

# Campaign Summary Report



## September 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:	\$303.34	Calls:	1
MTD Clicks:	343	Emails:	0

## Details: 9/1/2009 - 9/15/2009

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Campbell Services			338	89253	0.38%	\$297.80	\$0.88	2.32
	9/1/2009		24	6255	0.38%	\$18.19	\$0.76	2.22
		Ask	14	3989	0.35%	\$2.92	\$0.21	1.24
		Bing	1	197	0.51%	\$1.44	\$1.44	1.60
		Google	5	862	0.58%	\$6.80	\$1.36	2.45

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	4	1207	0.33%	\$7.03	\$1.76	3.60
	9/2/2009		23	6997	0.33%	\$20.09	\$0.87	2.21
		Ask	12	4957	0.24%	\$2.92	\$0.24	1.31
		Bing	1	222	0.45%	\$1.44	\$1.44	1.98
		Google	5	435	1.15%	\$7.93	\$1.59	2.42
		Yahoo	5	1383	0.36%	\$7.80	\$1.56	3.13
	9/3/2009		24	6636	0.36%	\$18.90	\$0.79	2.36
		Ask	10	4490	0.22%	\$2.92	\$0.29	1.31
		Bing	3	165	1.82%	\$2.71	\$0.90	1.72
		Google	5	638	0.78%	\$5.85	\$1.17	3.48
		Yahoo	6	1343	0.45%	\$7.42	\$1.24	2.94
	9/4/2009		21	6545	0.32%	\$18.57	\$0.88	2.46
		Ask	10	4446	0.22%	\$2.92	\$0.29	1.41
		Bing	0	158	0.00%	\$0.00	NaN	2.23
		Google	5	1033	0.48%	\$8.12	\$1.62	3.21
		Yahoo	6	908	0.66%	\$7.53	\$1.26	2.99
	9/5/2009		22	5477	0.40%	\$19.73	\$0.90	2.32
		Ask	9	3927	0.23%	\$3.00	\$0.33	1.51
		Bing	1	140	0.71%	\$0.42	\$0.42	1.79
		Google	6	307	1.95%	\$7.34	\$1.22	3.15
		Yahoo	6	1103	0.54%	\$8.97	\$1.50	2.82

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	9/6/2009		24	5704	0.42%	\$19.75	\$0.82	2.05
		Ask	8	1897	0.42%	\$3.00	\$0.38	1.61
		Bing	1	123	0.81%	\$1.30	\$1.30	1.76
		Google	6	564	1.06%	\$7.06	\$1.18	2.34
		Yahoo	9	3120	0.29%	\$8.39	\$0.93	2.47
	9/7/2009		22	5062	0.43%	\$21.50	\$0.98	2.27
		Ask	8	2142	0.37%	\$3.00	\$0.38	1.54
		Bing	1	141	0.71%	\$1.75	\$1.75	1.78
		Google	6	1342	0.45%	\$8.36	\$1.39	2.74
		Yahoo	7	1437	0.49%	\$8.39	\$1.20	3.03
	9/8/2009		23	7759	0.30%	\$17.49	\$0.76	2.24
		Ask	11	4354	0.25%	\$3.00	\$0.27	1.36
		Bing	0	206	0.00%	\$0.00	NaN	2.00
		Google	6	1794	0.33%	\$6.29	\$1.05	2.80
		Yahoo	6	1405	0.43%	\$8.20	\$1.37	2.79
	9/9/2009		25	8469	0.30%	\$23.43	\$0.94	2.20
		Ask	11	5622	0.20%	\$3.00	\$0.27	1.47
		Bing	3	155	1.94%	\$5.62	\$1.87	2.10
		Google	5	1377	0.36%	\$6.85	\$1.37	2.51
		Yahoo	6	1315	0.46%	\$7.96	\$1.33	2.70
	9/10/2009		23	6575	0.35%	\$21.50	\$0.93	2.43
		Ask	9	4469	0.20%	\$3.00	\$0.33	1.36

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Bing	2	185	1.08%	\$2.77	\$1.39	2.15
		Google	6	1089	0.55%	\$8.15	\$1.36	2.88
		Yahoo	6	832	0.72%	\$7.58	\$1.26	3.31
	9/11/2009		21	5487	0.38%	\$21.38	\$1.02	2.39
		Ask	8	3771	0.21%	\$3.00	\$0.38	1.41
		Bing	2	246	0.81%	\$3.80	\$1.90	2.11
		Google	5	516	0.97%	\$6.74	\$1.35	2.98
		Yahoo	6	954	0.63%	\$7.84	\$1.31	3.05
	9/12/2009		20	5156	0.39%	\$20.33	\$1.02	2.38
		Ask	7	2304	0.30%	\$3.00	\$0.43	1.63
		Bing	1	197	0.51%	\$1.04	\$1.04	2.01
		Google	5	1036	0.48%	\$7.28	\$1.46	2.87
		Yahoo	7	1619	0.43%	\$9.01	\$1.29	2.99
	9/13/2009		26	6062	0.43%	\$20.51	\$0.79	2.19
		Ask	12	3056	0.39%	\$3.00	\$0.25	1.26
		Bing	1	136	0.74%	\$1.04	\$1.04	1.96
		Google	6	1030	0.58%	\$8.39	\$1.40	2.65
		Yahoo	7	1840	0.38%	\$8.08	\$1.15	2.90
	9/14/2009		20	3679	0.54%	\$18.17	\$0.91	2.65
		Ask	8	1414	0.57%	\$3.00	\$0.38	1.23
		Bing	1	226	0.44%	\$1.38	\$1.38	2.22
		Google	5	1399	0.36%	\$5.73	\$1.15	4.10

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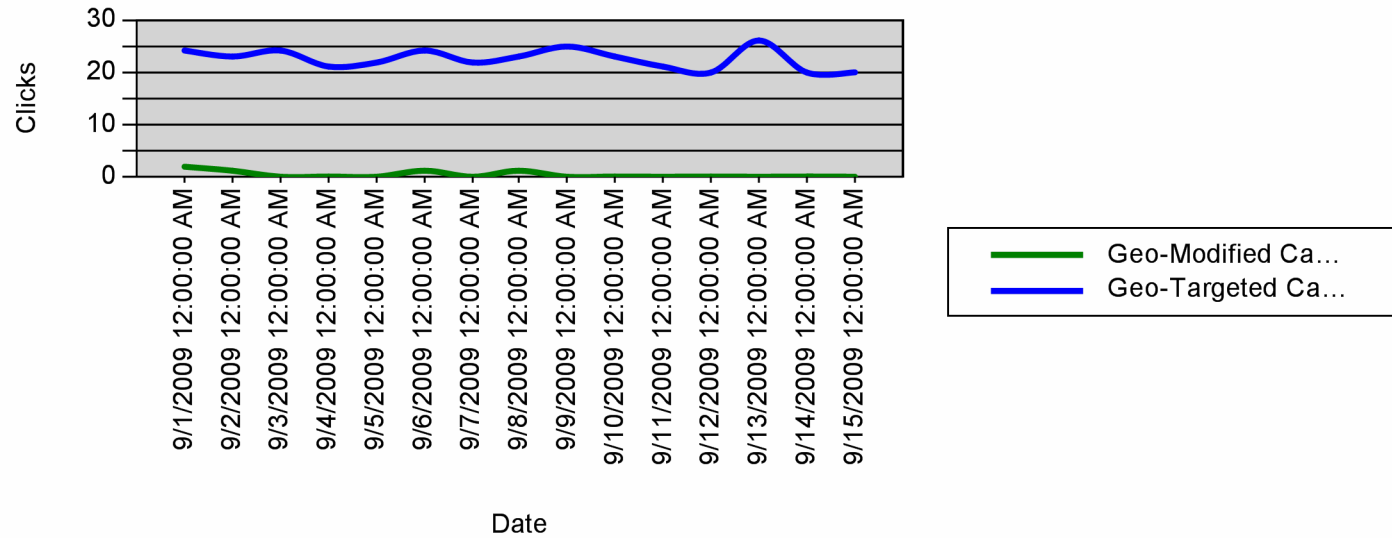
Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	6	640	0.94%	\$8.06	\$1.34	3.06
	9/15/2009		20	3390	0.59%	\$18.26	\$0.91	2.50
		Ask	7	1702	0.41%	\$3.00	\$0.43	1.46
		Bing	0	113	0.00%	\$0.00	NaN	2.65
		Google	6	1110	0.54%	\$7.34	\$1.22	2.38
		Yahoo	7	465	1.51%	\$7.92	\$1.13	3.52
Geo-Modified Campbell Services			5	417	1.20%	\$5.54	\$1.11	1.99
	9/1/2009		2	132	1.52%	\$2.45	\$1.23	1.68
		Yahoo	2	132	1.52%	\$2.45	\$1.23	1.68
	9/2/2009		1	42	2.38%	\$1.18	\$1.18	1.57
		Yahoo	1	42	2.38%	\$1.18	\$1.18	1.57
	9/3/2009		0	24	0.00%	\$0.00	NaN	1.73
		Yahoo	0	24	0.00%	\$0.00	NaN	1.73
	9/4/2009		0	43	0.00%	\$0.00	NaN	2.19
		Yahoo	0	43	0.00%	\$0.00	NaN	2.19
	9/5/2009		0	22	0.00%	\$0.00	NaN	2.00
		Yahoo	0	22	0.00%	\$0.00	NaN	2.00
	9/6/2009		1	28	3.57%	\$1.23	\$1.23	1.77
		Yahoo	1	28	3.57%	\$1.23	\$1.23	1.77
	9/7/2009		0	16	0.00%	\$0.00	NaN	1.91
		Yahoo	0	16	0.00%	\$0.00	NaN	1.91

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Campaign	Date	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
	9/8/2009		1	37	2.70%	\$0.68	\$0.68	1.82
		Yahoo	1	37	2.70%	\$0.68	\$0.68	1.82
	9/9/2009		0	14	0.00%	\$0.00	NaN	1.50
		Yahoo	0	14	0.00%	\$0.00	NaN	1.50
	9/10/2009		0	25	0.00%	\$0.00	NaN	1.36
		Yahoo	0	25	0.00%	\$0.00	NaN	1.36
	9/11/2009		0	20	0.00%	\$0.00	NaN	1.17
		Yahoo	0	20	0.00%	\$0.00	NaN	1.17
	9/12/2009		0	2	0.00%	\$0.00	NaN	3.50
		Yahoo	0	2	0.00%	\$0.00	NaN	3.50
	9/13/2009		0	1	0.00%	\$0.00	NaN	5.00
		Yahoo	0	1	0.00%	\$0.00	NaN	5.00
	9/14/2009		0	9	0.00%	\$0.00	NaN	1.63
		Yahoo	0	9	0.00%	\$0.00	NaN	1.63
	9/15/2009		0	2	0.00%	\$0.00	NaN	1.00
		Yahoo	0	2	0.00%	\$0.00	NaN	1.00

Click Chart: 9/1/2009 - 9/15/2009

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## Calls: 9/1/2009 - 9/15/2009

Tracking Number	Destination Number	Call Date	Status	Duration	Caller ID	Caller Name	Caller Location
(866) 578-6948	(888) 503-4651						
		9/12/2009 9:11:47 AM	Answered	00:32	(701) 597-3474	Gina Morang	200 Church St Flasher, ND 58535