

Keyword Detail Report

Start Date: 6/22/2009

End Date: 6/30/2009



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: 6/22/2009

End Date: 6/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified Campbell Services				8	3537	0.23%	\$10.81	\$1.35	1.70
	Main			8	3537	0.23%	\$10.81	\$1.35	1.70
		campbell services outdoor equipment new milford ct		7	2907	0.24%	\$8.84	\$1.26	2.78
			Yahoo	7	2907	0.24%	\$8.84	\$1.26	2.78
		outdoor power equipment showroom fairfield ct		0	7	0.00%	\$0.00	0	1.00
			Yahoo	0	7	0.00%	\$0.00	0	1.00
		buy construction equipment bridgewater ct		0	7	0.00%	\$0.00	0	1.21
			Yahoo	0	7	0.00%	\$0.00	0	1.21
		buy farm equipment fairfield ct		0	17	0.00%	\$0.00	0	2.06
			Yahoo	0	17	0.00%	\$0.00	0	2.06

Keyword Detail Report

Start Date: 6/22/2009

End Date: 6/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buy farm equipment hartford ct		0	13	0.00%	\$0.00	0	1.03
			Yahoo	0	13	0.00%	\$0.00	0	1.03
		buy farm equipment westchester ny		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		campbell services outdoor equipment fairfield ct		0	5	0.00%	\$0.00	0	1.40
			Yahoo	0	5	0.00%	\$0.00	0	1.40
		campbell services outdoor equipment litchfield ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		campbell services outdoor equipment new haven ct		0	26	0.00%	\$0.00	0	1.23
			Yahoo	0	26	0.00%	\$0.00	0	1.23

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End Date: 6/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		commercial lawn equipment new haven ct		0	4	0.00%	\$0.00	0	1.50
			Yahoo	0	4	0.00%	\$0.00	0	1.50
		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
		outdoor power equipment and parts new haven ct		0	1	0.00%	\$0.00	0	6.00
			Yahoo	0	1	0.00%	\$0.00	0	6.00
		outdoor power equipment dealers putnam ny		0	8	0.00%	\$0.00	0	1.00
			Yahoo	0	8	0.00%	\$0.00	0	1.00
		outdoor power equipment stores new milford ct		0	14	0.00%	\$0.00	0	1.30
			Yahoo	0	14	0.00%	\$0.00	0	1.30

Keyword Detail Report

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End Date: 6/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		power lawn tools bridgewater ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		campbell services outdoor equipment putnam ny		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		commercial outdoor power equipment fairfield ct		0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00
		outdoor power equipment and parts litchfield ct		0	8	0.00%	\$0.00	0	2.50
			Yahoo	0	8	0.00%	\$0.00	0	2.50
		outdoor power equipment showroom litchfield ct		1	11	9.09%	\$1.97	\$1.97	1.97
			Yahoo	1	11	9.09%	\$1.97	\$1.97	1.97

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End Date: 6/30/2009

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		outdoor power equipment showroom new haven ct		0	8	0.00%	\$0.00	0	1.00
			Yahoo	0	8	0.00%	\$0.00	0	1.00
		outdoor power equipment stores hartford ct		0	1	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00
		power lawn tools fairfield ct		0	9	0.00%	\$0.00	0	1.11
			Yahoo	0	9	0.00%	\$0.00	0	1.11
		power lawn tools litchfield ct		0	12	0.00%	\$0.00	0	1.25
			Yahoo	0	12	0.00%	\$0.00	0	1.25
		outdoor power equipment dealers new haven ct		0	21	0.00%	\$0.00	0	1.17
			Yahoo	0	21	0.00%	\$0.00	0	1.17

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		outdoor power equipment showroom 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 stores litchfield ct		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		power lawn tools new milford ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		power lawn tools westchester ny		0	7	0.00%	\$0.00	0	1.25
			Yahoo	0	7	0.00%	\$0.00	0	1.25
		buy construction equipment new haven ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buy construction equipment putnam ny		0	362	0.00%	\$0.00	0	3.98
			Yahoo	0	362	0.00%	\$0.00	0	3.98
		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
		power lawn tools hartford ct		0	7	0.00%	\$0.00	0	3.00
			Yahoo	0	7	0.00%	\$0.00	0	3.00
		buy farm equipment new milford ct		0	13	0.00%	\$0.00	0	1.00
			Yahoo	0	13	0.00%	\$0.00	0	1.00
		buy outdoor power equipment bridgewater ct		0	17	0.00%	\$0.00	0	1.11
			Yahoo	0	17	0.00%	\$0.00	0	1.11

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		campbell services outdoor equipment westchester ny		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		outdoor power equipment showroom putnam ny		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		find top brand tractors putnam ny		0	34	0.00%	\$0.00	0	1.00
			Yahoo	0	34	0.00%	\$0.00	0	1.00
Geo-Targeted Campbell Services				167	50739	0.33%	\$128.94	\$0.77	2.69
	Main			167	50739	0.33%	\$128.94	\$0.77	2.69
		tractors		20	4623	0.43%	\$4.26	\$0.21	1.50
			Ask	20	4395	0.46%	\$4.26	\$0.21	1.02
			Bing	0	146	0.00%	\$0.00	0	1.69
			Google	0	82	0.00%	\$0.00	0	1.95

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		lawn mowers		28	8397	0.33%	\$22.78	\$0.81	3.06
			Ask	15	2785	0.54%	\$4.83	\$0.32	1.02
			Bing	3	180	1.67%	\$4.97	\$1.66	2.32
			Google	0	109	0.00%	\$0.00	0	3.00
			Yahoo	10	5323	0.19%	\$12.98	\$1.30	5.04
		blowers		9	2613	0.34%	\$1.48	\$0.16	3.18
			Ask	9	1979	0.45%	\$1.48	\$0.16	1.01
			Bing	0	9	0.00%	\$0.00	0	2.81
			Google	0	95	0.00%	\$0.00	0	2.28
			Yahoo	0	530	0.00%	\$0.00	0	4.69
		construction equipment		15	2823	0.53%	\$8.25	\$0.55	3.44
			Ask	13	2022	0.64%	\$5.71	\$0.44	1.01
			Bing	0	14	0.00%	\$0.00	0	2.65
			Google	0	49	0.00%	\$0.00	0	3.72
			Yahoo	2	738	0.27%	\$2.54	\$1.27	5.27
		trimmers		6	1966	0.31%	\$4.67	\$0.78	2.31
			Ask	4	1353	0.30%	\$1.81	\$0.45	1.02
			Bing	0	25	0.00%	\$0.00	0	2.19
			Google	0	122	0.00%	\$0.00	0	2.87

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			Yahoo	2	466	0.43%	\$2.86	\$1.43	3.03
		chainsaws		12	3504	0.34%	\$9.37	\$0.78	2.73
			Ask	7	1672	0.42%	\$2.51	\$0.36	1.00
			Bing	1	6	16.67%	\$1.23	\$1.23	2.00
			Google	1	72	1.39%	\$1.05	\$1.05	2.33
			Yahoo	3	1754	0.17%	\$4.58	\$1.53	3.98
		echo		13	2102	0.62%	\$4.16	\$0.32	1.88
			Ask	11	1234	0.89%	\$2.51	\$0.23	1.01
			Bing	1	106	0.94%	\$0.88	\$0.88	1.96
			Google	1	120	0.83%	\$0.77	\$0.77	1.97
			Yahoo	0	642	0.00%	\$0.00	0	2.27
		excavators		2	1235	0.16%	\$0.42	\$0.21	3.52
			Ask	2	843	0.24%	\$0.42	\$0.21	1.00
			Google	0	35	0.00%	\$0.00	0	2.44
			Bing	0	23	0.00%	\$0.00	0	3.54
			Yahoo	0	334	0.00%	\$0.00	0	5.07
		power equipment		4	647	0.62%	\$4.95	\$1.24	2.40
			Ask	1	138	0.72%	\$0.10	\$0.10	1.01
			Bing	1	10	10.00%	\$1.72	\$1.72	1.33

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			Google	0	82	0.00%	\$0.00	0	3.42
			Yahoo	2	417	0.48%	\$3.13	\$1.57	3.46
		used tractors		2	1643	0.12%	\$0.74	\$0.37	3.20
			Ask	2	147	1.36%	\$0.74	\$0.37	1.02
			Google	0	20	0.00%	\$0.00	0	2.69
			Bing	0	16	0.00%	\$0.00	0	1.94
			Yahoo	0	1460	0.00%	\$0.00	0	5.20
		agco		0	123	0.00%	\$0.00	0	2.93
			Google	0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	112	0.00%	\$0.00	0	3.90
			Bing	0	6	0.00%	\$0.00	0	1.00
			Ask	0	2	0.00%	\$0.00	0	1.00
		allisalmers		0	602	0.00%	\$0.00	0	1.89
			Google	0	11	0.00%	\$0.00	0	1.97
			Yahoo	0	591	0.00%	\$0.00	0	1.88
		backhoes		0	531	0.00%	\$0.00	0	3.56
			Ask	0	226	0.00%	\$0.00	0	1.02
			Google	0	39	0.00%	\$0.00	0	2.31
			Yahoo	0	265	0.00%	\$0.00	0	5.31

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			Bing	0	1	0.00%	\$0.00	0	1.00
		commercial lawn equipment		1	74	1.35%	\$1.12	\$1.12	4.84
			Google	0	1	0.00%	\$0.00	0	4.00
			Yahoo	1	72	1.39%	\$1.12	\$1.12	4.90
			Bing	0	1	0.00%	\$0.00	0	5.00
		commercial lawn mowers		0	183	0.00%	\$0.00	0	3.68
			Google	0	3	0.00%	\$0.00	0	3.25
			Yahoo	0	109	0.00%	\$0.00	0	4.23
			Ask	0	66	0.00%	\$0.00	0	1.14
			Bing	0	5	0.00%	\$0.00	0	3.60
		compact tractors		0	219	0.00%	\$0.00	0	3.08
			Google	0	5	0.00%	\$0.00	0	1.13
			Yahoo	0	208	0.00%	\$0.00	0	3.98
			Bing	0	5	0.00%	\$0.00	0	1.40
			Ask	0	1	0.00%	\$0.00	0	1.00
		Content Only		0	211	0.00%	\$0.00	0	1.03
			Ask	0	211	0.00%	\$0.00	0	1.03

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		ex mark		0	7	0.00%	\$0.00	0	1.10
			Google	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	6	0.00%	\$0.00	0	1.13
		exmark		2	217	0.92%	\$1.95	\$0.98	1.34
			Google	0	14	0.00%	\$0.00	0	1.53
			Yahoo	1	171	0.58%	\$0.92	\$0.92	1.46
			Bing	1	21	4.76%	\$1.03	\$1.03	1.15
			Ask	0	11	0.00%	\$0.00	0	1.00
		exmark mowers		0	54	0.00%	\$0.00	0	1.35
			Google	0	4	0.00%	\$0.00	0	1.25
			Bing	0	9	0.00%	\$0.00	0	1.29
			Yahoo	0	41	0.00%	\$0.00	0	1.39
		exmark zero		0	8	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	6	0.00%	\$0.00	0	1.00
		farm equipment		3	4111	0.07%	\$3.27	\$1.09	3.39
			Ask	1	2275	0.04%	\$0.15	\$0.15	0.89
			Bing	0	13	0.00%	\$0.00	0	2.15
			Google	0	42	0.00%	\$0.00	0	2.92

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			Yahoo	2	1781	0.11%	\$3.12	\$1.56	5.41
		farm tractor		3	832	0.36%	\$4.28	\$1.43	2.48
			Google	0	10	0.00%	\$0.00	0	2.62
			Bing	0	3	0.00%	\$0.00	0	2.00
			Yahoo	3	729	0.41%	\$4.28	\$1.43	3.20
			Ask	0	90	0.00%	\$0.00	0	1.00
		garden tractors		4	716	0.56%	\$5.80	\$1.45	1.97
			Google	0	3	0.00%	\$0.00	0	2.67
			Ask	0	63	0.00%	\$0.00	0	1.02
			Bing	0	7	0.00%	\$0.00	0	1.20
			Yahoo	4	643	0.62%	\$5.80	\$1.45	2.53
		gehl		0	45	0.00%	\$0.00	0	2.34
			Google	0	6	0.00%	\$0.00	0	1.00
			Yahoo	0	39	0.00%	\$0.00	0	2.67
		hitachi equipment		0	4	0.00%	\$0.00	0	2.00
			Google	0	4	0.00%	\$0.00	0	2.00
		john deere lawn mowers		5	598	0.84%	\$7.03	\$1.41	2.14
			Bing	2	122	1.64%	\$1.87	\$0.94	1.29

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			Google	0	15	0.00%	\$0.00	0	2.41
			Yahoo	3	457	0.66%	\$5.16	\$1.72	3.28
			Ask	0	4	0.00%	\$0.00	0	1.00
		john deere riding mowers		1	1289	0.08%	\$1.78	\$1.78	2.84
			Google	0	2	0.00%	\$0.00	0	1.50
			Yahoo	1	1277	0.08%	\$1.78	\$1.78	3.50
			Ask	0	8	0.00%	\$0.00	0	1.00
			Bing	0	2	0.00%	\$0.00	0	1.00
		john deere tractor parts		1	457	0.22%	\$1.32	\$1.32	3.64
			Google	0	17	0.00%	\$0.00	0	2.78
			Bing	0	3	0.00%	\$0.00	0	1.50
			Yahoo	1	435	0.23%	\$1.32	\$1.32	4.18
			Ask	0	2	0.00%	\$0.00	0	1.00
		john deere tractors		7	1515	0.46%	\$6.34	\$0.91	2.55
			Ask	4	248	1.61%	\$2.12	\$0.53	1.00
			Bing	0	111	0.00%	\$0.00	0	2.27
			Google	0	63	0.00%	\$0.00	0	1.48

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			Yahoo	3	1093	0.27%	\$4.22	\$1.41	3.67
		kioti		1	129	0.78%	\$1.16	\$1.16	1.15
			Google	0	2	0.00%	\$0.00	0	1.50
			Yahoo	1	117	0.85%	\$1.16	\$1.16	1.10
			Ask	0	10	0.00%	\$0.00	0	1.00
		kioti tractors		0	6	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
			Bing	0	1	0.00%	\$0.00	0	1.00
		kubota tractor		6	1360	0.44%	\$8.99	\$1.50	2.27
			Bing	1	9	11.11%	\$0.71	\$0.71	1.63
			Google	0	24	0.00%	\$0.00	0	1.64
			Yahoo	5	1327	0.38%	\$8.28	\$1.66	2.67
		kubota tractors		1	95	1.05%	\$0.60	\$0.60	1.41
			Google	0	21	0.00%	\$0.00	0	1.04
			Bing	1	54	1.85%	\$0.60	\$0.60	1.60
			Ask	0	20	0.00%	\$0.00	0	1.00
		landscape equipment		1	261	0.38%	\$1.01	\$1.01	4.35
			Google	0	13	0.00%	\$0.00	0	5.07

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			Ask	0	106	0.00%	\$0.00	0	1.00
			Yahoo	1	137	0.73%	\$1.01	\$1.01	6.02
			Bing	0	5	0.00%	\$0.00	0	3.33
		lawn tractor		3	648	0.46%	\$4.31	\$1.44	3.73
			Bing	0	45	0.00%	\$0.00	0	2.37
			Google	0	24	0.00%	\$0.00	0	2.52
			Yahoo	3	579	0.52%	\$4.31	\$1.44	5.08
		lawn tractors		0	144	0.00%	\$0.00	0	1.96
			Bing	0	40	0.00%	\$0.00	0	1.96
			Google	0	9	0.00%	\$0.00	0	3.42
			Ask	0	95	0.00%	\$0.00	0	1.02
		loaders		3	988	0.30%	\$0.54	\$0.18	2.28
			Ask	3	528	0.57%	\$0.54	\$0.18	1.00
			Google	0	29	0.00%	\$0.00	0	1.76
			Bing	0	8	0.00%	\$0.00	0	2.67
			Yahoo	0	423	0.00%	\$0.00	0	2.92
		push mowers		0	188	0.00%	\$0.00	0	3.27
			Google	0	8	0.00%	\$0.00	0	3.25
			Bing	0	4	0.00%	\$0.00	0	2.50

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End Date: 6/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	105	0.00%	\$0.00	0	4.60
			Ask	0	71	0.00%	\$0.00	0	1.07
		ramrod		0	8	0.00%	\$0.00	0	1.17
			Bing	0	1	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	4	0.00%	\$0.00	0	1.25
		skid steer excavator		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		skid steers		0	660	0.00%	\$0.00	0	3.92
			Ask	0	123	0.00%	\$0.00	0	1.00
			Google	0	12	0.00%	\$0.00	0	2.63
			Yahoo	0	525	0.00%	\$0.00	0	5.72
		snapper equipment		0	16	0.00%	\$0.00	0	2.69
			Google	0	10	0.00%	\$0.00	0	1.90
			Ask	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	5	0.00%	\$0.00	0	4.34
		snow blower		1	597	0.17%	\$1.76	\$1.76	2.21
			Ask	0	207	0.00%	\$0.00	0	1.03

Keyword Detail Report

Start Date: 6/22/2009

End Date: 6/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Bing	0	7	0.00%	\$0.00	0	2.17
			Google	0	18	0.00%	\$0.00	0	1.47
			Yahoo	1	365	0.27%	\$1.76	\$1.76	2.77
		snow throwers		0	82	0.00%	\$0.00	0	2.50
			Google	0	6	0.00%	\$0.00	0	1.50
			Bing	0	3	0.00%	\$0.00	0	2.25
			Yahoo	0	50	0.00%	\$0.00	0	3.56
			Ask	0	23	0.00%	\$0.00	0	0.61
		tractor		10	3417	0.29%	\$12.77	\$1.28	2.82
			Bing	4	147	2.72%	\$4.94	\$1.24	2.19
			Google	4	443	0.90%	\$5.77	\$1.44	2.04
			Yahoo	2	2827	0.07%	\$2.06	\$1.03	3.58
		used fork lift		0	120	0.00%	\$0.00	0	1.97
			Google	0	1	0.00%	\$0.00	0	5.00
			Ask	0	107	0.00%	\$0.00	0	1.01
			Yahoo	0	12	0.00%	\$0.00	0	4.32
		zero turn mowers		1	458	0.22%	\$0.14	\$0.14	2.34
			Bing	0	21	0.00%	\$0.00	0	1.03
			Google	0	19	0.00%	\$0.00	0	2.63

Keyword Detail Report

Start Date: 6/22/2009

End Date: 6/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	394	0.00%	\$0.00	0	3.36
			Ask	1	24	4.17%	\$0.14	\$0.14	1.06
		john deere farm equipment		0	25	0.00%	\$0.00	0	3.30
			Yahoo	0	24	0.00%	\$0.00	0	3.34
			Bing	0	1	0.00%	\$0.00	0	3.00
		kioti tractor		0	118	0.00%	\$0.00	0	3.93
			Yahoo	0	118	0.00%	\$0.00	0	3.93
		kioti tractor prices		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		used mini skid steer		0	14	0.00%	\$0.00	0	3.03
			Yahoo	0	14	0.00%	\$0.00	0	3.03
		utility tractors		0	11	0.00%	\$0.00	0	3.61
			Yahoo	0	11	0.00%	\$0.00	0	3.61
		exmark 48		0	11	0.00%	\$0.00	0	1.17
			Yahoo	0	10	0.00%	\$0.00	0	1.00
			Bing	0	1	0.00%	\$0.00	0	2.00
		new skid steer		0	8	0.00%	\$0.00	0	1.00
			Ask	0	8	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 6/22/2009

End Date: 6/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		residential outdoor power equipment		0	4	0.00%	\$0.00	0	3.25
			Yahoo	0	4	0.00%	\$0.00	0	3.25
		skid steer dealers		2	7	28.57%	\$3.69	\$1.85	2.50
			Yahoo	2	7	28.57%	\$3.69	\$1.85	2.50
		snapper 21		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		new and used outdoor power equipment		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		new outdoor power equipment		0	11	0.00%	\$0.00	0	1.00
			Ask	0	11	0.00%	\$0.00	0	1.00