

Keyword Detail Report

Start Date: 9/1/2009

End Date: 9/30/2009



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: 9/1/2009

End Date: 9/30/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified Jade Massage				9	143	6.29%	\$11.32	\$1.26	1.22
	Main			9	143	6.29%	\$11.32	\$1.26	1.22
		massage therapy specials danbury ct		2	9	22.22%	\$2.31	\$1.16	1.08
			Yahoo	2	9	22.22%	\$2.31	\$1.16	1.08
		massage therapy spa danbury ct		1	5	20.00%	\$1.52	\$1.52	1.00
			Yahoo	1	5	20.00%	\$1.52	\$1.52	1.00
		registered massage therapist brookfield ct		1	13	7.69%	\$1.51	\$1.51	1.13
			Yahoo	1	13	7.69%	\$1.51	\$1.51	1.13
		massage therapy spa newtown ct		2	17	11.76%	\$1.41	\$0.71	1.30
			Yahoo	2	17	11.76%	\$1.41	\$0.71	1.30
		massage therapy spa bethel ct		0	3	0.00%	\$0.00	0	1.50
			Google	0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

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		massage therapy specials bethel ct		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		local massage therapy spa brookfield ct		0	4	0.00%	\$0.00	0	1.17
			Yahoo	0	4	0.00%	\$0.00	0	1.17
		local massage therapy spa newtown ct		0	11	0.00%	\$0.00	0	1.40
			Yahoo	0	11	0.00%	\$0.00	0	1.40
		licensed massage therapy danbury ct		3	25	12.00%	\$4.57	\$1.52	1.50
			Yahoo	3	25	12.00%	\$4.57	\$1.52	1.50
		registered massage therapist danbury ct		0	22	0.00%	\$0.00	0	1.06
			Yahoo	0	21	0.00%	\$0.00	0	1.07
			Google	0	1	0.00%	\$0.00	0	1.00

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		licensed massage therapy monroe ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		certified massage therapy bethel ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		licensed massage therapy newtown ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		massage therapy spa brookfield ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		massage therapy clinic danbury ct		0	7	0.00%	\$0.00	0	1.00
			Yahoo	0	7	0.00%	\$0.00	0	1.00
		massage therapy specials newtown ct		0	3	0.00%	\$0.00	0	1.67
			Yahoo	0	3	0.00%	\$0.00	0	1.67

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		registered massage therapist monroe ct		0	6	0.00%	\$0.00	0	1.00
			Yahoo	0	6	0.00%	\$0.00	0	1.00
		local massage therapy spa bethel ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		massage therapy clinic newtown ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		registered massage therapist bethel ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		certified massage therapy brookfield ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00

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		certified massage therapy newtown ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		registered massage therapist newtown ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
Geo-Targeted Jade Massage				131	8654	1.51%	\$156.77	\$1.20	3.63
	Main			131	8654	1.51%	\$156.77	\$1.20	3.63
		aromatherapy		0	149	0.00%	\$0.00	0	4.41
			Bing	0	41	0.00%	\$0.00	0	4.11
			Google	0	67	0.00%	\$0.00	0	5.45
			Yahoo	0	41	0.00%	\$0.00	0	3.78
		deep tissue massage		2	34	5.88%	\$2.57	\$1.29	2.67
			Google	0	12	0.00%	\$0.00	0	2.78
			Bing	0	2	0.00%	\$0.00	0	2.50

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			Yahoo	2	20	10.00%	\$2.57	\$1.29	2.63
		massage		121	6538	1.85%	\$141.47	\$1.17	2.44
			Bing	8	491	1.63%	\$10.43	\$1.30	2.59
			Google	85	3555	2.39%	\$94.90	\$1.12	2.26
			Yahoo	28	2492	1.12%	\$36.14	\$1.29	2.50
		massage packages		1	29	3.45%	\$1.98	\$1.98	5.21
			Google	0	15	0.00%	\$0.00	0	4.57
			Yahoo	1	14	7.14%	\$1.98	\$1.98	6.50
		massage therapy		2	421	0.48%	\$3.78	\$1.89	7.79
			Google	0	45	0.00%	\$0.00	0	6.37
			Yahoo	2	371	0.54%	\$3.78	\$1.89	9.24
			Bing	0	5	0.00%	\$0.00	0	7.40
		massage therapy spas		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		prenatal massage		0	18	0.00%	\$0.00	0	1.78
			Yahoo	0	4	0.00%	\$0.00	0	2.00
			Google	0	14	0.00%	\$0.00	0	1.69

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		professional massage therapy		1	233	0.43%	\$1.96	\$1.96	6.43
			Yahoo	1	233	0.43%	\$1.96	\$1.96	6.43
		reflexology		2	318	0.63%	\$2.93	\$1.47	1.80
			Bing	0	62	0.00%	\$0.00	0	1.72
			Google	1	73	1.37%	\$1.29	\$1.29	2.11
			Yahoo	1	183	0.55%	\$1.64	\$1.64	1.61
		shiatsu massage		0	73	0.00%	\$0.00	0	2.94
			Bing	0	1	0.00%	\$0.00	0	3.00
			Google	0	55	0.00%	\$0.00	0	2.77
			Yahoo	0	17	0.00%	\$0.00	0	3.25
		swedish massage		1	34	2.94%	\$1.35	\$1.35	2.50
			Google	1	21	4.76%	\$1.35	\$1.35	2.88
			Yahoo	0	9	0.00%	\$0.00	0	1.86
			Bing	0	4	0.00%	\$0.00	0	2.75
		therapy		1	679	0.15%	\$0.73	\$0.73	4.40
			Bing	0	367	0.00%	\$0.00	0	3.00
			Google	0	53	0.00%	\$0.00	0	8.44
			Yahoo	1	259	0.39%	\$0.73	\$0.73	3.44

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		back massage therapy		0	7	0.00%	\$0.00	0	2.20
			Yahoo	0	7	0.00%	\$0.00	0	2.20
		find a massage therapist		0	12	0.00%	\$0.00	0	6.25
			Yahoo	0	9	0.00%	\$0.00	0	7.25
			Google	0	3	0.00%	\$0.00	0	5.25
		therapeutic massage		0	31	0.00%	\$0.00	0	2.12
			Google	0	22	0.00%	\$0.00	0	1.98
			Yahoo	0	9	0.00%	\$0.00	0	2.33
		licensed massage therapist		0	10	0.00%	\$0.00	0	4.20
			Yahoo	0	9	0.00%	\$0.00	0	4.75
			Google	0	1	0.00%	\$0.00	0	2.00
		massage therapy spa		0	23	0.00%	\$0.00	0	3.43
			Google	0	1	0.00%	\$0.00	0	6.00
			Yahoo	0	22	0.00%	\$0.00	0	3.14

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		massage therapy clinic		0	15	0.00%	\$0.00	0	2.25
			Yahoo	0	15	0.00%	\$0.00	0	2.25
		massage therapy techniques		0	6	0.00%	\$0.00	0	5.25
			Yahoo	0	6	0.00%	\$0.00	0	5.25
		massage therapist listing		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		pre natal massage		0	3	0.00%	\$0.00	0	1.00
			Google	0	3	0.00%	\$0.00	0	1.00
		pregnancy massage therapy		0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00
		massage therapy benefits		0	6	0.00%	\$0.00	0	5.00
			Google	0	3	0.00%	\$0.00	0	3.50
			Yahoo	0	3	0.00%	\$0.00	0	6.50

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		registered massage therapist		0	2	0.00%	\$0.00	0	4.00
			Yahoo	0	2	0.00%	\$0.00	0	4.00
		massage therapy prices		0	7	0.00%	\$0.00	0	1.00
			Yahoo	0	7	0.00%	\$0.00	0	1.00
		healing massage therapy		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		types of massage therapy		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00