

Keyword Detail Report

Start Date: 9/1/2009
End Date: 9/30/2009



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: 9/1/2009

End Date: 9/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified Campbell Services				5	417	1.20%	\$5.54	\$1.11	1.78
	Main			5	417	1.20%	\$5.54	\$1.11	1.78
		find top brand tractors westchester ny		1	2	50.00%	\$1.18	\$1.18	2.00
			Yahoo	1	2	50.00%	\$1.18	\$1.18	2.00
		buy farm equipment hartford ct		0	20	0.00%	\$0.00	0	1.50
			Yahoo	0	20	0.00%	\$0.00	0	1.50
		buy farm equipment westchester ny		0	2	0.00%	\$0.00	0	2.50
			Yahoo	0	2	0.00%	\$0.00	0	2.50
		buy outdoor power equipment fairfield ct		0	6	0.00%	\$0.00	0	1.67
			Yahoo	0	6	0.00%	\$0.00	0	1.67

Keyword Detail Report

Start Date: 9/1/2009

End Date: 9/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buy outdoor power equipment hartford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy outdoor power equipment litchfield ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		campbell services outdoor equipment new haven ct		0	26	0.00%	\$0.00	0	1.11
			Yahoo	0	26	0.00%	\$0.00	0	1.11
		campbell services outdoor equipment putnam ny		2	155	1.29%	\$2.45	\$1.23	1.49
			Yahoo	2	155	1.29%	\$2.45	\$1.23	1.49

Keyword Detail Report

Start Date: 9/1/2009

End Date: 9/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		outdoor power equipment dealers new milford ct		0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00
		outdoor power equipment stores westchester ny		0	7	0.00%	\$0.00	0	1.00
			Yahoo	0	7	0.00%	\$0.00	0	1.00
		buy farm equipment fairfield ct		0	11	0.00%	\$0.00	0	1.58
			Yahoo	0	11	0.00%	\$0.00	0	1.58
		buy farm equipment new milford ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		campbell services outdoor equipment bridgewater ct		1	68	1.47%	\$0.68	\$0.68	1.13
			Yahoo	1	68	1.47%	\$0.68	\$0.68	1.13

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		campbell services outdoor equipment new milford ct		0	6	0.00%	\$0.00	0	1.33
			Yahoo	0	6	0.00%	\$0.00	0	1.33
		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
		commercial lawn equipment hartford ct		0	6	0.00%	\$0.00	0	1.67
			Yahoo	0	6	0.00%	\$0.00	0	1.67
		outdoor power equipment and parts new milford ct		1	14	7.14%	\$1.23	\$1.23	6.19
			Yahoo	1	14	7.14%	\$1.23	\$1.23	6.19
		outdoor power equipment showroom fairfield 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 farm equipment putnam ny		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		campbell services outdoor equipment litchfield ct		0	5	0.00%	\$0.00	0	1.34
			Yahoo	0	5	0.00%	\$0.00	0	1.34
		commercial lawn equipment new haven ct		0	7	0.00%	\$0.00	0	1.33
			Yahoo	0	7	0.00%	\$0.00	0	1.33
		power lawn tools hartford ct		0	5	0.00%	\$0.00	0	1.40
			Yahoo	0	5	0.00%	\$0.00	0	1.40
		power lawn tools westchester ny		0	5	0.00%	\$0.00	0	2.40
			Yahoo	0	5	0.00%	\$0.00	0	2.40

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		commerical lawn equipment litchfield ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		outdoor power equipment and parts westchester ny		0	6	0.00%	\$0.00	0	2.60
			Yahoo	0	6	0.00%	\$0.00	0	2.60
		power lawn tools fairfield ct		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		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 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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		commercial outdoor power equipment bridgewater 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 hartford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy farm equipment new haven ct		0	6	0.00%	\$0.00	0	1.50
			Yahoo	0	6	0.00%	\$0.00	0	1.50
		campbell services outdoor equipment fairfield ct		0	2	0.00%	\$0.00	0	2.50
			Yahoo	0	2	0.00%	\$0.00	0	2.50
		outdoor power equipment and parts new haven ct		0	1	0.00%	\$0.00	0	8.00
			Yahoo	0	1	0.00%	\$0.00	0	8.00

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		outdoor power equipment stores new haven ct		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		buy farm equipment bridgewater ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		commercial lawn equipment fairfield ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		commercial lawn equipment new milford ct		0	3	0.00%	\$0.00	0	1.50
			Yahoo	0	3	0.00%	\$0.00	0	1.50
		outdoor power equipment dealers putnam ny		0	4	0.00%	\$0.00	0	1.33
			Yahoo	0	4	0.00%	\$0.00	0	1.33

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		outdoor power equipment showroom putnam ny		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		outdoor power equipment and parts bridgewater ct		0	4	0.00%	\$0.00	0	1.67
			Yahoo	0	4	0.00%	\$0.00	0	1.67
		buy construction equipment hartford ct		0	6	0.00%	\$0.00	0	1.00
			Yahoo	0	6	0.00%	\$0.00	0	1.00
		commercial outdoor power equipment westchester ny		0	3	0.00%	\$0.00	0	2.33
			Yahoo	0	3	0.00%	\$0.00	0	2.33
		find top brand tractors new milford ct		0	4	0.00%	\$0.00	0	1.84
			Yahoo	0	4	0.00%	\$0.00	0	1.84

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		buy outdoor power equipment westchester ny		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		commercial lawn equipment bridgewater ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		campbell services outdoor equipment hartford ct		0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00
		power lawn tools litchfield ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
Geo-Targeted Campbell Services				338	89253	0.38%	\$297.80	\$0.88	2.41
	Main			338	89253	0.38%	\$297.80	\$0.88	2.41
		tractors		47	15852	0.30%	\$14.93	\$0.32	2.10
			Ask	45	15463	0.29%	\$12.24	\$0.27	1.43

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			Bing	1	192	0.52%	\$1.31	\$1.31	1.81
			Google	1	197	0.51%	\$1.38	\$1.38	3.33
		echo		20	3760	0.53%	\$7.00	\$0.35	1.95
			Ask	17	2171	0.78%	\$2.90	\$0.17	1.21
			Bing	0	501	0.00%	\$0.00	0	2.39
			Google	2	840	0.24%	\$3.00	\$1.50	1.97
			Yahoo	1	248	0.40%	\$1.10	\$1.10	1.80
		loaders		12	3722	0.32%	\$6.16	\$0.51	2.29
			Ask	11	3200	0.34%	\$4.51	\$0.41	1.17
			Bing	0	13	0.00%	\$0.00	0	3.00
			Google	1	267	0.37%	\$1.65	\$1.65	2.46
			Yahoo	0	242	0.00%	\$0.00	0	2.63
		chainsaws		18	5479	0.33%	\$24.06	\$1.34	2.38
			Ask	1	2212	0.05%	\$0.05	\$0.05	1.43
			Bing	0	15	0.00%	\$0.00	0	1.25
			Google	7	1664	0.42%	\$9.40	\$1.34	2.98
			Yahoo	10	1588	0.63%	\$14.61	\$1.46	2.94
		lawn mowers		40	12979	0.31%	\$35.97	\$0.90	2.00
			Ask	16	9128	0.18%	\$5.15	\$0.32	2.07

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			Bing	1	129	0.78%	\$1.97	\$1.97	1.29
			Google	4	488	0.82%	\$6.81	\$1.70	2.89
			Yahoo	19	3234	0.59%	\$22.04	\$1.16	2.21
		lawn tractor		6	966	0.62%	\$9.75	\$1.63	3.28
			Bing	1	26	3.85%	\$1.44	\$1.44	2.09
			Google	4	224	1.79%	\$6.46	\$1.62	3.09
			Yahoo	1	716	0.14%	\$1.85	\$1.85	4.38
		skid steers		6	1142	0.53%	\$1.64	\$0.27	3.36
			Ask	6	642	0.93%	\$1.64	\$0.27	1.17
			Google	0	48	0.00%	\$0.00	0	4.21
			Yahoo	0	451	0.00%	\$0.00	0	4.59
			Bing	0	1	0.00%	\$0.00	0	6.00
		agco		0	45	0.00%	\$0.00	0	1.78
			Google	0	16	0.00%	\$0.00	0	2.11
			Yahoo	0	12	0.00%	\$0.00	0	1.67
			Bing	0	15	0.00%	\$0.00	0	1.74
			Ask	0	2	0.00%	\$0.00	0	1.00
		allisalmers		0	202	0.00%	\$0.00	0	1.99
			Google	0	21	0.00%	\$0.00	0	2.29

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			Yahoo	0	180	0.00%	\$0.00	0	1.70
			Bing	0	1	0.00%	\$0.00	0	3.00
		backhoes		4	1283	0.31%	\$2.25	\$0.56	3.91
			Ask	3	869	0.35%	\$0.80	\$0.27	1.18
			Google	1	121	0.83%	\$1.45	\$1.45	4.42
			Yahoo	0	291	0.00%	\$0.00	0	6.18
			Bing	0	2	0.00%	\$0.00	0	3.00
		blowers		21	5492	0.38%	\$21.37	\$1.02	2.45
			Ask	5	3682	0.14%	\$1.33	\$0.27	1.35
			Bing	0	76	0.00%	\$0.00	0	2.17
			Google	14	1393	1.01%	\$16.41	\$1.17	2.46
			Yahoo	2	341	0.59%	\$3.63	\$1.82	3.98
		commercial lawn equipment		4	125	3.20%	\$6.51	\$1.63	2.89
			Yahoo	3	108	2.78%	\$4.53	\$1.51	2.66
			Google	1	6	16.67%	\$1.98	\$1.98	2.30
			Ask	0	9	0.00%	\$0.00	0	1.79
			Bing	0	2	0.00%	\$0.00	0	7.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		commercial lawn mowers		2	139	1.44%	\$1.81	\$0.91	2.09
			Ask	0	28	0.00%	\$0.00	0	1.38
			Google	1	26	3.85%	\$1.13	\$1.13	3.20
			Yahoo	1	73	1.37%	\$0.68	\$0.68	1.84
			Bing	0	12	0.00%	\$0.00	0	1.94
		compact tractors		1	315	0.32%	\$1.30	\$1.30	2.92
			Bing	1	25	4.00%	\$1.30	\$1.30	1.43
			Google	0	17	0.00%	\$0.00	0	3.35
			Yahoo	0	247	0.00%	\$0.00	0	3.89
			Ask	0	26	0.00%	\$0.00	0	1.70
		construction equipment		9	4929	0.18%	\$3.46	\$0.38	4.49
			Ask	9	4393	0.20%	\$3.46	\$0.38	1.18
			Bing	0	46	0.00%	\$0.00	0	4.84
			Google	0	155	0.00%	\$0.00	0	5.77
			Yahoo	0	335	0.00%	\$0.00	0	5.84
		ex mark		0	12	0.00%	\$0.00	0	1.20
			Google	0	9	0.00%	\$0.00	0	1.29
			Yahoo	0	2	0.00%	\$0.00	0	1.00

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			Bing	0	1	0.00%	\$0.00	0	1.00
		excavators		7	1828	0.38%	\$1.87	\$0.27	3.36
			Ask	7	1318	0.53%	\$1.87	\$0.27	1.19
			Google	0	93	0.00%	\$0.00	0	3.82
			Yahoo	0	397	0.00%	\$0.00	0	4.51
			Bing	0	20	0.00%	\$0.00	0	4.14
		exmark		1	444	0.23%	\$0.41	\$0.41	1.28
			Ask	0	36	0.00%	\$0.00	0	0.90
			Bing	0	22	0.00%	\$0.00	0	1.21
			Google	1	67	1.49%	\$0.41	\$0.41	1.63
			Yahoo	0	319	0.00%	\$0.00	0	1.09
		exmark 48		0	14	0.00%	\$0.00	0	1.38
			Yahoo	0	10	0.00%	\$0.00	0	1.00
			Google	0	4	0.00%	\$0.00	0	1.75
		exmark mowers		4	126	3.17%	\$5.55	\$1.39	1.56
			Google	3	26	11.54%	\$3.67	\$1.22	2.26
			Yahoo	1	91	1.10%	\$1.88	\$1.88	1.37
			Bing	0	7	0.00%	\$0.00	0	1.00
			Ask	0	2	0.00%	\$0.00	0	1.00

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		exmark zero		0	10	0.00%	\$0.00	0	1.72
			Google	0	8	0.00%	\$0.00	0	1.87
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		farm equipment		6	1660	0.36%	\$8.78	\$1.46	2.45
			Ask	0	713	0.00%	\$0.00	0	1.22
			Bing	0	47	0.00%	\$0.00	0	2.10
			Google	0	200	0.00%	\$0.00	0	2.93
			Yahoo	6	700	0.86%	\$8.78	\$1.46	3.48
		farm tractor		2	1415	0.14%	\$2.38	\$1.19	2.07
			Google	0	66	0.00%	\$0.00	0	2.96
			Yahoo	2	1010	0.20%	\$2.38	\$1.19	2.08
			Bing	0	7	0.00%	\$0.00	0	1.60
			Ask	0	332	0.00%	\$0.00	0	1.21
		garden tractors		3	747	0.40%	\$4.55	\$1.52	1.88
			Ask	0	379	0.00%	\$0.00	0	1.37
			Bing	0	28	0.00%	\$0.00	0	1.51
			Google	0	61	0.00%	\$0.00	0	2.52
			Yahoo	3	279	1.08%	\$4.55	\$1.52	2.09

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		gehl		0	90	0.00%	\$0.00	0	1.35
			Bing	0	32	0.00%	\$0.00	0	1.32
			Yahoo	0	32	0.00%	\$0.00	0	1.21
			Google	0	11	0.00%	\$0.00	0	1.90
			Ask	0	15	0.00%	\$0.00	0	1.00
		hitachi equipment		0	214	0.00%	\$0.00	0	2.90
			Google	0	209	0.00%	\$0.00	0	3.00
			Bing	0	2	0.00%	\$0.00	0	5.00
			Ask	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		john deere farm equipment		0	52	0.00%	\$0.00	0	2.05
			Google	0	32	0.00%	\$0.00	0	1.96
			Yahoo	0	4	0.00%	\$0.00	0	3.00
			Ask	0	15	0.00%	\$0.00	0	1.16
			Bing	0	1	0.00%	\$0.00	0	1.00
		john deere lawn mowers		5	930	0.54%	\$6.93	\$1.39	2.49
			Bing	2	173	1.16%	\$3.28	\$1.64	1.83

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			Google	0	215	0.00%	\$0.00	0	2.48
			Yahoo	3	294	1.02%	\$3.65	\$1.22	3.05
			Ask	0	248	0.00%	\$0.00	0	3.40
		john deere riding mowers		2	802	0.25%	\$1.61	\$0.81	2.28
			Ask	0	48	0.00%	\$0.00	0	1.65
			Yahoo	2	745	0.27%	\$1.61	\$0.81	2.81
			Bing	0	1	0.00%	\$0.00	0	1.00
			Google	0	8	0.00%	\$0.00	0	2.67
		john deere tractor parts		4	366	1.09%	\$4.65	\$1.16	3.08
			Bing	1	15	6.67%	\$1.27	\$1.27	2.38
			Yahoo	2	338	0.59%	\$2.51	\$1.26	3.01
			Ask	0	2	0.00%	\$0.00	0	1.50
			Google	1	11	9.09%	\$0.87	\$0.87	4.50
		john deere tractors		9	1730	0.52%	\$11.96	\$1.33	2.43
			Ask	1	486	0.21%	\$0.27	\$0.27	1.51
			Bing	1	232	0.43%	\$1.74	\$1.74	2.08
			Google	1	256	0.39%	\$0.81	\$0.81	3.10

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	6	756	0.79%	\$9.14	\$1.52	3.36
		kioti		0	47	0.00%	\$0.00	0	1.13
			Bing	0	3	0.00%	\$0.00	0	1.67
			Yahoo	0	19	0.00%	\$0.00	0	1.00
			Ask	0	11	0.00%	\$0.00	0	1.00
			Google	0	14	0.00%	\$0.00	0	1.08
		kioti tractor		1	27	3.70%	\$0.92	\$0.92	3.05
			Yahoo	1	24	4.17%	\$0.92	\$0.92	3.20
			Google	0	2	0.00%	\$0.00	0	2.50
			Bing	0	1	0.00%	\$0.00	0	3.00
		kioti tractor prices		0	19	0.00%	\$0.00	0	2.93
			Yahoo	0	16	0.00%	\$0.00	0	1.86
			Google	0	3	0.00%	\$0.00	0	4.00
		kioti tractors		0	12	0.00%	\$0.00	0	1.63
			Ask	0	5	0.00%	\$0.00	0	1.00
			Google	0	6	0.00%	\$0.00	0	1.92
			Bing	0	1	0.00%	\$0.00	0	3.00
		kubota tractor		3	1091	0.27%	\$4.04	\$1.35	2.42
			Bing	0	6	0.00%	\$0.00	0	2.17

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			Google	1	98	1.02%	\$1.12	\$1.12	2.06
			Yahoo	2	987	0.20%	\$2.92	\$1.46	2.90
		kubota tractors		1	289	0.35%	\$0.27	\$0.27	1.84
			Bing	0	136	0.00%	\$0.00	0	1.56
			Google	0	49	0.00%	\$0.00	0	2.74
			Ask	1	104	0.96%	\$0.27	\$0.27	1.33
		landscape equipment		4	435	0.92%	\$5.85	\$1.46	3.02
			Ask	0	143	0.00%	\$0.00	0	1.10
			Bing	0	6	0.00%	\$0.00	0	2.00
			Google	1	123	0.81%	\$1.59	\$1.59	3.28
			Yahoo	3	163	1.84%	\$4.26	\$1.42	4.74
		lawn tractors		7	1069	0.65%	\$3.72	\$0.53	2.08
			Ask	3	872	0.34%	\$0.83	\$0.28	1.86
			Bing	4	45	8.89%	\$2.89	\$0.72	1.33
			Google	0	152	0.00%	\$0.00	0	3.40
		power equipment		8	1524	0.52%	\$9.21	\$1.15	2.44
			Ask	0	423	0.00%	\$0.00	0	1.22
			Bing	0	21	0.00%	\$0.00	0	1.67

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			Google	2	660	0.30%	\$3.53	\$1.77	3.68
			Yahoo	6	420	1.43%	\$5.68	\$0.95	1.97
		push mowers		2	265	0.75%	\$3.00	\$1.50	2.25
			Ask	0	68	0.00%	\$0.00	0	1.21
			Bing	0	2	0.00%	\$0.00	0	1.00
			Google	2	112	1.79%	\$3.00	\$1.50	2.33
			Yahoo	0	83	0.00%	\$0.00	0	3.49
		ramrod		0	83	0.00%	\$0.00	0	1.23
			Ask	0	44	0.00%	\$0.00	0	1.00
			Bing	0	7	0.00%	\$0.00	0	1.67
			Yahoo	0	32	0.00%	\$0.00	0	1.17
		snapper equipment		2	31	6.45%	\$2.99	\$1.50	1.95
			Google	1	29	3.45%	\$1.44	\$1.44	2.11
			Yahoo	1	2	50.00%	\$1.55	\$1.55	1.00
		snow blower		22	3051	0.72%	\$21.95	\$1.00	2.36
			Bing	1	80	1.25%	\$1.44	\$1.44	2.34
			Google	5	642	0.78%	\$6.52	\$1.30	2.87
			Yahoo	6	1530	0.39%	\$8.00	\$1.33	2.30
			Ask	10	799	1.25%	\$5.99	\$0.60	1.66

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		snow throwers		4	610	0.66%	\$4.45	\$1.11	2.51
			Ask	2	286	0.70%	\$1.00	\$0.50	1.82
			Google	2	230	0.87%	\$3.45	\$1.73	2.46
			Yahoo	0	88	0.00%	\$0.00	0	3.24
			Bing	0	6	0.00%	\$0.00	0	2.50
		tractor		16	4202	0.38%	\$21.21	\$1.33	2.22
			Bing	2	410	0.49%	\$3.21	\$1.61	1.83
			Google	10	1758	0.57%	\$12.87	\$1.29	2.42
			Yahoo	4	2034	0.20%	\$5.13	\$1.28	2.64
		trimmers		22	6953	0.32%	\$23.21	\$1.06	2.16
			Ask	5	3117	0.16%	\$1.93	\$0.39	1.46
			Bing	3	169	1.78%	\$4.86	\$1.62	1.78
			Google	13	3551	0.37%	\$15.34	\$1.18	2.68
			Yahoo	1	116	0.86%	\$1.08	\$1.08	2.67
		used fork lift		0	679	0.00%	\$0.00	0	3.61
			Ask	0	670	0.00%	\$0.00	0	1.27
			Google	0	8	0.00%	\$0.00	0	8.14
			Yahoo	0	1	0.00%	\$0.00	0	7.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		used mini skid steer		0	68	0.00%	\$0.00	0	2.59
			Yahoo	0	66	0.00%	\$0.00	0	2.98
			Bing	0	2	0.00%	\$0.00	0	1.00
		used tractors		6	1060	0.57%	\$4.72	\$0.79	2.87
			Bing	0	44	0.00%	\$0.00	0	1.69
			Google	1	169	0.59%	\$1.20	\$1.20	3.32
			Yahoo	4	416	0.96%	\$3.20	\$0.80	5.48
			Ask	1	431	0.23%	\$0.32	\$0.32	1.23
		zero turn mowers		6	791	0.76%	\$7.13	\$1.19	2.02
			Ask	1	140	0.71%	\$0.11	\$0.11	1.20
			Bing	0	24	0.00%	\$0.00	0	1.00
			Google	2	127	1.57%	\$2.74	\$1.37	2.86
			Yahoo	3	500	0.60%	\$4.28	\$1.43	2.77
		simplicity power equipment		0	7	0.00%	\$0.00	0	1.33
			Yahoo	0	6	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	2.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		utility tractors		0	50	0.00%	\$0.00	0	1.68
			Google	0	32	0.00%	\$0.00	0	1.63
			Yahoo	0	8	0.00%	\$0.00	0	2.44
			Bing	0	3	0.00%	\$0.00	0	1.33
			Ask	0	7	0.00%	\$0.00	0	1.00
		kioti tractor dealer		0	5	0.00%	\$0.00	0	4.33
			Yahoo	0	5	0.00%	\$0.00	0	4.33
		new skid steer		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		trac vac dealers		1	7	14.29%	\$0.22	\$0.22	2.80
			Yahoo	1	6	16.67%	\$0.22	\$0.22	3.00
			Google	0	1	0.00%	\$0.00	0	2.00
		used kioti tractors		0	1	0.00%	\$0.00	0	7.00
			Yahoo	0	1	0.00%	\$0.00	0	7.00
		snapper 21		0	3	0.00%	\$0.00	0	1.00
			Google	0	3	0.00%	\$0.00	0	1.00
		exmark ct		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00

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		kioti tractors for sale		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		new outdoor power equipment		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00