

Campaign Summary Report



July Summary:

Order Details:

Order Name: inGear-FULFILLED
 Budget: \$1,000.00
 Start Date: 5/26/2009
 End Date: 7/25/2009
 Order Status: Fulfilled

MTD Spend:	\$729.01	Calls:	0
MTD Clicks:	498	Emails:	0

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

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Ingear			341	55300	0.62%	\$521.84	\$1.53	3.49
	7/1/2009		26	4647	0.56%	\$30.76	\$1.18	3.48
		Ask	15	3269	0.46%	\$5.22	\$0.35	1.02
		Google	4	802	0.50%	\$10.60	\$2.65	6.01
		MSN	5	308	1.62%	\$11.21	\$2.24	3.61

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	2	268	0.75%	\$3.73	\$1.87	3.26
	7/2/2009		23	3737	0.62%	\$26.37	\$1.15	3.35
		Ask	14	2298	0.61%	\$5.22	\$0.37	1.02
		Google	4	813	0.49%	\$10.61	\$2.65	5.76
		MSN	4	329	1.22%	\$8.60	\$2.15	3.34
		Yahoo	1	297	0.34%	\$1.94	\$1.94	3.28
	7/3/2009		17	2106	0.81%	\$22.09	\$1.30	3.64
		Ask	10	1163	0.86%	\$5.22	\$0.52	0.87
		Google	5	492	1.02%	\$11.93	\$2.39	6.30
		MSN	2	275	0.73%	\$4.94	\$2.47	3.76
		Yahoo	0	176	0.00%	\$0.00	NaN	3.63
	7/4/2009		19	3775	0.50%	\$27.20	\$1.43	3.74
		Ask	9	2584	0.35%	\$4.96	\$0.55	1.02
		Google	3	853	0.35%	\$8.62	\$2.87	6.72
		MSN	6	164	3.66%	\$11.12	\$1.85	3.94
		Yahoo	1	174	0.57%	\$2.50	\$2.50	3.26
	7/5/2009		13	2891	0.45%	\$20.64	\$1.59	3.47
		Ask	5	1594	0.31%	\$4.71	\$0.94	1.01
		Google	4	840	0.48%	\$8.87	\$2.22	6.54
		MSN	3	237	1.27%	\$4.92	\$1.64	3.39
		Yahoo	1	220	0.45%	\$2.14	\$2.14	2.95

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	7/6/2009		16	2235	0.72%	\$26.04	\$1.63	3.24
		Ask	7	1396	0.50%	\$4.47	\$0.64	1.05
		Google	4	204	1.96%	\$9.47	\$2.37	5.80
		MSN	3	355	0.85%	\$7.09	\$2.36	3.03
		Yahoo	2	280	0.71%	\$5.01	\$2.51	3.09
	7/7/2009		12	2519	0.48%	\$17.62	\$1.47	3.62
		Ask	4	1316	0.30%	\$4.25	\$1.06	0.96
		Google	4	600	0.67%	\$8.36	\$2.09	6.93
		MSN	4	316	1.27%	\$5.01	\$1.25	3.54
		Yahoo	0	287	0.00%	\$0.00	NaN	3.04
	7/8/2009		10	2324	0.43%	\$18.04	\$1.80	3.26
		Ask	4	1469	0.27%	\$4.04	\$1.01	0.92
		Google	3	326	0.92%	\$8.50	\$2.83	5.63
		MSN	2	306	0.65%	\$2.58	\$1.29	3.48
		Yahoo	1	223	0.45%	\$2.92	\$2.92	3.01
	7/9/2009		14	1959	0.71%	\$21.42	\$1.53	3.29
		Ask	7	1308	0.54%	\$3.84	\$0.55	1.04
		Google	3	154	1.95%	\$7.35	\$2.45	5.64
		MSN	3	288	1.04%	\$8.02	\$2.67	3.27
		Yahoo	1	209	0.48%	\$2.21	\$2.21	3.21
	7/10/2009		18	2974	0.61%	\$19.58	\$1.09	3.68
		Ask	8	2075	0.39%	\$3.65	\$0.46	1.03

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Google	5	272	1.84%	\$9.02	\$1.80	6.83
		MSN	4	438	0.91%	\$4.70	\$1.18	3.96
		Yahoo	1	189	0.53%	\$2.21	\$2.21	2.88
	7/11/2009		9	1989	0.45%	\$11.30	\$1.26	3.96
		Ask	5	1266	0.39%	\$3.65	\$0.73	1.03
		Google	3	229	1.31%	\$5.68	\$1.89	7.52
		MSN	1	349	0.29%	\$1.97	\$1.97	3.66
		Yahoo	0	145	0.00%	\$0.00	NaN	3.64
	7/12/2009		12	2469	0.49%	\$15.50	\$1.29	3.58
		Ask	7	1911	0.37%	\$3.83	\$0.55	1.01
		Google	3	180	1.67%	\$8.26	\$2.75	6.27
		MSN	1	296	0.34%	\$0.69	\$0.69	3.71
		Yahoo	1	82	1.22%	\$2.72	\$2.72	3.34
	7/13/2009		13	2829	0.46%	\$21.85	\$1.68	3.52
		Ask	5	1673	0.30%	\$3.83	\$0.77	1.05
		Google	5	551	0.91%	\$12.32	\$2.46	6.02
		MSN	2	356	0.56%	\$2.91	\$1.46	3.60
		Yahoo	1	249	0.40%	\$2.79	\$2.79	3.40
	7/14/2009		12	2736	0.44%	\$21.64	\$1.80	3.90
		Ask	3	1979	0.15%	\$1.11	\$0.37	1.10
		Google	5	410	1.22%	\$12.21	\$2.44	6.82
		MSN	3	134	2.24%	\$6.07	\$2.02	4.04

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	1	213	0.47%	\$2.25	\$2.25	3.63
	7/15/2009		11	2140	0.51%	\$21.27	\$1.93	3.59
		Ask	3	941	0.32%	\$1.17	\$0.39	1.11
		Google	6	540	1.11%	\$15.69	\$2.62	6.35
		MSN	1	431	0.23%	\$2.20	\$2.20	3.65
		Yahoo	1	228	0.44%	\$2.21	\$2.21	3.26
	7/16/2009		13	2145	0.61%	\$20.97	\$1.61	3.59
		Ask	3	946	0.32%	\$1.23	\$0.41	1.12
		Google	6	654	0.92%	\$13.95	\$2.33	7.08
		MSN	3	332	0.90%	\$4.46	\$1.49	3.07
		Yahoo	1	213	0.47%	\$1.33	\$1.33	3.10
	7/17/2009		13	1172	1.11%	\$24.80	\$1.91	3.37
		Ask	3	370	0.81%	\$1.29	\$0.43	1.10
		Google	6	350	1.71%	\$14.99	\$2.50	6.11
		MSN	2	309	0.65%	\$4.58	\$2.29	3.27
		Yahoo	2	143	1.40%	\$3.94	\$1.97	3.00
	7/18/2009		15	1896	0.79%	\$26.30	\$1.75	3.40
		Ask	5	1149	0.44%	\$1.35	\$0.27	1.18
		Google	6	428	1.40%	\$15.30	\$2.55	6.21
		MSN	3	225	1.33%	\$6.64	\$2.21	3.16
		Yahoo	1	94	1.06%	\$3.01	\$3.01	3.06

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	7/19/2009		16	1715	0.93%	\$24.75	\$1.55	3.37
		Ask	5	915	0.55%	\$1.42	\$0.28	1.11
		Google	7	358	1.96%	\$16.78	\$2.40	6.20
		MSN	2	298	0.67%	\$2.44	\$1.22	3.10
		Yahoo	2	144	1.39%	\$4.11	\$2.06	3.05
	7/20/2009		14	2057	0.68%	\$21.50	\$1.54	3.37
		Ask	3	761	0.39%	\$1.49	\$0.50	1.04
		Google	8	556	1.44%	\$17.51	\$2.19	6.26
		MSN	3	523	0.57%	\$2.50	\$0.83	3.21
		Yahoo	0	217	0.00%	\$0.00	NaN	2.96
	7/21/2009		17	2112	0.80%	\$28.22	\$1.66	3.28
		Ask	5	909	0.55%	\$1.56	\$0.31	1.09
		Google	8	541	1.48%	\$18.55	\$2.32	5.67
		MSN	3	476	0.63%	\$5.33	\$1.78	3.32
		Yahoo	1	186	0.54%	\$2.78	\$2.78	3.05
	7/22/2009		16	1850	0.86%	\$28.74	\$1.80	3.20
		Ask	4	696	0.57%	\$1.56	\$0.39	1.05
		Google	8	575	1.39%	\$20.42	\$2.55	5.38
		MSN	4	403	0.99%	\$6.76	\$1.69	3.11
		Yahoo	0	176	0.00%	\$0.00	NaN	3.24
	7/23/2009		12	1023	1.17%	\$25.24	\$2.10	3.35
		Ask	3	380	0.79%	\$1.56	\$0.52	1.08

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Google	6	344	1.74%	\$16.07	\$2.68	5.51
		MSN	1	219	0.46%	\$2.02	\$2.02	3.40
		Yahoo	2	80	2.50%	\$5.59	\$2.80	3.41
Geo-Modified Ingear			157	6986	2.25%	\$207.17	\$1.32	2.52
	7/1/2009		9	349	2.58%	\$12.65	\$1.41	2.79
		Ask	0	34	0.00%	\$0.00	NaN	1.00
		Google	0	15	0.00%	\$0.00	NaN	5.14
		Yahoo	9	300	3.00%	\$12.65	\$1.41	2.22
	7/2/2009		9	467	1.93%	\$11.84	\$1.32	3.24
		Ask	0	6	0.00%	\$0.00	NaN	1.00
		Google	0	12	0.00%	\$0.00	NaN	7.00
		Yahoo	9	449	2.00%	\$11.84	\$1.32	1.73
	7/3/2009		9	256	3.52%	\$10.83	\$1.20	2.91
		Ask	0	36	0.00%	\$0.00	NaN	1.00
		Google	0	15	0.00%	\$0.00	NaN	4.17
		MSN	0	4	0.00%	\$0.00	NaN	4.25
		Yahoo	9	201	4.48%	\$10.83	\$1.20	2.23
	7/4/2009		9	397	2.27%	\$9.43	\$1.05	2.73
		Ask	0	37	0.00%	\$0.00	NaN	1.00
		Google	0	16	0.00%	\$0.00	NaN	4.63
		Yahoo	9	344	2.62%	\$9.43	\$1.05	2.56
	7/5/2009		8	257	3.11%	\$11.17	\$1.40	2.40
		Ask	0	26	0.00%	\$0.00	NaN	1.00

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Campaign	Date	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		Google	0	6	0.00%	\$0.00	NaN	3.75
		Yahoo	8	225	3.56%	\$11.17	\$1.40	2.45
	7/6/2009		6	102	5.88%	\$12.54	\$2.09	2.05
		Ask	0	15	0.00%	\$0.00	NaN	1.00
		Google	1	24	4.17%	\$2.95	\$2.95	3.54
		Yahoo	5	63	7.94%	\$9.59	\$1.92	1.60
	7/7/2009		18	545	3.30%	\$14.69	\$0.82	2.59
		Ask	11	282	3.90%	\$4.25	\$0.39	1.01
		Google	0	17	0.00%	\$0.00	NaN	4.73
		Yahoo	7	246	2.85%	\$10.44	\$1.49	2.02
	7/8/2009		6	200	3.00%	\$9.04	\$1.51	2.32
		Ask	0	42	0.00%	\$0.00	NaN	1.00
		Google	0	21	0.00%	\$0.00	NaN	4.41
		MSN	0	1	0.00%	\$0.00	NaN	2.00
		Yahoo	6	136	4.41%	\$9.04	\$1.51	1.87
	7/9/2009		5	143	3.50%	\$7.74	\$1.55	3.28
		Google	0	31	0.00%	\$0.00	NaN	4.84
		Yahoo	5	112	4.46%	\$7.74	\$1.55	1.71
	7/10/2009		5	402	1.24%	\$5.61	\$1.12	2.37
		Ask	0	3	0.00%	\$0.00	NaN	1.25
		Google	0	17	0.00%	\$0.00	NaN	3.99
		MSN	0	3	0.00%	\$0.00	NaN	2.50

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Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	5	379	1.32%	\$5.61	\$1.12	1.72
	7/11/2009		5	296	1.69%	\$7.87	\$1.57	2.82
		Ask	0	1	0.00%	\$0.00	NaN	1.00
		Google	0	13	0.00%	\$0.00	NaN	4.99
		Yahoo	5	282	1.77%	\$7.87	\$1.57	2.48
	7/12/2009		5	263	1.90%	\$8.01	\$1.60	2.96
		Google	0	29	0.00%	\$0.00	NaN	4.39
		Yahoo	5	234	2.14%	\$8.01	\$1.60	1.52
	7/13/2009		4	171	2.34%	\$6.20	\$1.55	2.68
		Ask	0	11	0.00%	\$0.00	NaN	1.65
		Google	0	33	0.00%	\$0.00	NaN	4.48
		Yahoo	4	127	3.15%	\$6.20	\$1.55	1.92
	7/14/2009		4	100	4.00%	\$6.37	\$1.59	2.44
		Ask	0	2	0.00%	\$0.00	NaN	1.50
		Google	0	27	0.00%	\$0.00	NaN	2.94
		MSN	0	2	0.00%	\$0.00	NaN	3.00
		Yahoo	4	69	5.80%	\$6.37	\$1.59	2.33
	7/15/2009		3	122	2.46%	\$5.89	\$1.96	1.88
		Ask	0	8	0.00%	\$0.00	NaN	1.25
		Google	0	33	0.00%	\$0.00	NaN	3.10
		MSN	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	3	80	3.75%	\$5.89	\$1.96	2.18

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	7/16/2009		5	177	2.82%	\$8.16	\$1.63	2.98
		Ask	1	78	1.28%	\$0.71	\$0.71	1.00
		Google	0	25	0.00%	\$0.00	NaN	5.76
		Yahoo	4	74	5.41%	\$7.45	\$1.86	2.17
	7/17/2009		5	202	2.48%	\$9.66	\$1.93	2.44
		Ask	0	19	0.00%	\$0.00	NaN	1.02
		Google	1	31	3.23%	\$2.94	\$2.94	4.13
		MSN	0	4	0.00%	\$0.00	NaN	2.00
		Yahoo	4	148	2.70%	\$6.72	\$1.68	2.60
	7/18/2009		10	583	1.72%	\$9.51	\$0.95	2.62
		Ask	5	479	1.04%	\$1.35	\$0.27	1.01
		Google	0	20	0.00%	\$0.00	NaN	5.30
		Yahoo	5	84	5.95%	\$8.16	\$1.63	1.56
	7/19/2009		5	156	3.21%	\$7.69	\$1.54	1.70
		Ask	0	36	0.00%	\$0.00	NaN	1.08
		Google	0	15	0.00%	\$0.00	NaN	3.34
		MSN	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	5	104	4.81%	\$7.69	\$1.54	1.36
	7/20/2009		9	656	1.37%	\$9.02	\$1.00	2.22
		Ask	4	349	1.15%	\$1.49	\$0.37	1.00
		Google	0	18	0.00%	\$0.00	NaN	3.55
		MSN	0	2	0.00%	\$0.00	NaN	2.50

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		Yahoo	5	287	1.74%	\$7.53	\$1.51	1.84
	7/21/2009		8	565	1.42%	\$10.43	\$1.30	2.15
		Ask	3	309	0.97%	\$1.49	\$0.50	1.09
		Google	0	20	0.00%	\$0.00	NaN	3.64
		Yahoo	5	236	2.12%	\$8.94	\$1.79	1.72
	7/22/2009		6	343	1.75%	\$9.29	\$1.55	2.94
		Ask	0	212	0.00%	\$0.00	NaN	1.02
		Google	0	23	0.00%	\$0.00	NaN	4.84
		MSN	0	2	0.00%	\$0.00	NaN	4.00
		Yahoo	6	106	5.66%	\$9.29	\$1.55	1.90
	7/23/2009		4	234	1.71%	\$3.53	\$0.88	2.44
		Ask	1	104	0.96%	\$0.25	\$0.25	1.00
		Google	0	8	0.00%	\$0.00	NaN	4.81
		MSN	0	1	0.00%	\$0.00	NaN	2.00
		Yahoo	3	121	2.48%	\$3.28	\$1.09	1.95

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

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