

Campaign Summary Report



September 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:	\$168.09	Calls:	1
MTD Clicks:	140	Emails:	0

Details: 9/1/2009 - 9/30/2009

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Jade Massage			131	8654	1.51%	\$156.77	\$1.20	3.55
	9/1/2009		7	461	1.52%	\$8.62	\$1.23	3.39
		Bing	0	87	0.00%	\$0.00	NaN	2.50
		Google	3	304	0.99%	\$4.01	\$1.34	4.20
		Yahoo	4	70	5.71%	\$4.61	\$1.15	3.46

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	9/2/2009		6	455	1.32%	\$5.56	\$0.93	3.59
		Bing	0	88	0.00%	\$0.00	NaN	2.48
		Google	5	154	3.25%	\$4.96	\$0.99	3.92
		Yahoo	1	213	0.47%	\$0.60	\$0.60	4.37
	9/3/2009		8	431	1.86%	\$6.60	\$0.83	3.44
		Bing	0	56	0.00%	\$0.00	NaN	3.03
		Google	7	128	5.47%	\$4.62	\$0.66	2.96
		Yahoo	1	247	0.40%	\$1.98	\$1.98	4.32
	9/4/2009		8	514	1.56%	\$8.93	\$1.12	4.32
		Bing	0	45	0.00%	\$0.00	NaN	3.16
		Google	5	222	2.25%	\$4.81	\$0.96	5.72
		Yahoo	3	247	1.21%	\$4.12	\$1.37	4.08
	9/5/2009		6	408	1.47%	\$8.30	\$1.38	3.17
		Bing	0	30	0.00%	\$0.00	NaN	3.40
		Google	4	160	2.50%	\$4.77	\$1.19	2.17
		Yahoo	2	218	0.92%	\$3.53	\$1.77	3.94
	9/6/2009		6	453	1.32%	\$9.67	\$1.61	2.95
		Bing	1	34	2.94%	\$1.97	\$1.97	2.36
		Google	4	221	1.81%	\$5.73	\$1.43	2.88
		Yahoo	1	198	0.51%	\$1.97	\$1.97	3.62
	9/7/2009		9	548	1.64%	\$9.92	\$1.10	3.04
		Bing	0	24	0.00%	\$0.00	NaN	2.33

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		Google	6	220	2.73%	\$5.59	\$0.93	3.76
		Yahoo	3	304	0.99%	\$4.33	\$1.44	3.03
	9/8/2009		9	588	1.53%	\$10.59	\$1.18	3.48
		Bing	1	87	1.15%	\$1.23	\$1.23	3.30
		Google	5	186	2.69%	\$5.86	\$1.17	3.72
		Yahoo	3	315	0.95%	\$3.50	\$1.17	3.42
	9/9/2009		8	413	1.94%	\$9.78	\$1.22	3.55
		Bing	0	98	0.00%	\$0.00	NaN	3.33
		Google	5	113	4.42%	\$6.94	\$1.39	3.74
		Yahoo	3	202	1.49%	\$2.84	\$0.95	3.57
	9/10/2009		6	1099	0.55%	\$6.51	\$1.09	4.02
		Bing	0	71	0.00%	\$0.00	NaN	3.03
		Google	6	532	1.13%	\$6.51	\$1.09	4.65
		Yahoo	0	496	0.00%	\$0.00	NaN	4.38
	9/11/2009		14	584	2.40%	\$16.70	\$1.19	3.90
		Bing	3	115	2.61%	\$4.29	\$1.43	3.73
		Google	7	220	3.18%	\$7.56	\$1.08	3.69
		Yahoo	4	249	1.61%	\$4.85	\$1.21	4.29
	9/12/2009		8	839	0.95%	\$10.30	\$1.29	3.28
		Bing	1	40	2.50%	\$1.01	\$1.01	3.08
		Google	6	521	1.15%	\$7.66	\$1.28	3.46
		Yahoo	1	278	0.36%	\$1.63	\$1.63	3.29

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	9/13/2009		9	486	1.85%	\$11.31	\$1.26	4.28
		Bing	1	43	2.33%	\$1.12	\$1.12	3.82
		Google	7	208	3.37%	\$8.50	\$1.21	4.62
		Yahoo	1	235	0.43%	\$1.69	\$1.69	4.41
	9/14/2009		13	620	2.10%	\$17.35	\$1.33	3.39
		Bing	1	100	1.00%	\$0.81	\$0.81	2.34
		Google	7	269	2.60%	\$9.54	\$1.36	4.14
		Yahoo	5	251	1.99%	\$7.00	\$1.40	3.70
	9/15/2009		14	755	1.85%	\$16.63	\$1.19	3.47
		Bing	0	55	0.00%	\$0.00	NaN	2.77
		Google	10	487	2.05%	\$10.48	\$1.05	2.19
		Yahoo	4	213	1.88%	\$6.15	\$1.54	5.46
Geo-Modified Jade Message			9	145	6.21%	\$11.32	\$1.26	1.24
	9/1/2009		2	7	28.57%	\$2.31	\$1.16	1.82
		Google	0	2	0.00%	\$0.00	NaN	2.00
		Yahoo	2	5	40.00%	\$2.31	\$1.16	1.63
	9/2/2009		1	7	14.29%	\$1.52	\$1.52	1.00
		Yahoo	1	7	14.29%	\$1.52	\$1.52	1.00
	9/3/2009		1	13	7.69%	\$1.51	\$1.51	1.32
		Yahoo	1	13	7.69%	\$1.51	\$1.51	1.32
	9/4/2009		0	4	0.00%	\$0.00	NaN	1.00
		Yahoo	0	4	0.00%	\$0.00	NaN	1.00

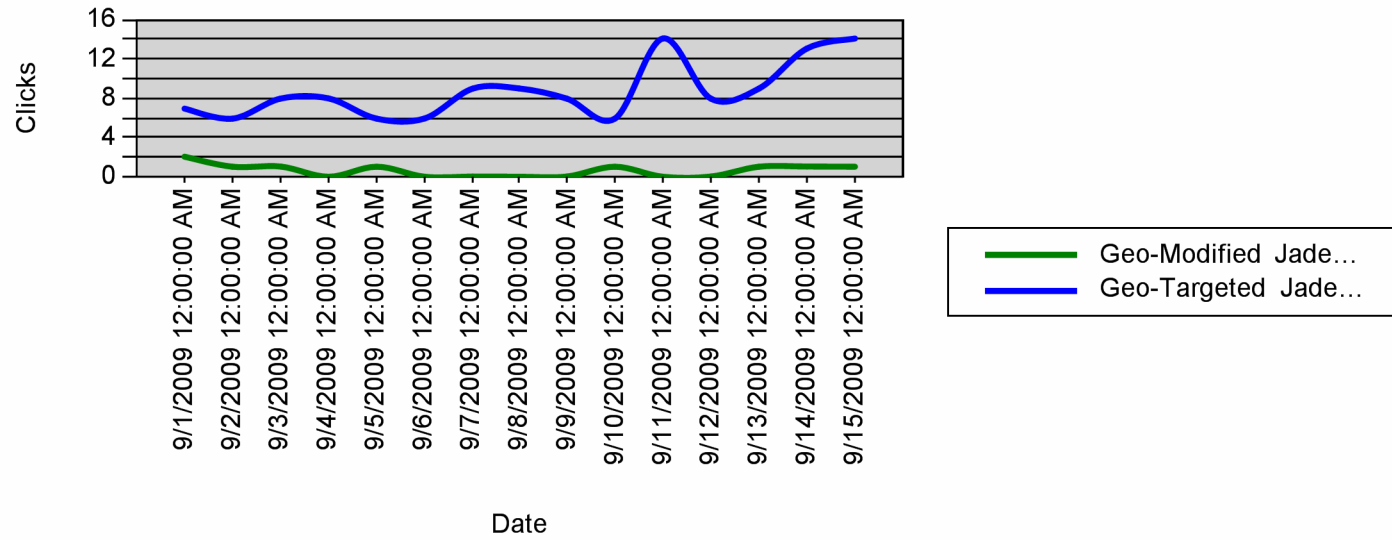
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	9/5/2009		1	20	5.00%	\$1.38	\$1.38	1.18
		Yahoo	1	20	5.00%	\$1.38	\$1.38	1.18
	9/6/2009		0	14	0.00%	\$0.00	NaN	1.25
		Yahoo	0	14	0.00%	\$0.00	NaN	1.25
	9/7/2009		0	4	0.00%	\$0.00	NaN	1.00
		Yahoo	0	4	0.00%	\$0.00	NaN	1.00
	9/8/2009		0	9	0.00%	\$0.00	NaN	1.00
		Google	0	2	0.00%	\$0.00	NaN	1.00
		Yahoo	0	7	0.00%	\$0.00	NaN	1.00
	9/9/2009		0	14	0.00%	\$0.00	NaN	1.26
		Google	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	0	13	0.00%	\$0.00	NaN	1.52
	9/10/2009		1	15	6.67%	\$0.03	\$0.03	1.05
		Yahoo	1	15	6.67%	\$0.03	\$0.03	1.05
	9/11/2009		0	11	0.00%	\$0.00	NaN	1.13
		Yahoo	0	11	0.00%	\$0.00	NaN	1.13
	9/12/2009		0	6	0.00%	\$0.00	NaN	1.20
		Yahoo	0	6	0.00%	\$0.00	NaN	1.20
	9/13/2009		1	9	11.11%	\$1.68	\$1.68	1.25
		Yahoo	1	9	11.11%	\$1.68	\$1.68	1.25
	9/14/2009		1	8	12.50%	\$1.45	\$1.45	1.27
		Yahoo	1	8	12.50%	\$1.45	\$1.45	1.27

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	9/15/2009		1	4	25.00%	\$1.44	\$1.44	1.50
		Yahoo	1	4	25.00%	\$1.44	\$1.44	1.50

Click Chart: 9/1/2009 - 9/30/2009



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Calls: 9/1/2009 - 9/30/2009

Tracking Number	Destination Number	Call Date	Status	Duration	Caller ID	Caller Name	Caller Location
(203) 364-5770	(203) 304-1291						
		9/13/2009 1:05:00 AM	Answered	00:25	(203) 535-8883	Unknown	USA - New Haven, CT 06519