

# Keyword Detail Report

Start Date: 8/1/2009  
End Date: 8/31/2009



## Order Details:

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

# Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified Campbell Services				1	179	0.56%	\$0.66	\$0.66	1.79
	Main			1	179	0.56%	\$0.66	\$0.66	1.79
		buy farm equipment new haven ct		0	5	0.00%	\$0.00	0	1.80
			Yahoo	0	5	0.00%	\$0.00	0	1.80
		buy farm equipment putnam ny		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		campbell services outdoor equipment fairfield ct		0	16	0.00%	\$0.00	0	1.24
			Yahoo	0	16	0.00%	\$0.00	0	1.24
		campbell services outdoor equipment new haven ct		1	43	2.33%	\$0.66	\$0.66	1.00
			Yahoo	1	43	2.33%	\$0.66	\$0.66	1.00

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Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		commercial outdoor power equipment litchfield ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		outdoor power equipment stores new milford ct		0	8	0.00%	\$0.00	0	1.25
			Yahoo	0	8	0.00%	\$0.00	0	1.25
		power lawn tools new haven ct		0	2	0.00%	\$0.00	0	5.50
			Yahoo	0	2	0.00%	\$0.00	0	5.50
		power lawn tools putnam ny		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		buy farm equipment westchester ny		0	14	0.00%	\$0.00	0	1.10
			Yahoo	0	14	0.00%	\$0.00	0	1.10

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		campbell services outdoor equipment putnam ny		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		find top brand tractors putnam ny		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		outdoor power equipment and parts litchfield ct		0	12	0.00%	\$0.00	0	9.00
			Yahoo	0	12	0.00%	\$0.00	0	9.00
		power lawn tools westchester ny		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		buy outdoor power equipment bridgewater ct		0	8	0.00%	\$0.00	0	3.44
			Yahoo	0	8	0.00%	\$0.00	0	3.44

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		commercial outdoor power equipment fairfield ct		0	4	0.00%	\$0.00	0	1.00
			Yahoo	0	4	0.00%	\$0.00	0	1.00
		commercial outdoor power equipment putnam ny		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		commerical lawn equipment litchfield ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		buy farm equipment new milford ct		0	5	0.00%	\$0.00	0	1.00
			Yahoo	0	5	0.00%	\$0.00	0	1.00
		commercial lawn equipment bridgewater ct		0	3	0.00%	\$0.00	0	3.75
			Yahoo	0	3	0.00%	\$0.00	0	3.75

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		outdoor power equipment and parts bridgewater ct		0	9	0.00%	\$0.00	0	2.06
			Yahoo	0	9	0.00%	\$0.00	0	2.06
		outdoor power equipment and parts hartford ct		0	3	0.00%	\$0.00	0	2.33
			Yahoo	0	3	0.00%	\$0.00	0	2.33
		outdoor power equipment and parts westchester ny		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		outdoor power equipment dealers new milford ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		outdoor power equipment showroom litchfield ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

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		buy farm equipment litchfield ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		buy outdoor power equipment hartford ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		commercial outdoor power equipment new haven ct		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		outdoor power equipment dealers westchester ny		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		power lawn tools litchfield ct		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00

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		outdoor power equipment and parts new milford ct		0	3	0.00%	\$0.00	0	4.00
			Yahoo	0	3	0.00%	\$0.00	0	4.00
		buy farm equipment hartford ct		0	4	0.00%	\$0.00	0	2.00
			Yahoo	0	4	0.00%	\$0.00	0	2.00
		buy construction equipment westchester ny		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy outdoor power equipment fairfield ct		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		outdoor power equipment showroom westchester ny		0	4	0.00%	\$0.00	0	1.50
			Yahoo	0	4	0.00%	\$0.00	0	1.50



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		power lawn tools hartford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		campbell services outdoor equipment westchester ny		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		commercial lawn equipment fairfield ct		0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00
		buy construction equipment litchfield ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
Geo- Targeted Campbell Services				469	101207	0.46%	\$410.22	\$0.87	2.62
	Main			469	101207	0.46%	\$410.22	\$0.87	2.62
		lawn mowers		69	15033	0.46%	\$63.87	\$0.93	2.45
			Ask	31	7068	0.44%	\$9.87	\$0.32	1.48

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			Bing	2	279	0.72%	\$2.42	\$1.21	1.42
			Google	13	1982	0.66%	\$18.08	\$1.39	3.84
			Yahoo	23	5704	0.40%	\$33.50	\$1.46	2.92
		blowers		21	4139	0.51%	\$18.00	\$0.86	2.71
			Ask	11	2259	0.49%	\$3.55	\$0.32	1.32
			Bing	0	63	0.00%	\$0.00	0	1.98
			Google	10	1332	0.75%	\$14.45	\$1.45	3.59
			Yahoo	0	485	0.00%	\$0.00	0	3.53
		tractors		76	10611	0.72%	\$24.35	\$0.32	2.38
			Ask	69	9660	0.71%	\$15.67	\$0.23	1.17
			Google	4	683	0.59%	\$6.27	\$1.57	3.71
			Bing	3	268	1.12%	\$2.41	\$0.80	1.83
		trimmers		45	10296	0.44%	\$42.48	\$0.94	2.41
			Ask	16	4326	0.37%	\$5.85	\$0.37	1.32
			Bing	10	305	3.28%	\$11.03	\$1.10	1.66
			Google	18	5413	0.33%	\$23.76	\$1.32	3.35
			Yahoo	1	252	0.40%	\$1.84	\$1.84	3.05
		garden tractors		4	1209	0.33%	\$4.12	\$1.03	2.34
			Ask	1	221	0.45%	\$0.18	\$0.18	1.37

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			Google	0	96	0.00%	\$0.00	0	3.21
			Yahoo	2	850	0.24%	\$2.67	\$1.34	2.90
			Bing	1	42	2.38%	\$1.27	\$1.27	1.69
		trac vac dealers		2	6	33.33%	\$0.59	\$0.30	1.00
			Yahoo	2	6	33.33%	\$0.59	\$0.30	1.00
		agco		1	70	1.43%	\$0.16	\$0.16	1.36
			Google	0	21	0.00%	\$0.00	0	1.43
			Ask	1	21	4.76%	\$0.16	\$0.16	1.00
			Yahoo	0	24	0.00%	\$0.00	0	1.33
			Bing	0	4	0.00%	\$0.00	0	1.50
		allischalmers		0	518	0.00%	\$0.00	0	1.77
			Google	0	47	0.00%	\$0.00	0	2.27
			Yahoo	0	466	0.00%	\$0.00	0	1.58
			Ask	0	3	0.00%	\$0.00	0	1.00
			Bing	0	2	0.00%	\$0.00	0	1.00
		backhoes		10	1532	0.65%	\$4.25	\$0.42	3.33
			Ask	8	910	0.88%	\$1.42	\$0.18	1.12
			Google	1	184	0.54%	\$1.05	\$1.05	4.36
			Yahoo	0	424	0.00%	\$0.00	0	5.43

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			Bing	1	14	7.14%	\$1.78	\$1.78	1.65
		chainsaws		26	5443	0.48%	\$31.11	\$1.20	2.22
			Ask	5	2222	0.23%	\$3.66	\$0.73	1.29
			Google	8	1541	0.52%	\$8.96	\$1.12	3.20
			Yahoo	13	1664	0.78%	\$18.49	\$1.42	1.82
			Bing	0	16	0.00%	\$0.00	0	1.29
		commercial lawn equipment		0	301	0.00%	\$0.00	0	3.04
			Google	0	7	0.00%	\$0.00	0	3.80
			Yahoo	0	291	0.00%	\$0.00	0	2.82
			Ask	0	3	0.00%	\$0.00	0	3.33
		commercial lawn mowers		4	212	1.89%	\$5.03	\$1.26	2.73
			Bing	1	22	4.55%	\$0.80	\$0.80	2.88
			Google	2	33	6.06%	\$3.53	\$1.77	3.85
			Yahoo	1	128	0.78%	\$0.70	\$0.70	2.25
			Ask	0	29	0.00%	\$0.00	0	1.52
		compact tractors		0	412	0.00%	\$0.00	0	3.65
			Google	0	19	0.00%	\$0.00	0	4.77
			Yahoo	0	369	0.00%	\$0.00	0	4.10

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			Ask	0	18	0.00%	\$0.00	0	1.38
			Bing	0	6	0.00%	\$0.00	0	2.30
		construction equipment		9	5026	0.18%	\$5.33	\$0.59	4.27
			Ask	7	4197	0.17%	\$2.40	\$0.34	1.22
			Google	1	284	0.35%	\$1.98	\$1.98	5.74
			Yahoo	1	481	0.21%	\$0.95	\$0.95	6.26
			Bing	0	64	0.00%	\$0.00	0	2.99
		Content Only		0	48	0.00%	\$0.00	0	1.07
			Ask	0	48	0.00%	\$0.00	0	1.07
		echo		28	5263	0.53%	\$11.21	\$0.40	1.80
			Ask	23	2368	0.97%	\$5.20	\$0.23	1.15
			Bing	0	591	0.00%	\$0.00	0	2.12
			Google	3	1882	0.16%	\$3.26	\$1.09	1.99
			Yahoo	2	422	0.47%	\$2.75	\$1.38	1.63
		excavators		4	1925	0.21%	\$2.70	\$0.68	3.40
			Ask	2	862	0.23%	\$0.72	\$0.36	1.16
			Google	0	241	0.00%	\$0.00	0	3.84
			Yahoo	2	803	0.25%	\$1.98	\$0.99	4.72
			Bing	0	19	0.00%	\$0.00	0	4.09

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		exmark		5	685	0.73%	\$5.67	\$1.13	1.37
			Ask	0	55	0.00%	\$0.00	0	1.06
			Bing	0	12	0.00%	\$0.00	0	1.27
			Google	2	92	2.17%	\$2.67	\$1.34	1.75
			Yahoo	3	526	0.57%	\$3.00	\$1.00	1.14
		exmark 48		0	29	0.00%	\$0.00	0	1.24
			Google	0	7	0.00%	\$0.00	0	1.57
			Yahoo	0	21	0.00%	\$0.00	0	1.00
			Bing	0	1	0.00%	\$0.00	0	1.00
		exmark mowers		3	241	1.24%	\$2.11	\$0.70	2.24
			Ask	0	2	0.00%	\$0.00	0	1.00
			Bing	0	15	0.00%	\$0.00	0	1.18
			Google	1	94	1.06%	\$0.27	\$0.27	3.70
			Yahoo	2	130	1.54%	\$1.84	\$0.92	1.59
		exmark zero		0	18	0.00%	\$0.00	0	1.71
			Google	0	9	0.00%	\$0.00	0	2.00
			Ask	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	8	0.00%	\$0.00	0	1.00

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		farm equipment		14	2346	0.60%	\$16.20	\$1.16	2.66
			Ask	1	852	0.12%	\$0.11	\$0.11	1.16
			Bing	1	76	1.32%	\$0.47	\$0.47	1.84
			Google	8	459	1.74%	\$10.02	\$1.25	3.95
			Yahoo	4	959	0.42%	\$5.60	\$1.40	3.20
		farm tractor		3	2445	0.12%	\$3.38	\$1.13	2.46
			Ask	0	123	0.00%	\$0.00	0	1.21
			Google	0	109	0.00%	\$0.00	0	4.12
			Yahoo	3	2207	0.14%	\$3.38	\$1.13	2.41
			Bing	0	6	0.00%	\$0.00	0	1.50
		gehl		0	89	0.00%	\$0.00	0	1.82
			Ask	0	7	0.00%	\$0.00	0	1.00
			Yahoo	0	25	0.00%	\$0.00	0	1.38
			Google	0	37	0.00%	\$0.00	0	2.69
			Bing	0	20	0.00%	\$0.00	0	1.68
		hitachi equipment		0	73	0.00%	\$0.00	0	6.92
			Google	0	65	0.00%	\$0.00	0	7.55
			Bing	0	4	0.00%	\$0.00	0	4.67
			Ask	0	1	0.00%	\$0.00	0	1.00

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			Yahoo	0	3	0.00%	\$0.00	0	6.00
		john deere lawn mowers		16	1324	1.21%	\$18.29	\$1.14	2.40
			Ask	0	39	0.00%	\$0.00	0	1.63
			Bing	7	488	1.43%	\$8.39	\$1.20	1.50
			Google	6	473	1.27%	\$5.95	\$0.99	3.19
			Yahoo	3	324	0.93%	\$3.95	\$1.32	3.42
		john deere riding mowers		0	3003	0.00%	\$0.00	0	2.61
			Ask	0	41	0.00%	\$0.00	0	0.75
			Google	0	29	0.00%	\$0.00	0	3.42
			Yahoo	0	2930	0.00%	\$0.00	0	3.06
			Bing	0	3	0.00%	\$0.00	0	1.00
		john deere tractor parts		2	364	0.55%	\$2.79	\$1.40	3.41
			Ask	0	9	0.00%	\$0.00	0	1.00
			Bing	0	15	0.00%	\$0.00	0	2.00
			Google	0	57	0.00%	\$0.00	0	4.70
			Yahoo	2	283	0.71%	\$2.79	\$1.40	3.60



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		john deere tractors		10	2457	0.41%	\$9.61	\$0.96	2.27
			Ask	3	486	0.62%	\$2.62	\$0.87	1.24
			Bing	1	289	0.35%	\$0.91	\$0.91	1.97
			Google	2	615	0.33%	\$1.61	\$0.81	2.87
			Yahoo	4	1067	0.37%	\$4.47	\$1.12	3.11
		kioti		0	114	0.00%	\$0.00	0	1.49
			Ask	0	16	0.00%	\$0.00	0	1.02
			Google	0	40	0.00%	\$0.00	0	1.81
			Yahoo	0	30	0.00%	\$0.00	0	1.15
			Bing	0	28	0.00%	\$0.00	0	1.33
		kioti tractor		2	48	4.17%	\$2.32	\$1.16	2.24
			Google	0	7	0.00%	\$0.00	0	3.25
			Yahoo	2	41	4.88%	\$2.32	\$1.16	1.74
		kioti tractor prices		1	175	0.57%	\$1.48	\$1.48	2.32
			Yahoo	1	172	0.58%	\$1.48	\$1.48	1.64
			Google	0	3	0.00%	\$0.00	0	3.67
		kioti tractors		0	27	0.00%	\$0.00	0	2.83
			Google	0	15	0.00%	\$0.00	0	3.82

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			Ask	0	10	0.00%	\$0.00	0	1.00
			Bing	0	2	0.00%	\$0.00	0	2.00
		kubota tractor		5	1537	0.33%	\$6.10	\$1.22	2.41
			Ask	1	27	3.70%	\$0.40	\$0.40	1.00
			Google	0	122	0.00%	\$0.00	0	2.66
			Yahoo	4	1380	0.29%	\$5.70	\$1.43	2.60
			Bing	0	8	0.00%	\$0.00	0	1.08
		kubota tractors		2	277	0.72%	\$3.60	\$1.80	1.95
			Bing	1	111	0.90%	\$1.89	\$1.89	1.60
			Google	1	116	0.86%	\$1.71	\$1.71	2.92
			Ask	0	50	0.00%	\$0.00	0	1.34
		landscape equipment		9	794	1.13%	\$12.16	\$1.35	3.65
			Ask	0	65	0.00%	\$0.00	0	1.11
			Google	6	314	1.91%	\$9.25	\$1.54	5.73
			Yahoo	3	414	0.72%	\$2.91	\$0.97	2.33
			Bing	0	1	0.00%	\$0.00	0	2.00
		lawn tractor		7	1384	0.51%	\$11.81	\$1.69	3.86
			Google	1	506	0.20%	\$1.37	\$1.37	4.02
			Yahoo	6	823	0.73%	\$10.44	\$1.74	4.50

# Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Bing	0	55	0.00%	\$0.00	0	2.55
		lawn tractors		8	1154	0.69%	\$10.28	\$1.29	2.88
			Ask	2	798	0.25%	\$0.56	\$0.28	1.27
			Google	3	292	1.03%	\$4.67	\$1.56	5.04
			Bing	3	64	4.69%	\$5.05	\$1.68	1.70
		loaders		7	2847	0.25%	\$7.23	\$1.03	2.14
			Ask	4	1950	0.21%	\$1.80	\$0.45	1.15
			Google	1	536	0.19%	\$1.62	\$1.62	2.82
			Yahoo	1	348	0.29%	\$1.90	\$1.90	2.03
			Bing	1	13	7.69%	\$1.91	\$1.91	2.64
		new skid steer		0	20	0.00%	\$0.00	0	2.14
			Ask	0	15	0.00%	\$0.00	0	2.26
			Google	0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	3	0.00%	\$0.00	0	1.75
		power equipment		10	2221	0.45%	\$6.73	\$0.67	2.09
			Ask	3	366	0.82%	\$0.42	\$0.14	1.22
			Bing	1	43	2.33%	\$1.03	\$1.03	1.51
			Google	2	1436	0.14%	\$1.19	\$0.60	3.06
			Yahoo	4	376	1.06%	\$4.09	\$1.02	1.70

# Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		push mowers		1	456	0.22%	\$1.38	\$1.38	2.26
			Ask	0	120	0.00%	\$0.00	0	1.37
			Google	1	184	0.54%	\$1.38	\$1.38	2.69
			Yahoo	0	148	0.00%	\$0.00	0	2.94
			Bing	0	4	0.00%	\$0.00	0	1.00
		ramrod		0	76	0.00%	\$0.00	0	1.21
			Ask	0	33	0.00%	\$0.00	0	1.00
			Bing	0	34	0.00%	\$0.00	0	1.36
			Yahoo	0	9	0.00%	\$0.00	0	1.20
		simplicity zt3000		1	4	25.00%	\$1.75	\$1.75	1.50
			Google	1	2	50.00%	\$1.75	\$1.75	1.00
			Bing	0	2	0.00%	\$0.00	0	2.00
		skid steers		5	965	0.52%	\$4.37	\$0.87	3.14
			Ask	3	430	0.70%	\$1.12	\$0.37	1.21
			Google	1	45	2.22%	\$1.77	\$1.77	3.87
			Yahoo	1	489	0.20%	\$1.48	\$1.48	4.45
			Bing	0	1	0.00%	\$0.00	0	5.00

# Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		snapper equipment		0	81	0.00%	\$0.00	0	3.82
			Google	0	60	0.00%	\$0.00	0	4.33
			Yahoo	0	8	0.00%	\$0.00	0	3.25
			Ask	0	12	0.00%	\$0.00	0	1.83
			Bing	0	1	0.00%	\$0.00	0	1.00
		snow blower		8	2036	0.39%	\$12.19	\$1.52	2.62
			Ask	0	120	0.00%	\$0.00	0	1.10
			Bing	0	24	0.00%	\$0.00	0	1.94
			Google	1	246	0.41%	\$1.13	\$1.13	3.82
			Yahoo	7	1646	0.43%	\$11.06	\$1.58	2.38
		snow throwers		4	466	0.86%	\$3.36	\$0.84	2.82
			Ask	2	146	1.37%	\$0.76	\$0.38	1.27
			Google	2	269	0.74%	\$2.60	\$1.30	3.96
			Yahoo	0	46	0.00%	\$0.00	0	2.92
			Bing	0	5	0.00%	\$0.00	0	1.20
		tractor		32	8085	0.40%	\$38.42	\$1.20	2.49
			Bing	9	485	1.86%	\$8.84	\$0.98	1.83
			Google	13	3209	0.41%	\$18.98	\$1.46	2.94
			Yahoo	10	4391	0.23%	\$10.60	\$1.06	2.76

# Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		used fork lift		0	300	0.00%	\$0.00	0	2.38
			Ask	0	288	0.00%	\$0.00	0	1.28
			Google	0	11	0.00%	\$0.00	0	5.69
			Yahoo	0	1	0.00%	\$0.00	0	8.00
		used tractors		11	1384	0.79%	\$11.23	\$1.02	3.13
			Ask	0	469	0.00%	\$0.00	0	1.00
			Bing	0	25	0.00%	\$0.00	0	1.90
			Google	3	270	1.11%	\$4.61	\$1.54	4.60
			Yahoo	8	620	1.29%	\$6.62	\$0.83	3.33
		zero turn mowers		4	1288	0.31%	\$4.57	\$1.14	3.21
			Ask	0	102	0.00%	\$0.00	0	1.51
			Google	3	204	1.47%	\$3.27	\$1.09	5.15
			Yahoo	1	966	0.10%	\$1.30	\$1.30	3.17
			Bing	0	16	0.00%	\$0.00	0	1.18
		ex mark		0	28	0.00%	\$0.00	0	1.50
			Google	0	27	0.00%	\$0.00	0	1.55
			Yahoo	0	1	0.00%	\$0.00	0	1.00

# Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		john deere farm equipment		0	89	0.00%	\$0.00	0	3.18
			Bing	0	5	0.00%	\$0.00	0	1.00
			Google	0	19	0.00%	\$0.00	0	2.22
			Yahoo	0	65	0.00%	\$0.00	0	5.43
		simplicity power equipment		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		skid steer excavator		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		utility tractors		0	73	0.00%	\$0.00	0	2.41
			Yahoo	0	57	0.00%	\$0.00	0	2.55
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	14	0.00%	\$0.00	0	2.46
			Bing	0	1	0.00%	\$0.00	0	2.00
		kioti tractor dealer		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

# Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		skid steer dealers		0	9	0.00%	\$0.00	0	1.83
			Yahoo	0	8	0.00%	\$0.00	0	2.25
			Bing	0	1	0.00%	\$0.00	0	1.00
		kioti tractors for sale		0	2	0.00%	\$0.00	0	2.00
			Google	0	2	0.00%	\$0.00	0	2.00
		snapper 21		0	9	0.00%	\$0.00	0	1.67
			Yahoo	0	5	0.00%	\$0.00	0	1.00
			Google	0	4	0.00%	\$0.00	0	2.00
		used mini skid steer		0	129	0.00%	\$0.00	0	1.30
			Yahoo	0	129	0.00%	\$0.00	0	1.30
		used kioti tractors		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		used gehl skid steer		0	3	0.00%	\$0.00	0	2.00
			Yahoo	0	3	0.00%	\$0.00	0	2.00
		exmark frontrunner		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00



# Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		exmark ct		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00