

# Campaign Summary Report



## August Summary:

### Order Details:

Order Name: Jade Massage  
 Budget: \$500.00  
 Start Date: 7/1/2009  
 End Date: 9/30/2009  
 Order Status: Active

MTD Spend:	\$549.55	Calls:	12
MTD Clicks:	436	Emails:	0

## Details: 8/1/2009 - 8/31/2009

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Jade Massage			413	25358	1.63%	\$521.19	\$1.26	3.19
	8/1/2009		11	1451	0.76%	\$13.48	\$1.23	3.46
		Google	11	1183	0.93%	\$13.48	\$1.23	3.02
		Yahoo	0	268	0.00%	\$0.00	NaN	3.90

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	8/2/2009		15	756	1.98%	\$19.59	\$1.31	3.62
		Google	11	570	1.93%	\$13.89	\$1.26	3.72
		Yahoo	4	186	2.15%	\$5.70	\$1.43	3.52
	8/3/2009		14	1355	1.03%	\$19.13	\$1.37	4.18
		Google	11	1108	0.99%	\$14.90	\$1.35	3.35
		Yahoo	3	247	1.21%	\$4.23	\$1.41	5.00
	8/4/2009		12	948	1.27%	\$15.40	\$1.28	3.34
		Google	12	649	1.85%	\$15.40	\$1.28	3.31
		Yahoo	0	299	0.00%	\$0.00	NaN	3.36
	8/5/2009		14	731	1.92%	\$20.00	\$1.43	3.08
		Google	12	497	2.41%	\$16.50	\$1.38	3.48
		Yahoo	2	234	0.85%	\$3.50	\$1.75	2.68
	8/6/2009		23	1129	2.04%	\$27.50	\$1.20	3.36
		Google	17	813	2.09%	\$17.89	\$1.05	2.76
		Yahoo	6	316	1.90%	\$9.61	\$1.60	3.95
	8/7/2009		15	866	1.73%	\$22.64	\$1.51	3.55
		Google	12	538	2.23%	\$18.68	\$1.56	3.66
		Yahoo	3	328	0.91%	\$3.96	\$1.32	3.43
	8/8/2009		11	664	1.66%	\$15.22	\$1.38	3.18
		Google	11	436	2.52%	\$15.22	\$1.38	3.33
		Yahoo	0	228	0.00%	\$0.00	NaN	3.02

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	8/9/2009		16	706	2.27%	\$24.13	\$1.51	3.80
		Google	14	478	2.93%	\$20.67	\$1.48	3.56
		Yahoo	2	228	0.88%	\$3.46	\$1.73	4.03
	8/10/2009		13	689	1.89%	\$19.15	\$1.47	3.54
		Google	10	302	3.31%	\$14.26	\$1.43	2.47
		Yahoo	3	387	0.78%	\$4.89	\$1.63	4.61
	8/11/2009		18	1150	1.57%	\$20.82	\$1.16	3.60
		Google	16	854	1.87%	\$18.76	\$1.17	2.78
		Yahoo	2	296	0.68%	\$2.06	\$1.03	4.42
	8/12/2009		16	1303	1.23%	\$20.21	\$1.26	2.90
		Google	15	993	1.51%	\$19.26	\$1.28	2.79
		Yahoo	1	310	0.32%	\$0.95	\$0.95	3.01
	8/13/2009		10	786	1.27%	\$14.02	\$1.40	3.10
		Google	10	415	2.41%	\$14.02	\$1.40	2.90
		Yahoo	0	371	0.00%	\$0.00	NaN	3.29
	8/14/2009		19	1457	1.30%	\$21.02	\$1.11	3.03
		Google	17	976	1.74%	\$18.55	\$1.09	3.05
		Yahoo	2	481	0.42%	\$2.47	\$1.24	3.00
	8/15/2009		15	1000	1.50%	\$20.91	\$1.39	3.11
		Google	13	750	1.73%	\$18.04	\$1.39	3.21
		Yahoo	2	250	0.80%	\$2.87	\$1.44	3.01

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	8/16/2009		16	635	2.52%	\$18.66	\$1.17	3.21
		Google	16	573	2.79%	\$18.66	\$1.17	2.51
		Yahoo	0	62	0.00%	\$0.00	NaN	3.90
	8/17/2009		10	392	2.55%	\$14.18	\$1.42	3.11
		Google	10	392	2.55%	\$14.18	\$1.42	3.11
	8/18/2009		15	983	1.53%	\$19.01	\$1.27	3.23
		Google	15	983	1.53%	\$19.01	\$1.27	3.23
	8/19/2009		12	652	1.84%	\$15.57	\$1.30	3.64
		Google	12	652	1.84%	\$15.57	\$1.30	3.64
	8/20/2009		14	837	1.67%	\$17.12	\$1.22	2.45
		Google	14	837	1.67%	\$17.12	\$1.22	2.45
	8/21/2009		16	689	2.32%	\$19.27	\$1.20	3.07
		Google	16	689	2.32%	\$19.27	\$1.20	3.07
	8/22/2009		14	388	3.61%	\$15.60	\$1.11	2.79
		Google	14	388	3.61%	\$15.60	\$1.11	2.79
	8/23/2009		18	456	3.95%	\$18.66	\$1.04	2.97
		Google	18	456	3.95%	\$18.66	\$1.04	2.97
	8/24/2009		15	1199	1.25%	\$16.09	\$1.07	2.15
		Google	15	1199	1.25%	\$16.09	\$1.07	2.15
	8/25/2009		15	1191	1.26%	\$16.78	\$1.12	2.74
		Google	15	1191	1.26%	\$16.78	\$1.12	2.74

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	8/26/2009		15	600	2.50%	\$20.40	\$1.36	2.95
		Google	15	600	2.50%	\$20.40	\$1.36	2.95
	8/27/2009		10	874	1.14%	\$10.72	\$1.07	2.22
		Google	10	874	1.14%	\$10.72	\$1.07	2.22
	8/28/2009		11	716	1.54%	\$14.00	\$1.27	2.94
		Google	11	716	1.54%	\$14.00	\$1.27	2.94
	8/29/2009		7	344	2.03%	\$8.41	\$1.20	2.95
		Google	7	344	2.03%	\$8.41	\$1.20	2.95
	8/30/2009		2	316	0.63%	\$2.35	\$1.18	2.98
		Google	2	316	0.63%	\$2.35	\$1.18	2.98
	8/31/2009		1	95	1.05%	\$1.15	\$1.15	1.57
		Google	1	95	1.05%	\$1.15	\$1.15	1.57
Geo-Modified Jade Message			23	586	3.92%	\$28.36	\$1.23	1.66
	8/1/2009		0	29	0.00%	\$0.00	NaN	1.67
		Yahoo	0	29	0.00%	\$0.00	NaN	1.67
	8/2/2009		0	11	0.00%	\$0.00	NaN	1.25
		Yahoo	0	11	0.00%	\$0.00	NaN	1.25
	8/3/2009		0	14	0.00%	\$0.00	NaN	1.85
		Yahoo	0	14	0.00%	\$0.00	NaN	1.85
	8/4/2009		2	15	13.33%	\$1.59	\$0.80	2.00
		Yahoo	2	15	13.33%	\$1.59	\$0.80	2.00

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	8/5/2009		1	30	3.33%	\$1.20	\$1.20	2.49
		Yahoo	1	30	3.33%	\$1.20	\$1.20	2.49
	8/6/2009		0	21	0.00%	\$0.00	NaN	2.06
		Yahoo	0	21	0.00%	\$0.00	NaN	2.06
	8/7/2009		2	17	11.76%	\$2.68	\$1.34	1.45
		Yahoo	2	17	11.76%	\$2.68	\$1.34	1.45
	8/8/2009		0	11	0.00%	\$0.00	NaN	1.37
		Google	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	0	10	0.00%	\$0.00	NaN	1.73
	8/9/2009		0	13	0.00%	\$0.00	NaN	1.33
		Yahoo	0	13	0.00%	\$0.00	NaN	1.33
	8/10/2009		2	38	5.26%	\$1.84	\$0.92	1.20
		Yahoo	2	38	5.26%	\$1.84	\$0.92	1.20
	8/11/2009		0	19	0.00%	\$0.00	NaN	1.99
		Yahoo	0	19	0.00%	\$0.00	NaN	1.99
	8/12/2009		0	20	0.00%	\$0.00	NaN	1.48
		Google	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	0	19	0.00%	\$0.00	NaN	1.95
	8/13/2009		0	21	0.00%	\$0.00	NaN	2.55
		Yahoo	0	21	0.00%	\$0.00	NaN	2.55
	8/14/2009		2	30	6.67%	\$3.50	\$1.75	1.23
		Yahoo	2	30	6.67%	\$3.50	\$1.75	1.23

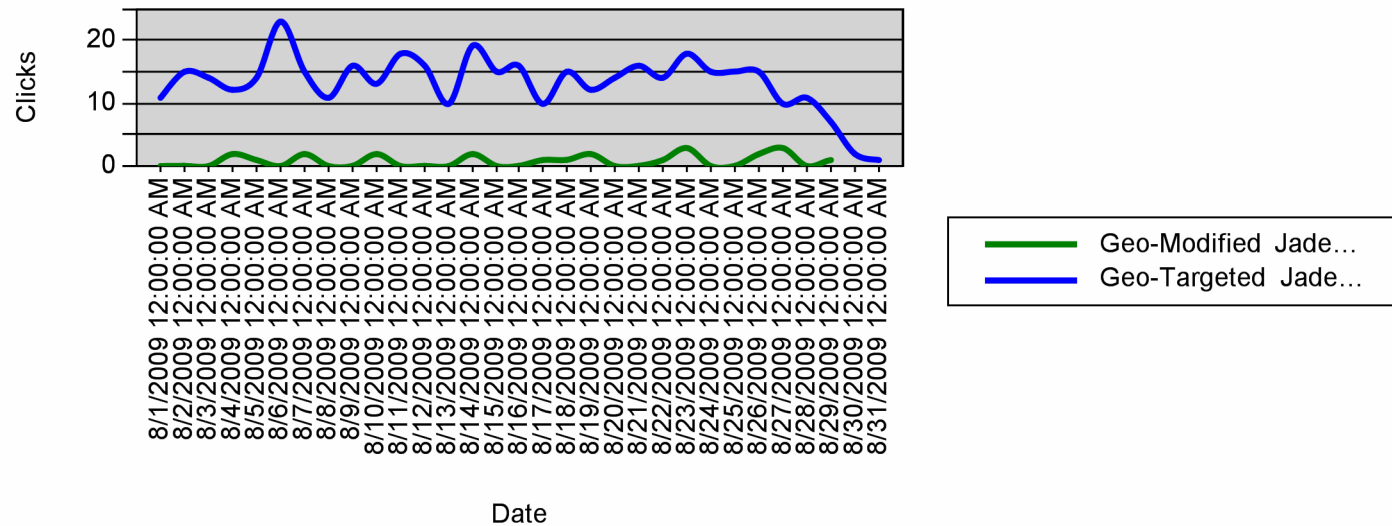
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Campaign	Date	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
	8/15/2009		0	12	0.00%	\$0.00	NaN	1.51
		Yahoo	0	12	0.00%	\$0.00	NaN	1.51
	8/16/2009		0	21	0.00%	\$0.00	NaN	1.52
		Yahoo	0	21	0.00%	\$0.00	NaN	1.52
	8/17/2009		1	25	4.00%	\$1.30	\$1.30	1.30
		Yahoo	1	25	4.00%	\$1.30	\$1.30	1.30
	8/18/2009		1	20	5.00%	\$1.17	\$1.17	2.24
		Yahoo	1	20	5.00%	\$1.17	\$1.17	2.24
	8/19/2009		2	23	8.70%	\$3.10	\$1.55	1.37
		Yahoo	2	23	8.70%	\$3.10	\$1.55	1.37
	8/20/2009		0	27	0.00%	\$0.00	NaN	1.57
		Yahoo	0	27	0.00%	\$0.00	NaN	1.57
	8/21/2009		0	33	0.00%	\$0.00	NaN	1.39
		Yahoo	0	33	0.00%	\$0.00	NaN	1.39
	8/22/2009		1	34	2.94%	\$1.05	\$1.05	2.08
		Yahoo	1	34	2.94%	\$1.05	\$1.05	2.08
	8/23/2009		3	21	14.29%	\$4.24	\$1.41	1.54
		Yahoo	3	21	14.29%	\$4.24	\$1.41	1.54
	8/24/2009		0	32	0.00%	\$0.00	NaN	1.91
		Yahoo	0	32	0.00%	\$0.00	NaN	1.91
	8/25/2009		0	22	0.00%	\$0.00	NaN	2.49
		Yahoo	0	22	0.00%	\$0.00	NaN	2.49

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	8/26/2009		2	11	18.18%	\$1.50	\$0.75	2.20
		Yahoo	2	11	18.18%	\$1.50	\$0.75	2.20
	8/27/2009		3	12	25.00%	\$4.15	\$1.38	1.62
		Yahoo	3	12	25.00%	\$4.15	\$1.38	1.62
	8/28/2009		0	2	0.00%	\$0.00	NaN	1.00
		Yahoo	0	2	0.00%	\$0.00	NaN	1.00
	8/29/2009		1	2	50.00%	\$1.04	\$1.04	1.00
		Yahoo	1	2	50.00%	\$1.04	\$1.04	1.00

Click Chart: 8/1/2009 - 8/31/2009





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Calls: 8/1/2009 - 8/31/2009

Tracking Number	Destination Number	Call Date	Status	Duration	Caller ID	Caller Name	Caller Location
(203) 364-5770	(203) 304-1291						
		8/4/2009 12:04:18 AM	Answered	00:25	(203) 214-6595	Cell Phone CT	USA - New Haven, CT 06519
		8/11/2009 1:21:58 PM	Answered	00:34	(203) 627-0554	Cell Phone CT	USA - New Haven, CT 06519
		8/17/2009 10:34:49 AM	Not Answered	00:00	(203) 206-6053	Unknown	USA - Waterbury, CT 06708
		8/17/2009 10:35:47 AM	Answered	01:06	(203) 206-6053	Unknown	USA - Waterbury, CT 06708
		8/17/2009 10:42:17 AM	Answered	00:09	(203) 206-6053	Unknown	USA - Waterbury, CT 06708
		8/19/2009 12:55:40 PM	Answered	00:10	(860) 355-4264	Unknown	USA - New Milford, CT 06776
		8/19/2009 1:04:11 PM	Answered	00:42	(860) 355-2611	New Milford Hospital General Information	21 Elm New Milford, CT 06776
		8/19/2009 1:05:36 PM	Not Answered	00:00	(860) 355-2611	New Milford Hospital General Information	21 Elm New Milford, CT 06776
		8/21/2009 10:55:58 AM	Answered	00:05	(203) 815-2554	Unknown	USA - New Haven, CT 06519
		8/26/2009 9:01:12 AM	Answered	02:15	(203) 562-1584	Unknown	USA - New Haven, CT 06519
		8/26/2009 9:48:19 AM	Answered	01:38	(o C) all-erID	Unknown	Unknown
		8/27/2009 12:58:45 PM	Answered	03:01	(o C) all-erID	Unknown	Unknown