

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009



## 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: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified Campbell Services				40	7169	0.56%	\$53.15	\$1.33	1.60
	Main			40	7169	0.56%	\$53.15	\$1.33	1.60
		outdoor power equipment and parts bridgewater ct		1	7	14.29%	\$1.00	\$1.00	4.46
			Yahoo	1	7	14.29%	\$1.00	\$1.00	4.46
		buy construction equipment putnam ny		0	18	0.00%	\$0.00	0	2.17
			Yahoo	0	18	0.00%	\$0.00	0	2.17
		buy farm equipment hartford ct		2	93	2.15%	\$3.28	\$1.64	1.22
			Yahoo	2	93	2.15%	\$3.28	\$1.64	1.22
		buy farm equipment new haven ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buy outdoor power equipment bridgewater ct		0	27	0.00%	\$0.00	0	2.94
			Yahoo	0	27	0.00%	\$0.00	0	2.94
		campbell services outdoor equipment fairfield ct		0	12	0.00%	\$0.00	0	1.09
			Yahoo	0	12	0.00%	\$0.00	0	1.09
		campbell services outdoor equipment new haven ct		23	4273	0.54%	\$30.94	\$1.35	1.36
			Yahoo	23	4273	0.54%	\$30.94	\$1.35	1.36
		commercial outdoor power equipment fairfield ct		0	28	0.00%	\$0.00	0	1.73
			Yahoo	0	28	0.00%	\$0.00	0	1.73

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		commercial outdoor power equipment putnam ny		0	14	0.00%	\$0.00	0	1.67
			Yahoo	0	14	0.00%	\$0.00	0	1.67
		commerical lawn equipment new haven ct		0	20	0.00%	\$0.00	0	2.44
			Yahoo	0	20	0.00%	\$0.00	0	2.44
		find top brand tractors litchfield ct		1	81	1.23%	\$1.55	\$1.55	1.13
			Yahoo	1	81	1.23%	\$1.55	\$1.55	1.13
		find top brand tractors putnam ny		0	123	0.00%	\$0.00	0	1.02
			Yahoo	0	123	0.00%	\$0.00	0	1.02
		outdoor power equipment and parts litchfield ct		0	24	0.00%	\$0.00	0	1.92
			Yahoo	0	24	0.00%	\$0.00	0	1.92

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		power lawn tools bridgewater ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		power lawn tools hartford ct		0	20	0.00%	\$0.00	0	1.88
			Yahoo	0	20	0.00%	\$0.00	0	1.88
		power lawn tools westchester ny		7	1284	0.55%	\$9.83	\$1.40	2.39
			Yahoo	7	1284	0.55%	\$9.83	\$1.40	2.39
		commercial lawn equipment new milford ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		outdoor power equipment and parts westchester ny		0	3	0.00%	\$0.00	0	4.00
			Yahoo	0	3	0.00%	\$0.00	0	4.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		outdoor power equipment dealers putnam ny		0	9	0.00%	\$0.00	0	1.25
			Yahoo	0	9	0.00%	\$0.00	0	1.25
		outdoor power equipment stores new milford ct		0	29	0.00%	\$0.00	0	1.47
			Yahoo	0	29	0.00%	\$0.00	0	1.47
		power lawn tools fairfield ct		0	34	0.00%	\$0.00	0	1.66
			Yahoo	0	34	0.00%	\$0.00	0	1.66
		power lawn tools new milford ct		0	4	0.00%	\$0.00	0	2.25
			Yahoo	0	4	0.00%	\$0.00	0	2.25
		buy farm equipment fairfield ct		0	13	0.00%	\$0.00	0	1.14
			Yahoo	0	13	0.00%	\$0.00	0	1.14

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		buy farm equipment new milford ct		0	20	0.00%	\$0.00	0	1.10
			Yahoo	0	20	0.00%	\$0.00	0	1.10
		buy farm equipment bridgewater ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy farm equipment litchfield ct		0	8	0.00%	\$0.00	0	1.63
			Yahoo	0	8	0.00%	\$0.00	0	1.63
		campbell services outdoor equipment bridgewater ct		0	11	0.00%	\$0.00	0	1.25
			Yahoo	0	11	0.00%	\$0.00	0	1.25
		outdoor power equipment stores bridgewater ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buy construction equipment litchfield ct		0	4	0.00%	\$0.00	0	2.67
			Yahoo	0	4	0.00%	\$0.00	0	2.67
		commerical lawn equipment fairfield ct		0	5	0.00%	\$0.00	0	1.80
			Yahoo	0	5	0.00%	\$0.00	0	1.80
		outdoor power equipment and parts new milford ct		0	76	0.00%	\$0.00	0	2.06
			Yahoo	0	76	0.00%	\$0.00	0	2.06
		outdoor power equipment dealers bridgewater ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		outdoor power equipment dealers hartford ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00



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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buy outdoor power equipment westchester ny		0	15	0.00%	\$0.00	0	1.20
			Yahoo	0	15	0.00%	\$0.00	0	1.20
		campbell services outdoor equipment litchfield ct		3	642	0.47%	\$3.80	\$1.27	1.82
			Yahoo	3	642	0.47%	\$3.80	\$1.27	1.82
		campbell services outdoor equipment new milford ct		0	28	0.00%	\$0.00	0	1.63
			Yahoo	0	28	0.00%	\$0.00	0	1.63
		commercial lawn equipment litchfield ct		0	5	0.00%	\$0.00	0	1.40
			Yahoo	0	5	0.00%	\$0.00	0	1.40
		find top brand tractors fairfield ct		1	137	0.73%	\$1.38	\$1.38	1.04
			Yahoo	1	137	0.73%	\$1.38	\$1.38	1.04

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		outdoor power equipment stores litchfield ct		0	2	0.00%	\$0.00	0	3.00
			Yahoo	0	2	0.00%	\$0.00	0	3.00
		buy construction equipment new haven ct		0	2	0.00%	\$0.00	0	2.50
			Yahoo	0	2	0.00%	\$0.00	0	2.50
		buy construction equipment westchester ny		0	3	0.00%	\$0.00	0	1.50
			Yahoo	0	3	0.00%	\$0.00	0	1.50
		outdoor power equipment and parts new haven ct		0	5	0.00%	\$0.00	0	5.00
			Yahoo	0	5	0.00%	\$0.00	0	5.00
		buy farm equipment putnam ny		0	9	0.00%	\$0.00	0	1.00
			Yahoo	0	9	0.00%	\$0.00	0	1.00

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		outdoor power equipment dealers westchester ny		2	13	15.38%	\$1.37	\$0.69	1.30
			Yahoo	2	13	15.38%	\$1.37	\$0.69	1.30
		commercial outdoor power equipment new haven ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		outdoor power equipment stores hartford ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		campbell services outdoor equipment hartford ct		0	15	0.00%	\$0.00	0	1.36
			Yahoo	0	15	0.00%	\$0.00	0	1.36

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		outdoor power equipment dealers litchfield ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		commercial lawn equipment putnam ny		0	21	0.00%	\$0.00	0	1.00
			Yahoo	0	21	0.00%	\$0.00	0	1.00
		find top brand tractors new haven ct		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	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		outdoor power equipment showroom new milford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

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		commercial lawn equipment hartford ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		commercial lawn equipment westchester ny		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		outdoor power equipment dealers fairfield ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy farm equipment 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	4	0.00%	\$0.00	0	1.50
			Yahoo	0	4	0.00%	\$0.00	0	1.50

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Campbell Services				650	134145	0.48%	\$521.59	\$0.80	2.36
	Main			650	134145	0.48%	\$521.59	\$0.80	2.36
		tractors		122	13425	0.91%	\$30.00	\$0.25	1.87
			Ask	122	12818	0.95%	\$30.00	\$0.25	1.00
			Bing	0	221	0.00%	\$0.00	0	2.13
			Google	0	386	0.00%	\$0.00	0	2.48
		blowers		21	4677	0.45%	\$24.10	\$1.15	2.41
			Ask	10	3254	0.31%	\$7.39	\$0.74	1.02
			Yahoo	2	586	0.34%	\$3.74	\$1.87	3.78
			Bing	2	136	1.47%	\$1.93	\$0.97	1.68
			Google	7	701	1.00%	\$11.04	\$1.58	2.77
		chainsaws		40	11874	0.34%	\$44.90	\$1.12	1.89
			Ask	5	7527	0.07%	\$0.83	\$0.17	1.00
			Bing	1	47	2.13%	\$0.64	\$0.64	1.96
			Yahoo	26	3728	0.70%	\$32.34	\$1.24	2.26
			Google	8	572	1.40%	\$11.09	\$1.39	2.40

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		commercial lawn mowers		9	273	3.30%	\$11.48	\$1.28	3.12
			Yahoo	8	252	3.17%	\$9.66	\$1.21	3.48
			Ask	0	10	0.00%	\$0.00	0	1.25
			Bing	1	3	33.33%	\$1.82	\$1.82	1.33
			Google	0	8	0.00%	\$0.00	0	2.93
		loaders		11	2622	0.42%	\$1.92	\$0.17	2.11
			Ask	11	1742	0.63%	\$1.92	\$0.17	1.01
			Bing	0	9	0.00%	\$0.00	0	2.89
			Yahoo	0	642	0.00%	\$0.00	0	2.57
			Google	0	229	0.00%	\$0.00	0	2.28
		power equipment		19	2200	0.86%	\$17.40	\$0.92	1.96
			Ask	3	393	0.76%	\$1.43	\$0.48	1.01
			Yahoo	13	999	1.30%	\$12.91	\$0.99	2.24
			Bing	1	19	5.26%	\$1.82	\$1.82	2.07
			Google	2	789	0.25%	\$1.24	\$0.62	2.93
		push mowers		2	354	0.56%	\$2.82	\$1.41	2.38
			Ask	1	160	0.63%	\$1.16	\$1.16	1.00
			Yahoo	1	121	0.83%	\$1.66	\$1.66	3.34

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			Bing	0	1	0.00%	\$0.00	0	1.00
			Google	0	72	0.00%	\$0.00	0	2.12
		snow throwers		2	173	1.16%	\$0.82	\$0.41	2.51
			Ask	2	60	3.33%	\$0.82	\$0.41	1.05
			Yahoo	0	62	0.00%	\$0.00	0	3.53
			Bing	0	4	0.00%	\$0.00	0	1.33
			Google	0	47	0.00%	\$0.00	0	1.85
		new and used outdoor power equipment		1	1	100.00%	\$0.41	\$0.41	1.00
			Yahoo	1	1	100.00%	\$0.41	\$0.41	1.00
		snapper equipment		2	33	6.06%	\$1.74	\$0.87	1.78
			Yahoo	1	7	14.29%	\$0.50	\$0.50	1.00
			Ask	0	2	0.00%	\$0.00	0	1.00
			Google	1	24	4.17%	\$1.24	\$1.24	2.30
		agco		0	121	0.00%	\$0.00	0	2.91
			Ask	0	25	0.00%	\$0.00	0	1.00
			Yahoo	0	75	0.00%	\$0.00	0	3.93
			Bing	0	9	0.00%	\$0.00	0	1.40



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			Google	0	12	0.00%	\$0.00	0	1.45
		allischalpers		4	571	0.70%	\$6.08	\$1.52	1.35
			Yahoo	4	558	0.72%	\$6.08	\$1.52	1.28
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	12	0.00%	\$0.00	0	2.16
		backhoes		6	1728	0.35%	\$2.97	\$0.50	3.30
			Ask	5	1224	0.41%	\$1.33	\$0.27	1.01
			Yahoo	1	376	0.27%	\$1.64	\$1.64	4.93
			Bing	0	16	0.00%	\$0.00	0	2.29
			Google	0	112	0.00%	\$0.00	0	3.37
		commercial lawn equipment		1	182	0.55%	\$0.65	\$0.65	3.07
			Yahoo	1	175	0.57%	\$0.65	\$0.65	3.28
			Ask	0	5	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	3.50
		compact tractors		1	612	0.16%	\$0.59	\$0.59	2.95
			Yahoo	1	563	0.18%	\$0.59	\$0.59	3.87
			Bing	0	10	0.00%	\$0.00	0	1.11
			Ask	0	38	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	3.00

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		construction equipment		67	10152	0.66%	\$35.59	\$0.53	3.45
			Ask	58	8543	0.68%	\$21.95	\$0.38	1.00
			Yahoo	7	1355	0.52%	\$10.15	\$1.45	4.56
			Bing	1	35	2.86%	\$1.90	\$1.90	3.49
			Google	1	219	0.46%	\$1.59	\$1.59	5.00
		echo		36	6369	0.57%	\$26.91	\$0.75	1.62
			Ask	24	4291	0.56%	\$12.08	\$0.50	1.01
			Bing	3	710	0.42%	\$3.66	\$1.22	1.75
			Yahoo	4	833	0.48%	\$4.81	\$1.20	1.71
			Google	5	535	0.93%	\$6.36	\$1.27	2.08
		ex mark		0	14	0.00%	\$0.00	0	1.29
			Yahoo	0	12	0.00%	\$0.00	0	1.12
			Google	0	2	0.00%	\$0.00	0	2.50
		excavators		10	4096	0.24%	\$6.09	\$0.61	3.44
			Ask	9	2439	0.37%	\$4.42	\$0.49	1.00
			Bing	0	20	0.00%	\$0.00	0	4.88
			Yahoo	1	1493	0.07%	\$1.67	\$1.67	4.36
			Google	0	144	0.00%	\$0.00	0	3.36

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		exmark		4	663	0.60%	\$5.07	\$1.27	1.21
			Bing	0	37	0.00%	\$0.00	0	1.00
			Yahoo	1	513	0.19%	\$1.31	\$1.31	1.20
			Ask	0	75	0.00%	\$0.00	0	1.00
			Google	3	38	7.89%	\$3.76	\$1.25	2.19
		exmark 48		0	12	0.00%	\$0.00	0	1.00
			Bing	0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	9	0.00%	\$0.00	0	1.00
		exmark mowers		4	200	2.00%	\$2.38	\$0.60	1.31
			Ask	0	2	0.00%	\$0.00	0	1.00
			Bing	1	28	3.57%	\$0.51	\$0.51	1.05
			Yahoo	3	158	1.90%	\$1.87	\$0.62	1.47
			Google	0	12	0.00%	\$0.00	0	1.29
		farm equipment		6	7616	0.08%	\$8.45	\$1.41	2.76
			Ask	0	5214	0.00%	\$0.00	0	1.00
			Yahoo	6	1946	0.31%	\$8.45	\$1.41	4.21
			Bing	0	48	0.00%	\$0.00	0	1.73
			Google	0	408	0.00%	\$0.00	0	3.73

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		farm tractor		8	1838	0.44%	\$7.94	\$0.99	1.92
			Ask	0	266	0.00%	\$0.00	0	1.00
			Yahoo	8	1537	0.52%	\$7.94	\$0.99	2.18
			Bing	0	10	0.00%	\$0.00	0	1.25
			Google	0	25	0.00%	\$0.00	0	4.05
		garden tractors		3	2107	0.14%	\$1.70	\$0.57	2.27
			Ask	1	336	0.30%	\$0.25	\$0.25	1.03
			Yahoo	1	1718	0.06%	\$0.76	\$0.76	2.86
			Bing	0	41	0.00%	\$0.00	0	2.09
			Google	1	12	8.33%	\$0.69	\$0.69	2.28
		gehl		0	132	0.00%	\$0.00	0	2.37
			Ask	0	63	0.00%	\$0.00	0	1.00
			Bing	0	15	0.00%	\$0.00	0	1.43
			Yahoo	0	49	0.00%	\$0.00	0	3.27
			Google	0	5	0.00%	\$0.00	0	1.00
		john deere farm equipment		0	269	0.00%	\$0.00	0	2.13
			Bing	0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	265	0.00%	\$0.00	0	2.24
			Ask	0	2	0.00%	\$0.00	0	1.00

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		john deere lawn mowers		13	1442	0.90%	\$17.16	\$1.32	2.08
			Ask	0	43	0.00%	\$0.00	0	1.00
			Bing	8	665	1.20%	\$9.55	\$1.19	1.63
			Yahoo	4	573	0.70%	\$5.98	\$1.50	3.14
			Google	1	161	0.62%	\$1.63	\$1.63	2.28
		john deere riding mowers		5	4031	0.12%	\$6.31	\$1.26	2.51
			Ask	0	11	0.00%	\$0.00	0	0.54
			Yahoo	5	4014	0.12%	\$6.31	\$1.26	3.27
			Bing	0	2	0.00%	\$0.00	0	1.50
			Google	0	4	0.00%	\$0.00	0	1.33
		john deere tractor parts		2	483	0.41%	\$3.50	\$1.75	2.58
			Ask	0	10	0.00%	\$0.00	0	1.00
			Bing	0	18	0.00%	\$0.00	0	2.14
			Yahoo	2	445	0.45%	\$3.50	\$1.75	3.06
			Google	0	10	0.00%	\$0.00	0	1.57
		john deere tractors		20	2860	0.70%	\$19.08	\$0.95	2.49
			Ask	2	373	0.54%	\$0.36	\$0.18	1.00

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Bing	1	217	0.46%	\$1.16	\$1.16	2.38
			Yahoo	14	2113	0.66%	\$14.30	\$1.02	3.28
			Google	3	157	1.91%	\$3.26	\$1.09	2.26
		kioti		0	223	0.00%	\$0.00	0	1.34
			Ask	0	14	0.00%	\$0.00	0	1.00
			Yahoo	0	199	0.00%	\$0.00	0	1.22
			Bing	0	3	0.00%	\$0.00	0	2.75
			Google	0	7	0.00%	\$0.00	0	1.58
		kioti tractor		0	65	0.00%	\$0.00	0	2.61
			Yahoo	0	63	0.00%	\$0.00	0	2.70
			Bing	0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	2.00
		kioti tractors		0	18	0.00%	\$0.00	0	2.15
			Ask	0	7	0.00%	\$0.00	0	1.00
			Bing	0	8	0.00%	\$0.00	0	2.71
			Google	0	3	0.00%	\$0.00	0	2.00
		kubota tractor		10	1890	0.53%	\$9.28	\$0.93	2.15
			Bing	0	42	0.00%	\$0.00	0	1.55
			Yahoo	10	1797	0.56%	\$9.28	\$0.93	2.57

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	30	0.00%	\$0.00	0	1.00
			Google	0	21	0.00%	\$0.00	0	2.23
		kubota tractors		0	247	0.00%	\$0.00	0	1.72
			Ask	0	64	0.00%	\$0.00	0	1.00
			Bing	0	149	0.00%	\$0.00	0	1.90
			Google	0	34	0.00%	\$0.00	0	1.44
		landscape equipment		8	460	1.74%	\$7.91	\$0.99	3.56
			Ask	1	172	0.58%	\$0.14	\$0.14	1.00
			Yahoo	6	114	5.26%	\$6.18	\$1.03	5.22
			Bing	0	2	0.00%	\$0.00	0	3.00
			Google	1	172	0.58%	\$1.59	\$1.59	3.23
		lawn mowers		72	19236	0.37%	\$72.96	\$1.01	2.36
			Ask	28	8102	0.35%	\$12.02	\$0.43	1.03
			Bing	4	264	1.52%	\$6.73	\$1.68	2.05
			Yahoo	37	10114	0.37%	\$49.88	\$1.35	3.52
			Google	3	756	0.40%	\$4.33	\$1.44	2.65
		lawn tractor		6	2062	0.29%	\$8.10	\$1.35	3.32
			Bing	1	102	0.98%	\$1.75	\$1.75	2.84
			Yahoo	5	1759	0.28%	\$6.35	\$1.27	3.91

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	201	0.00%	\$0.00	0	2.76
		lawn tractors		9	727	1.24%	\$5.98	\$0.66	1.67
			Ask	5	535	0.93%	\$0.52	\$0.10	1.01
			Bing	2	57	3.51%	\$2.62	\$1.31	1.66
			Google	2	135	1.48%	\$2.84	\$1.42	3.01
		ramrod		1	158	0.63%	\$0.20	\$0.20	1.34
			Ask	0	117	0.00%	\$0.00	0	1.00
			Yahoo	1	25	4.00%	\$0.20	\$0.20	1.63
			Bing	0	16	0.00%	\$0.00	0	1.21
		skid steers		9	1957	0.46%	\$5.34	\$0.59	3.20
			Ask	7	680	1.03%	\$3.00	\$0.43	1.00
			Yahoo	2	1256	0.16%	\$2.34	\$1.17	4.29
			Google	0	21	0.00%	\$0.00	0	4.20
		snow blower		6	3132	0.19%	\$8.04	\$1.34	2.12
			Ask	0	1657	0.00%	\$0.00	0	1.02
			Yahoo	6	1335	0.45%	\$8.04	\$1.34	2.66
			Bing	0	22	0.00%	\$0.00	0	2.06
			Google	0	118	0.00%	\$0.00	0	2.33



# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		tractor		44	10777	0.41%	\$50.42	\$1.15	2.45
			Bing	4	483	0.83%	\$4.65	\$1.16	2.11
			Yahoo	20	7592	0.26%	\$20.29	\$1.01	3.17
			Ask	8	927	0.86%	\$5.57	\$0.70	1.00
			Google	12	1775	0.68%	\$19.91	\$1.66	2.68
		trimmers		28	6218	0.45%	\$28.32	\$1.01	2.30
			Ask	16	3828	0.42%	\$11.04	\$0.69	1.01
			Bing	7	146	4.79%	\$10.54	\$1.51	2.62
			Yahoo	2	600	0.33%	\$3.11	\$1.56	2.69
			Google	3	1644	0.18%	\$3.63	\$1.21	2.60
		used fork lift		4	897	0.45%	\$1.24	\$0.31	2.20
			Ask	4	884	0.45%	\$1.24	\$0.31	1.01
			Yahoo	0	2	0.00%	\$0.00	0	8.00
			Google	0	11	0.00%	\$0.00	0	6.44
		used mini skid steer		0	21	0.00%	\$0.00	0	3.83
			Yahoo	0	21	0.00%	\$0.00	0	3.83
		used tractors		19	2529	0.75%	\$19.68	\$1.04	2.73
			Ask	2	1294	0.15%	\$0.17	\$0.09	1.00
			Bing	0	33	0.00%	\$0.00	0	2.40

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	17	1127	1.51%	\$19.51	\$1.15	3.96
			Google	0	75	0.00%	\$0.00	0	2.42
		zero turn mowers		8	1091	0.73%	\$10.38	\$1.30	3.02
			Ask	0	170	0.00%	\$0.00	0	1.02
			Yahoo	7	856	0.82%	\$9.64	\$1.38	4.16
			Bing	0	5	0.00%	\$0.00	0	1.20
			Google	1	60	1.67%	\$0.74	\$0.74	2.46
		kioti tractor dealer		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		kioti tractors for sale		0	7	0.00%	\$0.00	0	4.00
			Yahoo	0	7	0.00%	\$0.00	0	4.00
		utility tractors		0	70	0.00%	\$0.00	0	1.55
			Bing	0	4	0.00%	\$0.00	0	1.25
			Yahoo	0	50	0.00%	\$0.00	0	1.76
			Ask	0	8	0.00%	\$0.00	0	0.67
			Google	0	8	0.00%	\$0.00	0	1.90

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		Content Only		0	256	0.00%	\$0.00	0	1.67
			Ask	0	256	0.00%	\$0.00	0	1.67
		exmark zero		0	26	0.00%	\$0.00	0	1.39
			Yahoo	0	21	0.00%	\$0.00	0	1.06
			Bing	0	1	0.00%	\$0.00	0	1.00
			Google	0	4	0.00%	\$0.00	0	2.25
		hitachi equipment		0	26	0.00%	\$0.00	0	3.54
			Bing	0	2	0.00%	\$0.00	0	4.00
			Yahoo	0	3	0.00%	\$0.00	0	1.33
			Ask	0	4	0.00%	\$0.00	0	1.00
			Google	0	17	0.00%	\$0.00	0	5.27
		new skid steer		0	42	0.00%	\$0.00	0	1.16
			Ask	0	39	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	1.00
		used kioti tractors		0	11	0.00%	\$0.00	0	3.50
			Yahoo	0	11	0.00%	\$0.00	0	3.50

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		residential outdoor power equipment		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		simplicity power equipment		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		exmark ct		0	1	0.00%	\$0.00	0	1.00
			Bing	0	1	0.00%	\$0.00	0	1.00
		kioti tractor prices		7	844	0.83%	\$7.68	\$1.10	1.38
			Yahoo	7	844	0.83%	\$7.68	\$1.10	1.38
		ramrod skid steer		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		skid steer dealers		0	7	0.00%	\$0.00	0	2.33
			Yahoo	0	7	0.00%	\$0.00	0	2.33
		snapper 21		0	5	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
			Bing	0	2	0.00%	\$0.00	0	1.00

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		used gehl skid steer		0	1	0.00%	\$0.00	0	6.00
			Yahoo	0	1	0.00%	\$0.00	0	6.00
		pre owned power equipment		0	4	0.00%	\$0.00	0	1.00
			Yahoo	0	4	0.00%	\$0.00	0	1.00