

# Campaign Summary Report



## July 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:	\$455.88	Calls:	14
MTD Clicks:	369	Emails:	0

## Details: 7/1/2009 - 7/31/2009

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Jade Massage			321	30629	1.05%	\$404.70	\$1.26	3.34
	7/1/2009		7	1276	0.55%	\$7.73	\$1.10	2.75
		Google	7	1276	0.55%	\$7.73	\$1.10	2.75
	7/2/2009		8	972	0.82%	\$9.98	\$1.25	2.81
		Google	8	972	0.82%	\$9.98	\$1.25	2.81

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Campaign	Date	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
	7/3/2009		6	474	1.27%	\$7.26	\$1.21	2.30
		Google	6	474	1.27%	\$7.26	\$1.21	2.30
	7/4/2009		7	1302	0.54%	\$8.14	\$1.16	2.79
		Google	7	1302	0.54%	\$8.14	\$1.16	2.79
	7/5/2009		10	954	1.05%	\$8.36	\$0.84	2.86
		Google	10	954	1.05%	\$8.36	\$0.84	2.86
	7/6/2009		8	605	1.32%	\$10.52	\$1.32	3.16
		Google	8	605	1.32%	\$10.52	\$1.32	3.16
	7/7/2009		5	466	1.07%	\$6.75	\$1.35	3.29
		Google	5	466	1.07%	\$6.75	\$1.35	3.29
	7/8/2009		8	867	0.92%	\$10.99	\$1.37	2.78
		Google	8	867	0.92%	\$10.99	\$1.37	2.78
	7/9/2009		8	808	0.99%	\$9.32	\$1.17	2.67
		Google	8	808	0.99%	\$9.32	\$1.17	2.67
	7/10/2009		8	521	1.54%	\$8.56	\$1.07	3.19
		Google	8	521	1.54%	\$8.56	\$1.07	3.19
	7/11/2009		9	785	1.15%	\$9.65	\$1.07	3.55
		Google	9	785	1.15%	\$9.65	\$1.07	3.55
	7/12/2009		7	469	1.49%	\$9.52	\$1.36	3.48
		Google	7	469	1.49%	\$9.52	\$1.36	3.48
	7/13/2009		9	1003	0.90%	\$14.15	\$1.57	3.52
		Google	7	816	0.86%	\$10.48	\$1.50	3.47

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	2	187	1.07%	\$3.67	\$1.84	3.56
	7/14/2009		21	1342	1.56%	\$27.25	\$1.30	3.29
		Google	16	1115	1.43%	\$18.37	\$1.15	3.04
		Yahoo	5	227	2.20%	\$8.88	\$1.78	3.54
	7/15/2009		11	1625	0.68%	\$14.53	\$1.32	2.98
		Google	8	1284	0.62%	\$11.45	\$1.43	2.84
		Yahoo	3	341	0.88%	\$3.08	\$1.03	3.12
	7/16/2009		17	1308	1.30%	\$20.36	\$1.20	3.47
		Google	12	1153	1.04%	\$12.00	\$1.00	4.49
		Yahoo	5	155	3.23%	\$8.36	\$1.67	2.45
	7/17/2009		12	1287	0.93%	\$16.12	\$1.34	3.62
		Google	10	1022	0.98%	\$13.52	\$1.35	3.44
		Yahoo	2	265	0.75%	\$2.60	\$1.30	3.80
	7/18/2009		12	750	1.60%	\$14.66	\$1.22	4.06
		Google	9	503	1.79%	\$11.03	\$1.23	4.14
		Yahoo	3	247	1.21%	\$3.63	\$1.21	3.97
	7/19/2009		13	1078	1.21%	\$17.23	\$1.33	3.43
		Google	11	879	1.25%	\$13.83	\$1.26	3.29
		Yahoo	2	199	1.01%	\$3.40	\$1.70	3.56
	7/20/2009		9	593	1.52%	\$11.29	\$1.25	3.26
		Google	8	342	2.34%	\$11.19	\$1.40	3.27
		Yahoo	1	251	0.40%	\$0.10	\$0.10	3.24

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	7/21/2009		16	963	1.66%	\$19.84	\$1.24	4.47
		Google	10	616	1.62%	\$14.12	\$1.41	4.41
		Yahoo	6	347	1.73%	\$5.72	\$0.95	4.53
	7/22/2009		10	597	1.68%	\$13.58	\$1.36	4.15
		Google	7	296	2.36%	\$10.39	\$1.48	4.42
		Yahoo	3	301	1.00%	\$3.19	\$1.06	3.88
	7/23/2009		15	786	1.91%	\$19.72	\$1.31	3.38
		Google	11	551	2.00%	\$15.02	\$1.37	3.01
		Yahoo	4	235	1.70%	\$4.70	\$1.18	3.75
	7/24/2009		12	1459	0.82%	\$15.50	\$1.29	3.68
		Google	8	1167	0.69%	\$9.97	\$1.25	2.65
		Yahoo	4	292	1.37%	\$5.53	\$1.38	4.70
	7/25/2009		10	817	1.22%	\$15.52	\$1.55	2.51
		Google	9	554	1.62%	\$13.56	\$1.51	2.16
		Yahoo	1	263	0.38%	\$1.96	\$1.96	2.86
	7/26/2009		8	744	1.08%	\$10.89	\$1.36	3.49
		Google	8	485	1.65%	\$10.89	\$1.36	3.33
		Yahoo	0	259	0.00%	\$0.00	NaN	3.64
	7/27/2009		12	668	1.80%	\$15.06	\$1.26	2.68
		Google	11	412	2.67%	\$13.31	\$1.21	2.25
		Yahoo	1	256	0.39%	\$1.75	\$1.75	3.11

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	7/28/2009		14	1619	0.86%	\$17.25	\$1.23	3.35
		Bing	2	384	0.52%	\$3.35	\$1.68	3.56
		Google	9	753	1.20%	\$11.46	\$1.27	3.54
		Yahoo	3	482	0.62%	\$2.44	\$0.81	2.94
	7/29/2009		12	2625	0.46%	\$14.00	\$1.17	3.70
		Google	9	2288	0.39%	\$12.14	\$1.35	3.91
		Yahoo	3	337	0.89%	\$1.86	\$0.62	3.49
	7/30/2009		14	1700	0.82%	\$15.83	\$1.13	3.17
		Google	11	1540	0.71%	\$12.29	\$1.12	2.53
		Yahoo	3	160	1.88%	\$3.54	\$1.18	3.80
	7/31/2009		3	166	1.81%	\$5.14	\$1.71	3.64
		Google	3	134	2.24%	\$5.14	\$1.71	3.52
		Yahoo	0	32	0.00%	\$0.00	NaN	3.75
Geo-Modified Jade Message			48	2200	2.18%	\$51.18	\$1.07	1.53
	7/2/2009		1	8	12.50%	\$1.98	\$1.98	1.45
		Ask	0	3	0.00%	\$0.00	NaN	1.67
		Google	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	1	4	25.00%	\$1.98	\$1.98	1.67
	7/3/2009		2	25	8.00%	\$3.55	\$1.78	1.46
		Ask	0	6	0.00%	\$0.00	NaN	1.33
		Yahoo	2	19	10.53%	\$3.55	\$1.78	1.59

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	7/4/2009		3	14	21.43%	\$4.34	\$1.45	2.24
		Yahoo	3	14	21.43%	\$4.34	\$1.45	2.24
	7/5/2009		3	46	6.52%	\$3.67	\$1.22	2.98
		Ask	0	4	0.00%	\$0.00	NaN	4.25
		Yahoo	3	42	7.14%	\$3.67	\$1.22	1.70
	7/6/2009		1	19	5.26%	\$0.90	\$0.90	1.81
		Yahoo	1	19	5.26%	\$0.90	\$0.90	1.81
	7/7/2009		0	27	0.00%	\$0.00	NaN	1.11
		Yahoo	0	27	0.00%	\$0.00	NaN	1.11
	7/8/2009		0	31	0.00%	\$0.00	NaN	1.04
		Yahoo	0	31	0.00%	\$0.00	NaN	1.04
	7/9/2009		2	17	11.76%	\$1.86	\$0.93	1.43
		Yahoo	2	17	11.76%	\$1.86	\$0.93	1.43
	7/10/2009		3	33	9.09%	\$2.95	\$0.98	1.15
		Yahoo	3	33	9.09%	\$2.95	\$0.98	1.15
	7/11/2009		3	26	11.54%	\$3.05	\$1.02	1.21
		Yahoo	3	26	11.54%	\$3.05	\$1.02	1.21
	7/12/2009		2	62	3.23%	\$1.28	\$0.64	1.52
		Yahoo	2	62	3.23%	\$1.28	\$0.64	1.52
	7/13/2009		2	90	2.22%	\$1.74	\$0.87	1.15
		Yahoo	2	90	2.22%	\$1.74	\$0.87	1.15

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	7/14/2009		1	231	0.43%	\$0.85	\$0.85	1.34
		Google	0	117	0.00%	\$0.00	NaN	1.33
		Yahoo	1	114	0.88%	\$0.85	\$0.85	1.34
	7/15/2009		3	310	0.97%	\$4.02	\$1.34	1.40
		Google	2	141	1.42%	\$3.72	\$1.86	1.43
		Yahoo	1	169	0.59%	\$0.30	\$0.30	1.37
	7/16/2009		0	205	0.00%	\$0.00	NaN	1.25
		Ask	0	2	0.00%	\$0.00	NaN	1.50
		Google	0	13	0.00%	\$0.00	NaN	1.21
		Yahoo	0	190	0.00%	\$0.00	NaN	1.04
	7/17/2009		3	198	1.52%	\$2.09	\$0.70	1.65
		Google	0	12	0.00%	\$0.00	NaN	1.90
		Yahoo	3	186	1.61%	\$2.09	\$0.70	1.40
	7/18/2009		3	66	4.55%	\$2.76	\$0.92	1.62
		Google	0	6	0.00%	\$0.00	NaN	1.17
		Yahoo	3	60	5.00%	\$2.76	\$0.92	2.06
	7/19/2009		1	88	1.14%	\$0.86	\$0.86	1.20
		Google	0	4	0.00%	\$0.00	NaN	1.34
		Yahoo	1	84	1.19%	\$0.86	\$0.86	1.05
	7/20/2009		3	80	3.75%	\$2.86	\$0.95	1.57
		Google	0	3	0.00%	\$0.00	NaN	1.33
		Yahoo	3	77	3.90%	\$2.86	\$0.95	1.80

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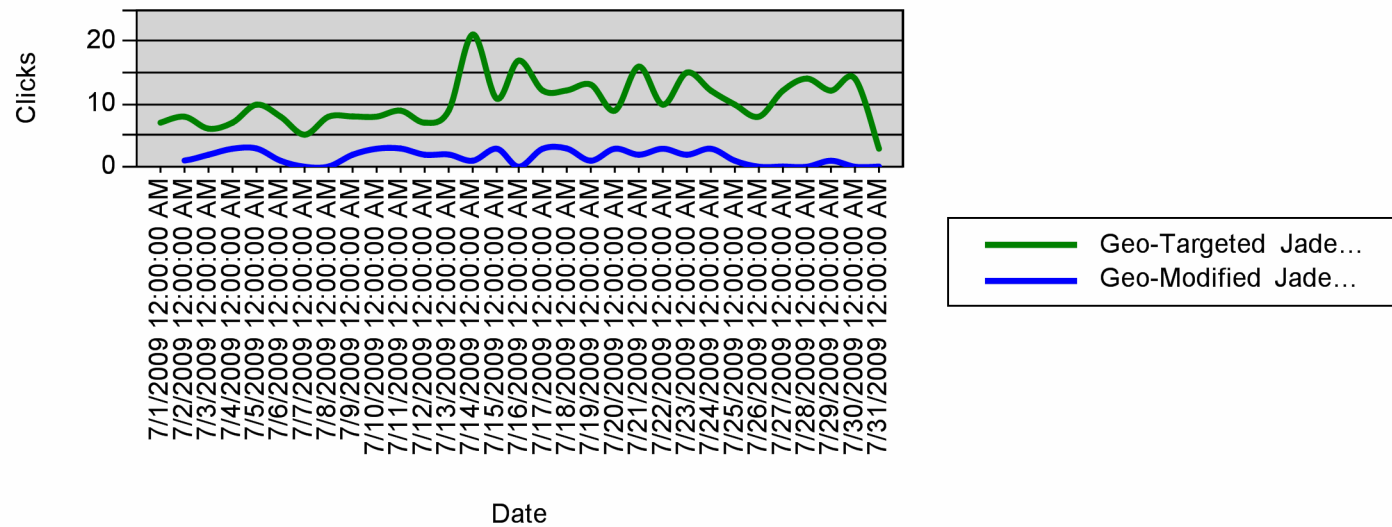
Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	7/21/2009		2	86	2.33%	\$0.75	\$0.38	1.74
		Yahoo	2	86	2.33%	\$0.75	\$0.38	1.74
	7/22/2009		3	106	2.83%	\$4.05	\$1.35	1.55
		Yahoo	3	106	2.83%	\$4.05	\$1.35	1.55
	7/23/2009		2	97	2.06%	\$2.68	\$1.34	1.99
		Google	0	3	0.00%	\$0.00	NaN	1.67
		Yahoo	2	94	2.13%	\$2.68	\$1.34	2.30
	7/24/2009		3	73	4.11%	\$2.11	\$0.70	1.06
		Yahoo	3	73	4.11%	\$2.11	\$0.70	1.06
	7/25/2009		1	64	1.56%	\$0.98	\$0.98	1.88
		Yahoo	1	64	1.56%	\$0.98	\$0.98	1.88
	7/26/2009		0	45	0.00%	\$0.00	NaN	1.41
		Yahoo	0	45	0.00%	\$0.00	NaN	1.41
	7/27/2009		0	51	0.00%	\$0.00	NaN	1.16
		Yahoo	0	51	0.00%	\$0.00	NaN	1.16
	7/28/2009		0	34	0.00%	\$0.00	NaN	1.60
		Google	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	0	33	0.00%	\$0.00	NaN	2.19
	7/29/2009		1	29	3.45%	\$1.85	\$1.85	1.24
		Google	1	3	33.33%	\$1.85	\$1.85	1.33
		Yahoo	0	26	0.00%	\$0.00	NaN	1.14



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Campaign	Date	Engine	Clicks	Impressions	CTR %	Cost	Avg. CPC	Position
	7/30/2009		0	34	0.00%	\$0.00	NaN	1.03
		Google	0	5	0.00%	\$0.00	NaN	1.00
		Yahoo	0	29	0.00%	\$0.00	NaN	1.06
	7/31/2009		0	5	0.00%	\$0.00	NaN	2.60
		Yahoo	0	5	0.00%	\$0.00	NaN	2.60

## Click Chart: 7/1/2009 - 7/31/2009



# Campaign Summary Report

Calls: 7/1/2009 - 7/31/2009

Tracking Number	Destination Number	Call Date	Status	Duration	Caller ID	Caller Name	Caller Location
(203) 364-5770	(203) 304-1291						
		7/1/2009 2:15:43 PM	Answered	00:15	(214) 618-9934	Unknown	USA - Frisco, TX 75035
		7/1/2009 2:36:07 PM	Answered	01:01	(860) 875-5006	Cnc Software Inc	671 Old Post Rd Tolland, CT 06084-2830
		7/14/2009 5:42:11 PM	Answered	01:15	(203) 560-2421	Unknown	USA - Waterbury, CT 06708
		7/20/2009 10:39:13 AM	Answered	00:14	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 7:19:09 AM	Answered	00:07	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 8:07:34 AM	Not Answered	00:00	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 8:17:35 AM	Answered	00:03	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 8:38:50 AM	Answered	00:04	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 9:21:32 AM	Answered	00:22	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 9:40:58 AM	Not Answered	00:00	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 9:47:58 AM	Not Answered	00:00	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 9:51:31 AM	Not Answered	00:00	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/21/2009 11:58:15 AM	Answered	01:45	(203) 996-2200	Unknown	USA - New Haven, CT 06519
		7/25/2009 6:54:20 AM	Answered	00:06	(646) 773-6263	Unknown	USA - New York, NY 10098