | Bing | 4 | 92 | 4.35% | \$6.25 | \$1.56 | 1.97 |

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| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|----------|-----------|--------|--------|------------|-------|---------|----------|----------|
| | | Yahoo | 8 | 1022 | 0.78% | \$8.44 | \$1.06 | 2.56 |
| | 7/26/2009 | | 31 | 4503 | 0.69% | \$17.66 | \$0.57 | 1.81 |
| | | Ask | 20 | 2668 | 0.75% | \$6.87 | \$0.34 | 1.02 |
| | | Bing | 1 | 152 | 0.66% | \$1.75 | \$1.75 | 1.83 |
| | | Yahoo | 10 | 1683 | 0.59% | \$9.04 | \$0.90 | 2.57 |
| | 7/27/2009 | | 42 | 6696 | 0.63% | \$20.13 | \$0.48 | 1.86 |
| | | Ask | 28 | 4381 | 0.64% | \$6.87 | \$0.25 | 1.01 |
| | | Bing | 4 | 143 | 2.80% | \$4.38 | \$1.10 | 2.10 |
| | | Yahoo | 10 | 2172 | 0.46% | \$8.88 | \$0.89 | 2.48 |
| | 7/28/2009 | | 50 | 7028 | 0.71% | \$41.78 | \$0.84 | 1.93 |
| | | Ask | 24 | 3568 | 0.67% | \$6.87 | \$0.29 | 1.04 |
| | | Bing | 1 | 164 | 0.61% | \$1.56 | \$1.56 | 1.91 |
| | | Google | 18 | 2167 | 0.83% | \$24.19 | \$1.34 | 2.22 |
| | | Yahoo | 7 | 1129 | 0.62% | \$9.16 | \$1.31 | 2.55 |
| | 7/29/2009 | | 47 | 8697 | 0.54% | \$42.71 | \$0.91 | 2.07 |
| | | Ask | 16 | 3770 | 0.42% | \$6.87 | \$0.43 | 1.01 |
| | | Bing | 4 | 122 | 3.28% | \$4.43 | \$1.11 | 2.03 |
| | | Google | 17 | 3666 | 0.46% | \$22.20 | \$1.31 | 2.81 |
| | | Yahoo | 10 | 1139 | 0.88% | \$9.21 | \$0.92 | 2.41 |
| | 7/30/2009 | | 39 | 8691 | 0.45% | \$44.94 | \$1.15 | 2.00 |
| | | Ask | 10 | 3653 | 0.27% | \$6.87 | \$0.69 | 0.97 |
| | | Bing | 3 | 190 | 1.58% | \$3.80 | \$1.27 | 1.87 |

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| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|--------------------------------|-----------|--------|--------|------------|-------|---------|----------|----------|
| | | Google | 15 | 2629 | 0.57% | \$22.88 | \$1.53 | 2.79 |
| | | Yahoo | 11 | 2219 | 0.50% | \$11.39 | \$1.04 | 2.37 |
| | 7/31/2009 | | 10 | 4246 | 0.24% | \$9.30 | \$0.93 | 2.10 |
| | | Ask | 5 | 2421 | 0.21% | \$2.11 | \$0.42 | 0.95 |
| | | Bing | 0 | 15 | 0.00% | \$0.00 | NaN | 1.73 |
| | | Google | 4 | 1301 | 0.31% | \$5.67 | \$1.42 | 3.05 |
| | | Yahoo | 1 | 509 | 0.20% | \$1.52 | \$1.52 | 2.67 |
| Geo-Modified Campbell Services | | | 40 | 7169 | 0.56% | \$53.15 | \$1.33 | 1.61 |
| | 7/1/2009 | | 0 | 80 | 0.00% | \$0.00 | NaN | 1.60 |
| | | Yahoo | 0 | 80 | 0.00% | \$0.00 | NaN | 1.60 |
| | 7/2/2009 | | 0 | 98 | 0.00% | \$0.00 | NaN | 1.18 |
| | | Yahoo | 0 | 98 | 0.00% | \$0.00 | NaN | 1.18 |
| | 7/3/2009 | | 1 | 43 | 2.33% | \$0.93 | \$0.93 | 1.34 |
| | | Yahoo | 1 | 43 | 2.33% | \$0.93 | \$0.93 | 1.34 |
| | 7/4/2009 | | 1 | 121 | 0.83% | \$1.55 | \$1.55 | 1.59 |
| | | Yahoo | 1 | 121 | 0.83% | \$1.55 | \$1.55 | 1.59 |
| | 7/5/2009 | | 4 | 1004 | 0.40% | \$5.79 | \$1.45 | 1.90 |
| | | Yahoo | 4 | 1004 | 0.40% | \$5.79 | \$1.45 | 1.90 |
| | 7/6/2009 | | 3 | 409 | 0.73% | \$4.04 | \$1.35 | 1.54 |
| | | Yahoo | 3 | 409 | 0.73% | \$4.04 | \$1.35 | 1.54 |
| | 7/7/2009 | | 2 | 697 | 0.29% | \$2.20 | \$1.10 | 1.47 |
| | | Yahoo | 2 | 697 | 0.29% | \$2.20 | \$1.10 | 1.47 |

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| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|----------|-----------|--------|--------|------------|-------|--------|----------|----------|
| | 7/8/2009 | | 6 | 675 | 0.89% | \$9.46 | \$1.58 | 1.85 |
| | | Yahoo | 6 | 675 | 0.89% | \$9.46 | \$1.58 | 1.85 |
| | 7/9/2009 | | 4 | 1029 | 0.39% | \$5.96 | \$1.49 | 1.77 |
| | | Yahoo | 4 | 1029 | 0.39% | \$5.96 | \$1.49 | 1.77 |
| | 7/10/2009 | | 7 | 910 | 0.77% | \$9.43 | \$1.35 | 2.11 |
| | | Yahoo | 7 | 910 | 0.77% | \$9.43 | \$1.35 | 2.11 |
| | 7/11/2009 | | 6 | 1392 | 0.43% | \$8.33 | \$1.39 | 1.39 |
| | | Yahoo | 6 | 1392 | 0.43% | \$8.33 | \$1.39 | 1.39 |
| | 7/12/2009 | | 2 | 128 | 1.56% | \$2.49 | \$1.25 | 1.42 |
| | | Yahoo | 2 | 128 | 1.56% | \$2.49 | \$1.25 | 1.42 |
| | 7/13/2009 | | 1 | 52 | 1.92% | \$0.87 | \$0.87 | 1.60 |
| | | Yahoo | 1 | 52 | 1.92% | \$0.87 | \$0.87 | 1.60 |
| | 7/14/2009 | | 0 | 42 | 0.00% | \$0.00 | NaN | 1.74 |
| | | Yahoo | 0 | 42 | 0.00% | \$0.00 | NaN | 1.74 |
| | 7/15/2009 | | 0 | 55 | 0.00% | \$0.00 | NaN | 1.84 |
| | | Yahoo | 0 | 55 | 0.00% | \$0.00 | NaN | 1.84 |
| | 7/16/2009 | | 0 | 53 | 0.00% | \$0.00 | NaN | 1.48 |
| | | Yahoo | 0 | 53 | 0.00% | \$0.00 | NaN | 1.48 |
| | 7/17/2009 | | 0 | 33 | 0.00% | \$0.00 | NaN | 1.03 |
| | | Yahoo | 0 | 33 | 0.00% | \$0.00 | NaN | 1.03 |
| | 7/18/2009 | | 0 | 22 | 0.00% | \$0.00 | NaN | 1.06 |
| | | Yahoo | 0 | 22 | 0.00% | \$0.00 | NaN | 1.06 |

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| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|----------|-----------|--------|--------|------------|-------|--------|----------|----------|
| | 7/19/2009 | | 0 | 28 | 0.00% | \$0.00 | NaN | 1.00 |
| | | Yahoo | 0 | 28 | 0.00% | \$0.00 | NaN | 1.00 |
| | 7/20/2009 | | 1 | 25 | 4.00% | \$0.10 | \$0.10 | 1.25 |
| | | Yahoo | 1 | 25 | 4.00% | \$0.10 | \$0.10 | 1.25 |
| | 7/21/2009 | | 0 | 34 | 0.00% | \$0.00 | NaN | 1.69 |
| | | Yahoo | 0 | 34 | 0.00% | \$0.00 | NaN | 1.69 |
| | 7/22/2009 | | 0 | 28 | 0.00% | \$0.00 | NaN | 1.20 |
| | | Yahoo | 0 | 28 | 0.00% | \$0.00 | NaN | 1.20 |
| | 7/23/2009 | | 0 | 32 | 0.00% | \$0.00 | NaN | 1.93 |
| | | Yahoo | 0 | 32 | 0.00% | \$0.00 | NaN | 1.93 |
| | 7/24/2009 | | 2 | 27 | 7.41% | \$2.00 | \$1.00 | 1.62 |
| | | Yahoo | 2 | 27 | 7.41% | \$2.00 | \$1.00 | 1.62 |
| | 7/25/2009 | | 0 | 36 | 0.00% | \$0.00 | NaN | 1.30 |
| | | Yahoo | 0 | 36 | 0.00% | \$0.00 | NaN | 1.30 |
| | 7/26/2009 | | 0 | 18 | 0.00% | \$0.00 | NaN | 1.88 |
| | | Yahoo | 0 | 18 | 0.00% | \$0.00 | NaN | 1.88 |
| | 7/27/2009 | | 0 | 17 | 0.00% | \$0.00 | NaN | 1.54 |
| | | Yahoo | 0 | 17 | 0.00% | \$0.00 | NaN | 1.54 |
| | 7/28/2009 | | 0 | 38 | 0.00% | \$0.00 | NaN | 2.24 |
| | | Yahoo | 0 | 38 | 0.00% | \$0.00 | NaN | 2.24 |
| | 7/29/2009 | | 0 | 22 | 0.00% | \$0.00 | NaN | 2.52 |
| | | Yahoo | 0 | 22 | 0.00% | \$0.00 | NaN | 2.52 |

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| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|----------|-----------|--------|--------|------------|-------|--------|----------|----------|
| | 7/30/2009 | | 0 | 11 | 0.00% | \$0.00 | NaN | 2.61 |
| | | Yahoo | 0 | 11 | 0.00% | \$0.00 | NaN | 2.61 |
| | 7/31/2009 | | 0 | 10 | 0.00% | \$0.00 | NaN | 1.25 |
| | | Yahoo | 0 | 10 | 0.00% | \$0.00 | NaN | 1.25 |

Click Chart: 7/1/2009 - 7/31/2009

