

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009



## Order Details:

Order Name: Jade Massage

Budget: \$500.00

Start Date: 7/1/2009

End Date: 9/30/2009

Order Status: Active

# Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified Jade Massage				46	2015	2.28%	\$46.79	\$1.02	1.47
	Main			46	2015	2.28%	\$46.79	\$1.02	1.47
		massage therapy specials bethel ct		1	1	100.00%	\$1.98	\$1.98	1.00
			Yahoo	1	1	100.00%	\$1.98	\$1.98	1.00
		registered massage therapist danbury ct		30	1427	2.10%	\$29.66	\$0.99	1.41
			Yahoo	30	1423	2.11%	\$29.66	\$0.99	1.32
			Ask	0	4	0.00%	\$0.00	0	4.25
		Massage Monroe		1	49	2.04%	\$1.18	\$1.18	1.37
			Google	1	49	2.04%	\$1.18	\$1.18	1.37
		massage therapy spa brookfield ct		3	107	2.80%	\$3.61	\$1.20	1.50
			Yahoo	3	107	2.80%	\$3.61	\$1.20	1.50

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		registered massage therapist monroe ct		1	69	1.45%	\$1.45	\$1.45	1.34
			Ask	0	5	0.00%	\$0.00	0	1.59
			Google	0	2	0.00%	\$0.00	0	1.00
			Yahoo	1	62	1.61%	\$1.45	\$1.45	1.35
		registered massage therapist newtown ct		0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00
		massage therapy spa monroe ct		0	9	0.00%	\$0.00	0	1.00
			Yahoo	0	9	0.00%	\$0.00	0	1.00
		registered massage therapist bethel ct		0	9	0.00%	\$0.00	0	1.08
			Ask	0	3	0.00%	\$0.00	0	1.33
			Yahoo	0	6	0.00%	\$0.00	0	1.00

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		registered massage therapist brookfield ct		0	7	0.00%	\$0.00	0	1.07
			Ask	0	3	0.00%	\$0.00	0	1.33
			Yahoo	0	3	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		licensed massage therapy monroe ct		2	42	4.76%	\$2.79	\$1.40	1.74
			Yahoo	2	42	4.76%	\$2.79	\$1.40	1.74
		certified massage therapy danbury ct		3	65	4.62%	\$2.71	\$0.90	1.35
			Yahoo	3	64	4.69%	\$2.71	\$0.90	1.39
			Google	0	1	0.00%	\$0.00	0	1.00
		certified massage therapy monroe ct		0	8	0.00%	\$0.00	0	1.75
			Yahoo	0	8	0.00%	\$0.00	0	1.75

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		licensed massage therapy brookfield ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		massage therapy spa newtown ct		3	47	6.38%	\$2.12	\$0.71	1.30
			Yahoo	3	47	6.38%	\$2.12	\$0.71	1.30
		local massage therapy spa brookfield ct		0	42	0.00%	\$0.00	0	1.51
			Yahoo	0	42	0.00%	\$0.00	0	1.51
		local massage therapy spa monroe ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		massage therapy spa bethel ct		1	32	3.13%	\$1.14	\$1.14	2.48
			Yahoo	1	32	3.13%	\$1.14	\$1.14	2.48
		massage therapy clinic monroe ct		0	7	0.00%	\$0.00	0	1.00
			Yahoo	0	7	0.00%	\$0.00	0	1.00

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		massage therapy specials newtown ct		0	6	0.00%	\$0.00	0	1.00
			Yahoo	0	6	0.00%	\$0.00	0	1.00
		massage therapy specials danbury ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		local massage therapy spa newtown ct		1	6	16.67%	\$0.15	\$0.15	1.25
			Yahoo	1	6	16.67%	\$0.15	\$0.15	1.25
		licensed massage therapy newtown ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		massage therapy clinic bethel ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		Massage Danbury CT		0	45	0.00%	\$0.00	0	1.07
			Google	0	45	0.00%	\$0.00	0	1.07

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		Massage Newtown Ct		0	4	0.00%	\$0.00	0	1.25
			Google	0	4	0.00%	\$0.00	0	1.25
		therapy danbury ct		0	14	0.00%	\$0.00	0	2.71
			Google	0	14	0.00%	\$0.00	0	2.71
		massage therapy spa danbury ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		Massage Bethel Ct		0	3	0.00%	\$0.00	0	1.00
			Google	0	3	0.00%	\$0.00	0	1.00
		Massage Therapy Danbury CT		0	3	0.00%	\$0.00	0	1.67
			Google	0	3	0.00%	\$0.00	0	1.67
		Massage Therapy Monroe CT		0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	1.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Jade Massage				321	30629	1.05%	\$404.70	\$1.26	3.31
	Main			321	30629	1.05%	\$404.70	\$1.26	3.31
		massage		298	23323	1.28%	\$371.51	\$1.25	2.02
			Google	258	19992	1.29%	\$321.42	\$1.25	2.06
			Yahoo	39	3112	1.25%	\$48.40	\$1.24	1.88
			Bing	1	219	0.46%	\$1.69	\$1.69	2.22
		types of massage therapy		1	8	12.50%	\$1.98	\$1.98	2.80
			Google	1	4	25.00%	\$1.98	\$1.98	2.67
			Yahoo	0	4	0.00%	\$0.00	0	3.00
		aromatherapy		4	1128	0.35%	\$6.11	\$1.53	2.73
			Google	2	1051	0.19%	\$3.17	\$1.59	2.66
			Yahoo	2	69	2.90%	\$2.94	\$1.47	2.54
			Bing	0	8	0.00%	\$0.00	0	6.50
		deep tissue massage		2	82	2.44%	\$3.70	\$1.85	2.02
			Google	0	62	0.00%	\$0.00	0	1.86
			Yahoo	2	14	14.29%	\$3.70	\$1.85	2.25



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			Bing	0	6	0.00%	\$0.00	0	3.25
		massage packages		1	108	0.93%	\$1.66	\$1.66	5.53
			Google	1	107	0.93%	\$1.66	\$1.66	5.43
			Yahoo	0	1	0.00%	\$0.00	0	9.00
		massage therapy		3	1065	0.28%	\$3.86	\$1.29	6.53
			Google	2	257	0.78%	\$3.06	\$1.53	6.64
			Yahoo	1	803	0.12%	\$0.80	\$0.80	6.20
			Bing	0	5	0.00%	\$0.00	0	8.09
		massage therapy spa		1	82	1.22%	\$1.15	\$1.15	3.04
			Google	0	60	0.00%	\$0.00	0	3.61
			Yahoo	1	22	4.55%	\$1.15	\$1.15	2.24
		massage therapy techniques		0	9	0.00%	\$0.00	0	3.78
			Google	0	4	0.00%	\$0.00	0	1.75
			Yahoo	0	5	0.00%	\$0.00	0	5.40
		reflexology		4	635	0.63%	\$3.95	\$0.99	2.00
			Google	1	332	0.30%	\$1.33	\$1.33	2.23
			Yahoo	2	245	0.82%	\$0.96	\$0.48	1.37

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			Bing	1	58	1.72%	\$1.66	\$1.66	3.07
		shiatsu massage		2	234	0.85%	\$3.28	\$1.64	2.50
			Google	0	196	0.00%	\$0.00	0	2.10
			Yahoo	2	37	5.41%	\$3.28	\$1.64	3.83
			Bing	0	1	0.00%	\$0.00	0	3.00
		swedish massage		0	87	0.00%	\$0.00	0	2.21
			Google	0	54	0.00%	\$0.00	0	2.22
			Yahoo	0	29	0.00%	\$0.00	0	2.24
			Bing	0	4	0.00%	\$0.00	0	2.00
		theraputic massage		0	29	0.00%	\$0.00	0	3.59
			Google	0	8	0.00%	\$0.00	0	3.08
			Yahoo	0	21	0.00%	\$0.00	0	3.86
		therapy		3	3540	0.08%	\$4.32	\$1.44	4.20
			Google	3	3212	0.09%	\$4.32	\$1.44	4.72
			Yahoo	0	249	0.00%	\$0.00	0	3.05
			Bing	0	79	0.00%	\$0.00	0	2.71

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		back massage therapy		0	10	0.00%	\$0.00	0	3.00
			Google	0	6	0.00%	\$0.00	0	2.60
			Yahoo	0	4	0.00%	\$0.00	0	3.50
		deep muscle massage		0	4	0.00%	\$0.00	0	2.00
			Google	0	3	0.00%	\$0.00	0	2.00
			Bing	0	1	0.00%	\$0.00	0	2.00
		prenatal massage		0	31	0.00%	\$0.00	0	1.58
			Google	0	27	0.00%	\$0.00	0	1.47
			Yahoo	0	4	0.00%	\$0.00	0	2.00
		deep tissue massage therapy		0	6	0.00%	\$0.00	0	3.50
			Google	0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	5	0.00%	\$0.00	0	3.63
		healing massage therapy		0	4	0.00%	\$0.00	0	2.50
			Google	0	2	0.00%	\$0.00	0	3.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00

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		find a massage therapist		0	44	0.00%	\$0.00	0	10.12
			Google	0	6	0.00%	\$0.00	0	2.00
			Yahoo	0	38	0.00%	\$0.00	0	12.83
		licensed massage therapist		0	17	0.00%	\$0.00	0	3.72
			Google	0	5	0.00%	\$0.00	0	3.40
			Yahoo	0	12	0.00%	\$0.00	0	4.13
		pre natal massage		0	8	0.00%	\$0.00	0	1.43
			Google	0	8	0.00%	\$0.00	0	1.43
		massage therapy prices		0	4	0.00%	\$0.00	0	1.00
			Google	0	4	0.00%	\$0.00	0	1.00
		lava stone massage		0	3	0.00%	\$0.00	0	2.00
			Google	0	3	0.00%	\$0.00	0	2.00
		licensed massage therapy		0	4	0.00%	\$0.00	0	8.67
			Yahoo	0	3	0.00%	\$0.00	0	11.00
			Bing	0	1	0.00%	\$0.00	0	4.00

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		massage therapy clinic		1	8	12.50%	\$1.67	\$1.67	3.13
			Yahoo	1	8	12.50%	\$1.67	\$1.67	3.13
		massage therapy specials		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		professional massage therapy		1	133	0.75%	\$1.51	\$1.51	1.68
			Yahoo	1	132	0.76%	\$1.51	\$1.51	1.71
			Google	0	1	0.00%	\$0.00	0	1.00
		registered massage therapist		0	6	0.00%	\$0.00	0	1.80
			Yahoo	0	3	0.00%	\$0.00	0	1.33
			Google	0	2	0.00%	\$0.00	0	3.00
			Bing	0	1	0.00%	\$0.00	0	2.00
		massage therapy benefits		0	7	0.00%	\$0.00	0	2.43
			Google	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	5	0.00%	\$0.00	0	3.00
			Bing	0	1	0.00%	\$0.00	0	1.00

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		post natal massage		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		massage therapist listing		0	4	0.00%	\$0.00	0	5.67
			Yahoo	0	3	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	1.00
		pregnancy massage therapy		0	4	0.00%	\$0.00	0	5.33
			Yahoo	0	4	0.00%	\$0.00	0	5.33