

Campaign Summary Report



June 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:	\$139.75	Calls:	1
MTD Clicks:	175	Emails:	0

Details: 6/22/2009 - 6/30/2009

Campaign	Date	Engine	Clicks	Impressions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Campbell Services			167	50739	0.33%	\$128.94	\$0.77	2.18
	6/22/2009		26	2281	1.14%	\$10.76	\$0.41	1.73
		Ask	20	513	3.90%	\$3.17	\$0.16	1.00
		Bing	0	95	0.00%	\$0.00	NaN	1.93
		Google	6	1673	0.36%	\$7.59	\$1.27	2.27

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	6/23/2009		28	3405	0.82%	\$17.26	\$0.62	1.85
		Ask	16	676	2.37%	\$3.00	\$0.19	1.00
		Bing	2	138	1.45%	\$2.48	\$1.24	1.99
		Yahoo	10	2591	0.39%	\$11.78	\$1.18	2.57
	6/24/2009		17	9827	0.17%	\$12.44	\$0.73	1.99
		Ask	10	1734	0.58%	\$3.00	\$0.30	1.02
		Bing	1	101	0.99%	\$0.88	\$0.88	2.03
		Yahoo	6	7992	0.08%	\$8.56	\$1.43	2.93
	6/25/2009		14	5020	0.28%	\$15.43	\$1.10	1.99
		Ask	5	2393	0.21%	\$3.00	\$0.60	1.03
		Bing	3	120	2.50%	\$3.18	\$1.06	2.06
		Yahoo	6	2507	0.24%	\$9.25	\$1.54	2.88
	6/26/2009		17	5535	0.31%	\$13.57	\$0.80	2.76
		Ask	10	2061	0.49%	\$3.00	\$0.30	1.02
		Bing	0	166	0.00%	\$0.00	NaN	2.42
		Yahoo	7	3308	0.21%	\$10.57	\$1.51	4.85
	6/27/2009		18	4896	0.37%	\$14.15	\$0.79	2.48
		Ask	11	2114	0.52%	\$3.00	\$0.27	0.94
		Bing	1	126	0.79%	\$1.79	\$1.79	1.89
		Yahoo	6	2656	0.23%	\$9.36	\$1.56	4.62
	6/28/2009		14	4816	0.29%	\$14.29	\$1.02	2.37
		Ask	6	2418	0.25%	\$3.00	\$0.50	1.02

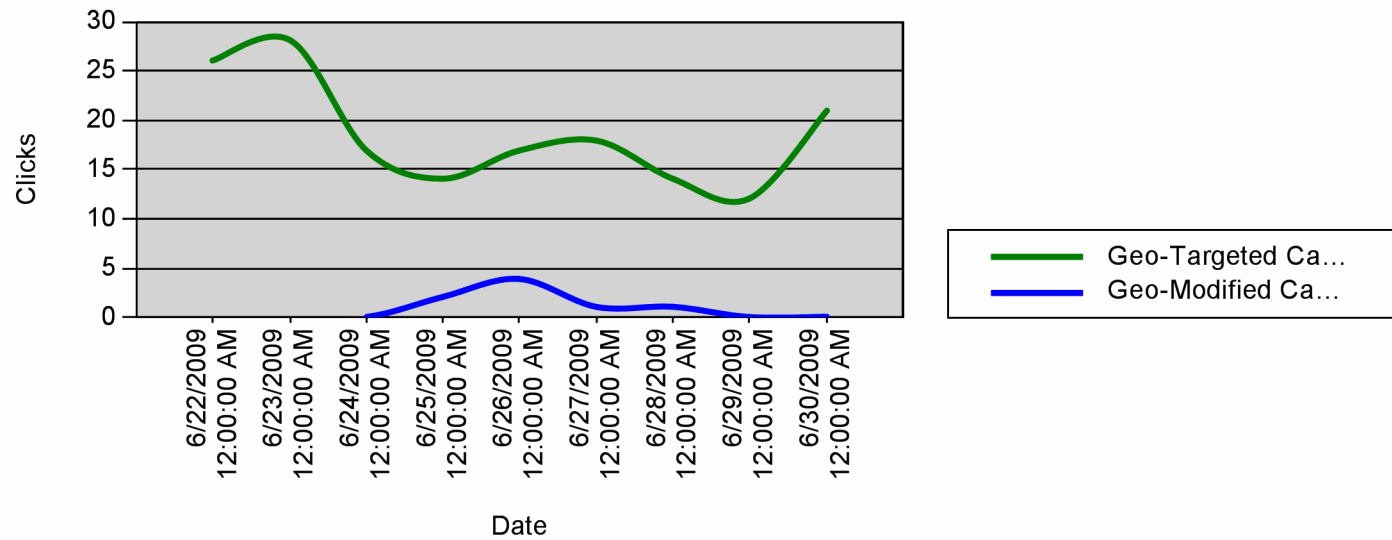
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		Bing	2	111	1.80%	\$2.39	\$1.20	1.87
		Yahoo	6	2287	0.26%	\$8.90	\$1.48	4.21
	6/29/2009		12	3716	0.32%	\$14.56	\$1.21	2.31
		Ask	4	2169	0.18%	\$3.00	\$0.75	0.98
		Bing	3	213	1.41%	\$3.03	\$1.01	1.86
		Yahoo	5	1334	0.37%	\$8.53	\$1.71	4.09
	6/30/2009		21	11243	0.19%	\$16.48	\$0.78	2.09
		Ask	11	7037	0.16%	\$3.15	\$0.29	0.97
		Bing	3	121	2.48%	\$4.20	\$1.40	1.96
		Yahoo	7	4085	0.17%	\$9.13	\$1.30	3.33
Geo-Modified Campbell Services			8	3537	0.23%	\$10.81	\$1.35	1.61
	6/24/2009		0	4	0.00%	\$0.00	NaN	1.00
		Yahoo	0	4	0.00%	\$0.00	NaN	1.00
	6/25/2009		2	1083	0.18%	\$2.57	\$1.29	1.47
		Yahoo	2	1083	0.18%	\$2.57	\$1.29	1.47
	6/26/2009		4	1533	0.26%	\$5.29	\$1.32	1.68
		Yahoo	4	1533	0.26%	\$5.29	\$1.32	1.68
	6/27/2009		1	268	0.37%	\$1.97	\$1.97	1.91
		Yahoo	1	268	0.37%	\$1.97	\$1.97	1.91
	6/28/2009		1	311	0.32%	\$0.98	\$0.98	2.14
		Yahoo	1	311	0.32%	\$0.98	\$0.98	2.14

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	6/29/2009		0	241	0.00%	\$0.00	NaN	1.75
		Yahoo	0	241	0.00%	\$0.00	NaN	1.75
	6/30/2009		0	97	0.00%	\$0.00	NaN	1.35
		Yahoo	0	97	0.00%	\$0.00	NaN	1.35

Click Chart: 6/22/2009 - 6/30/2009



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Calls: 6/22/2009 - 6/30/2009

Tracking Number	Destination Number	Call Date	Status	Duration	Caller ID	Caller Name	Caller Location
(866) 578-6948	(888) 503-4651						
		6/22/2009 4:09:40 PM	Answered	00:21	(214) 618-9934	Unknown	USA - Frisco, TX 75035