

Keyword Detail Report

Start Date: 8/1/2009

End Date: 8/31/2009



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: 8/1/2009

End Date: 8/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified Jade Massage				23	585	3.93%	\$28.36	\$1.23	1.73
	Main			23	585	3.93%	\$28.36	\$1.23	1.73
		local massage therapy spa danbury ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		massage therapy clinic bethel ct		3	23	13.04%	\$4.27	\$1.42	1.63
			Yahoo	3	23	13.04%	\$4.27	\$1.42	1.63
		massage therapy spa newtown ct		2	15	13.33%	\$2.07	\$1.04	1.11
			Yahoo	2	15	13.33%	\$2.07	\$1.04	1.11
		registered massage therapist danbury ct		0	44	0.00%	\$0.00	0	2.12
			Yahoo	0	44	0.00%	\$0.00	0	2.12
		registered massage therapist newtown ct		3	228	1.32%	\$3.45	\$1.15	1.53
			Yahoo	3	228	1.32%	\$3.45	\$1.15	1.53

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		licensed massage therapy newtown ct		0	5	0.00%	\$0.00	0	1.50
			Yahoo	0	5	0.00%	\$0.00	0	1.50
		massage therapy clinic danbury ct		0	3	0.00%	\$0.00	0	3.00
			Yahoo	0	3	0.00%	\$0.00	0	3.00
		massage therapy specials danbury ct		3	37	8.11%	\$4.15	\$1.38	2.22
			Yahoo	3	37	8.11%	\$4.15	\$1.38	2.22
		massage therapy spa bethel ct		7	66	10.61%	\$9.25	\$1.32	2.11
			Yahoo	7	65	10.77%	\$9.25	\$1.32	2.19
			Google	0	1	0.00%	\$0.00	0	1.00
		certified massage therapy danbury ct		0	8	0.00%	\$0.00	0	1.30
			Yahoo	0	8	0.00%	\$0.00	0	1.30
		massage therapy spa brookfield ct		4	87	4.60%	\$4.13	\$1.03	2.20
			Yahoo	4	87	4.60%	\$4.13	\$1.03	2.20

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		local massage therapy spa newtown ct		0	6	0.00%	\$0.00	0	1.38
			Yahoo	0	6	0.00%	\$0.00	0	1.38
		licensed massage therapy monroe ct		0	9	0.00%	\$0.00	0	1.33
			Yahoo	0	9	0.00%	\$0.00	0	1.33
		certified massage therapy monroe ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		local massage therapy spa brookfield ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		registered massage therapist monroe ct		0	4	0.00%	\$0.00	0	1.00
			Yahoo	0	4	0.00%	\$0.00	0	1.00

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		massage therapy clinic monroe ct		0	4	0.00%	\$0.00	0	1.00
			Yahoo	0	4	0.00%	\$0.00	0	1.00
		certified massage therapy newtown ct		1	6	16.67%	\$1.04	\$1.04	1.33
			Yahoo	1	6	16.67%	\$1.04	\$1.04	1.33
		massage therapy specials brookfield ct		0	10	0.00%	\$0.00	0	1.36
			Yahoo	0	10	0.00%	\$0.00	0	1.36
		registered massage therapist bethel ct		0	3	0.00%	\$0.00	0	2.00
			Yahoo	0	3	0.00%	\$0.00	0	2.00
		massage therapy specials newtown ct		0	3	0.00%	\$0.00	0	1.50
			Yahoo	0	3	0.00%	\$0.00	0	1.50

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		licensed massage therapy danbury ct		0	12	0.00%	\$0.00	0	1.50
			Yahoo	0	12	0.00%	\$0.00	0	1.50
		massage therapy clinic brookfield ct		0	3	0.00%	\$0.00	0	2.00
			Yahoo	0	3	0.00%	\$0.00	0	2.00
		registered massage therapist brookfield ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
Geo-Targeted Jade Massage				413	25358	1.63%	\$521.19	\$1.26	3.15
	Main			413	25358	1.63%	\$521.19	\$1.26	3.15
		massage		394	21521	1.83%	\$489.85	\$1.24	1.80
			Google	366	18194	2.01%	\$449.32	\$1.23	1.85
			Yahoo	28	3327	0.84%	\$40.53	\$1.45	1.62
		massage therapy		6	599	1.00%	\$10.39	\$1.73	5.12
			Google	6	375	1.60%	\$10.39	\$1.73	3.64

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			Yahoo	0	224	0.00%	\$0.00	0	8.36
		swedish massage		1	71	1.41%	\$1.41	\$1.41	1.65
			Google	1	57	1.75%	\$1.41	\$1.41	1.54
			Yahoo	0	14	0.00%	\$0.00	0	1.96
		massage therapy prices		1	4	25.00%	\$1.43	\$1.43	1.50
			Yahoo	1	1	100.00%	\$1.43	\$1.43	1.00
			Google	0	3	0.00%	\$0.00	0	2.00
		find a massage therapist		2	17	11.76%	\$2.65	\$1.33	3.76
			Google	2	12	16.67%	\$2.65	\$1.33	2.81
			Yahoo	0	5	0.00%	\$0.00	0	5.67
		aromatherapy		0	424	0.00%	\$0.00	0	4.10
			Google	0	381	0.00%	\$0.00	0	3.81
			Yahoo	0	43	0.00%	\$0.00	0	4.94
		back massage therapy		0	12	0.00%	\$0.00	0	1.81
			Yahoo	0	3	0.00%	\$0.00	0	2.00
			Google	0	9	0.00%	\$0.00	0	1.75

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		deep tissue massage		0	97	0.00%	\$0.00	0	2.05
			Google	0	70	0.00%	\$0.00	0	1.76
			Yahoo	0	27	0.00%	\$0.00	0	2.90
		massage packages		3	136	2.21%	\$5.55	\$1.85	4.88
			Google	3	136	2.21%	\$5.55	\$1.85	4.88
		massage therapy spa		0	94	0.00%	\$0.00	0	3.08
			Google	0	57	0.00%	\$0.00	0	3.31
			Yahoo	0	37	0.00%	\$0.00	0	2.63
		prenatal massage		0	43	0.00%	\$0.00	0	1.37
			Google	0	37	0.00%	\$0.00	0	1.35
			Yahoo	0	6	0.00%	\$0.00	0	1.44
		professional massage therapy		0	99	0.00%	\$0.00	0	2.23
			Yahoo	0	99	0.00%	\$0.00	0	2.23
		reflexology		1	596	0.17%	\$1.74	\$1.74	2.51
			Google	0	179	0.00%	\$0.00	0	3.00
			Yahoo	1	417	0.24%	\$1.74	\$1.74	1.40

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		shiatsu massage		0	244	0.00%	\$0.00	0	2.54
			Google	0	218	0.00%	\$0.00	0	2.24
			Yahoo	0	26	0.00%	\$0.00	0	3.91
		theraputic massage		2	93	2.15%	\$2.75	\$1.38	2.99
			Google	2	74	2.70%	\$2.75	\$1.38	2.58
			Yahoo	0	19	0.00%	\$0.00	0	3.97
		therapy		3	1213	0.25%	\$5.42	\$1.81	5.10
			Google	3	1003	0.30%	\$5.42	\$1.81	5.50
			Yahoo	0	210	0.00%	\$0.00	0	4.00
		types of massage therapy		0	2	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	1.00
		massage therapy spas		0	10	0.00%	\$0.00	0	3.71
			Google	0	10	0.00%	\$0.00	0	3.71
		deep tissue massage therapy		0	4	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00
			Google	0	3	0.00%	\$0.00	0	1.00

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		licensed massage therapist		0	9	0.00%	\$0.00	0	5.29
			Yahoo	0	3	0.00%	\$0.00	0	6.00
			Google	0	6	0.00%	\$0.00	0	4.75
		massage therapy clinic		0	6	0.00%	\$0.00	0	2.60
			Google	0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	4	0.00%	\$0.00	0	3.00
		pregnancy massage therapy		0	6	0.00%	\$0.00	0	4.30
			Yahoo	0	6	0.00%	\$0.00	0	4.30
		licensed massage therapy		0	5	0.00%	\$0.00	0	5.00
			Google	0	3	0.00%	\$0.00	0	3.00
			Yahoo	0	2	0.00%	\$0.00	0	8.00
		post natal massage		0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	1.00
		healing massage therapy		0	6	0.00%	\$0.00	0	2.50
			Google	0	6	0.00%	\$0.00	0	2.50

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		certified massage therapy		0	1	0.00%	\$0.00	0	8.00
			Yahoo	0	1	0.00%	\$0.00	0	8.00
		massage therapy techniques		0	8	0.00%	\$0.00	0	1.86
			Yahoo	0	5	0.00%	\$0.00	0	2.25
			Google	0	3	0.00%	\$0.00	0	1.33
		registered massage therapist		0	14	0.00%	\$0.00	0	3.28
			Yahoo	0	10	0.00%	\$0.00	0	4.55
			Google	0	4	0.00%	\$0.00	0	2.00
		deep muscle massage		0	9	0.00%	\$0.00	0	1.68
			Google	0	9	0.00%	\$0.00	0	1.68
		pre natal massage		0	9	0.00%	\$0.00	0	1.00
			Google	0	9	0.00%	\$0.00	0	1.00
		massage therapist listing		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00

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		massage therapy benefits		0	3	0.00%	\$0.00	0	1.67
			Google	0	3	0.00%	\$0.00	0	1.67