

Campaign Summary Report



June 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:	\$1,041.76	Calls:	0
MTD Clicks:	665	Emails:	0

Details: 6/1/2009 - 6/30/2009

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
Geo-Targeted Ingear			488	123898	0.39%	\$714.69	\$1.46	3.54
	6/1/2009		25	7990	0.31%	\$36.86	\$1.47	3.11
		Ask	13	1603	0.81%	\$8.00	\$0.62	1.01
		Google	7	5808	0.12%	\$15.53	\$2.22	4.94
		MSN	4	381	1.05%	\$10.78	\$2.70	3.05

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	1	198	0.51%	\$2.55	\$2.55	3.42
	6/2/2009		22	9261	0.24%	\$30.88	\$1.40	3.23
		Ask	13	2509	0.52%	\$8.00	\$0.62	1.00
		Google	6	6299	0.10%	\$15.63	\$2.61	4.95
		MSN	3	268	1.12%	\$7.25	\$2.42	3.81
		Yahoo	0	185	0.00%	\$0.00	NaN	3.14
	6/3/2009		23	12128	0.19%	\$41.18	\$1.79	3.27
		Ask	9	6994	0.13%	\$8.00	\$0.89	1.05
		Google	9	4660	0.19%	\$20.30	\$2.26	5.57
		MSN	4	307	1.30%	\$10.04	\$2.51	3.50
		Yahoo	1	167	0.60%	\$2.84	\$2.84	2.96
	6/4/2009		25	7731	0.32%	\$31.81	\$1.27	3.30
		Ask	15	2313	0.65%	\$8.00	\$0.53	1.03
		Google	6	4911	0.12%	\$14.99	\$2.50	5.22
		MSN	2	248	0.81%	\$3.75	\$1.88	3.57
		Yahoo	2	259	0.77%	\$5.07	\$2.54	3.39
	6/5/2009		22	6626	0.33%	\$37.47	\$1.70	3.20
		Ask	10	1864	0.54%	\$8.00	\$0.80	1.03
		Google	8	4142	0.19%	\$19.10	\$2.39	5.32
		MSN	3	366	0.82%	\$7.69	\$2.56	3.55
		Yahoo	1	254	0.39%	\$2.68	\$2.68	2.89

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	6/6/2009		21	6419	0.33%	\$25.93	\$1.23	3.53
		Ask	13	2446	0.53%	\$8.00	\$0.62	1.01
		Google	6	3639	0.16%	\$15.19	\$2.53	5.50
		MSN	2	228	0.88%	\$2.74	\$1.37	3.43
		Yahoo	0	106	0.00%	\$0.00	NaN	4.17
	6/7/2009		14	4731	0.30%	\$23.84	\$1.70	3.41
		Ask	7	2117	0.33%	\$7.32	\$1.05	1.04
		Google	5	2322	0.22%	\$13.40	\$2.68	5.70
		MSN	1	194	0.52%	\$1.23	\$1.23	3.74
		Yahoo	1	98	1.02%	\$1.89	\$1.89	3.15
	6/8/2009		23	3612	0.64%	\$36.14	\$1.57	3.52
		Ask	10	1349	0.74%	\$7.22	\$0.72	1.01
		Google	5	1715	0.29%	\$13.12	\$2.62	6.00
		MSN	6	366	1.64%	\$10.54	\$1.76	3.51
		Yahoo	2	182	1.10%	\$5.26	\$2.63	3.55
	6/9/2009		14	3580	0.39%	\$27.12	\$1.94	3.56
		Ask	5	251	1.99%	\$6.50	\$1.30	1.05
		Google	5	2809	0.18%	\$12.20	\$2.44	6.22
		MSN	1	282	0.35%	\$1.86	\$1.86	3.74
		Yahoo	3	238	1.26%	\$6.56	\$2.19	3.23
	6/10/2009		17	3316	0.51%	\$23.04	\$1.36	3.42
		Ask	9	1154	0.78%	\$5.85	\$0.65	1.01

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Google	4	1695	0.24%	\$10.90	\$2.73	6.08
		MSN	2	225	0.89%	\$2.72	\$1.36	3.93
		Yahoo	2	242	0.83%	\$3.57	\$1.79	2.66
	6/11/2009		13	4719	0.28%	\$19.53	\$1.50	3.69
		Ask	5	534	0.94%	\$5.27	\$1.05	1.07
		Google	5	3701	0.14%	\$10.08	\$2.02	6.18
		MSN	1	219	0.46%	\$0.98	\$0.98	4.24
		Yahoo	2	265	0.75%	\$3.20	\$1.60	3.25
	6/12/2009		12	4544	0.26%	\$14.51	\$1.21	3.71
		Ask	8	874	0.92%	\$5.01	\$0.63	1.04
		Google	4	3294	0.12%	\$9.50	\$2.38	6.14
		MSN	0	212	0.00%	\$0.00	NaN	4.09
		Yahoo	0	164	0.00%	\$0.00	NaN	3.58
	6/13/2009		15	4251	0.35%	\$18.04	\$1.20	3.27
		Ask	8	3055	0.26%	\$4.76	\$0.60	1.13
		Google	4	900	0.44%	\$10.09	\$2.52	5.73
		MSN	2	148	1.35%	\$1.76	\$0.88	3.35
		Yahoo	1	148	0.68%	\$1.43	\$1.43	2.86
	6/14/2009		9	2880	0.31%	\$15.37	\$1.71	3.59
		Ask	5	1175	0.43%	\$4.52	\$0.90	1.05
		Google	3	1402	0.21%	\$7.91	\$2.64	6.43
		MSN	1	144	0.69%	\$2.94	\$2.94	4.25

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	0	159	0.00%	\$0.00	NaN	2.64
	6/15/2009		18	2669	0.67%	\$19.91	\$1.11	3.33
		Ask	10	616	1.62%	\$4.29	\$0.43	1.03
		Google	5	1543	0.32%	\$10.69	\$2.14	5.84
		MSN	2	226	0.88%	\$2.42	\$1.21	3.79
		Yahoo	1	284	0.35%	\$2.51	\$2.51	2.67
	6/16/2009		20	2952	0.68%	\$23.17	\$1.16	3.54
		Ask	12	1465	0.82%	\$4.29	\$0.36	1.07
		Google	3	976	0.31%	\$7.85	\$2.62	5.63
		MSN	4	229	1.75%	\$8.06	\$2.02	4.10
		Yahoo	1	282	0.35%	\$2.97	\$2.97	3.35
	6/17/2009		14	3239	0.43%	\$19.29	\$1.38	3.62
		Ask	8	1726	0.46%	\$4.29	\$0.54	1.03
		Google	4	1083	0.37%	\$9.31	\$2.33	6.70
		MSN	0	164	0.00%	\$0.00	NaN	4.01
		Yahoo	2	266	0.75%	\$5.69	\$2.85	2.73
	6/18/2009		17	2043	0.83%	\$23.93	\$1.41	3.62
		Ask	8	1102	0.73%	\$4.29	\$0.54	1.03
		Google	4	478	0.84%	\$10.38	\$2.60	6.70
		MSN	4	234	1.71%	\$7.42	\$1.86	4.11
		Yahoo	1	229	0.44%	\$1.84	\$1.84	2.65

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	6/19/2009		17	2505	0.68%	\$20.30	\$1.19	3.80
		Ask	10	929	1.08%	\$4.29	\$0.43	1.08
		Google	4	1075	0.37%	\$8.62	\$2.16	6.23
		MSN	2	184	1.09%	\$5.18	\$2.59	4.80
		Yahoo	1	317	0.32%	\$2.21	\$2.21	3.07
	6/20/2009		11	2276	0.48%	\$18.18	\$1.65	3.72
		Ask	4	1517	0.26%	\$4.29	\$1.07	1.04
		Google	4	343	1.17%	\$9.35	\$2.34	6.29
		MSN	3	246	1.22%	\$4.54	\$1.51	4.15
		Yahoo	0	170	0.00%	\$0.00	NaN	3.39
	6/21/2009		12	2166	0.55%	\$19.70	\$1.64	3.58
		Ask	4	1627	0.25%	\$4.29	\$1.07	1.00
		Google	3	95	3.16%	\$6.80	\$2.27	6.79
		MSN	3	221	1.36%	\$5.02	\$1.67	3.52
		Yahoo	2	223	0.90%	\$3.59	\$1.80	3.01
	6/22/2009		20	3977	0.50%	\$26.51	\$1.33	3.60
		Ask	10	1728	0.58%	\$4.29	\$0.43	1.01
		Google	5	1532	0.33%	\$10.53	\$2.11	6.71
		MSN	3	338	0.89%	\$7.04	\$2.35	3.76
		Yahoo	2	379	0.53%	\$4.65	\$2.33	2.93
	6/23/2009		11	2563	0.43%	\$17.95	\$1.63	3.70
		Ask	5	1689	0.30%	\$4.29	\$0.86	0.96

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Google	3	349	0.86%	\$7.88	\$2.63	6.33
		MSN	1	245	0.41%	\$0.81	\$0.81	4.40
		Yahoo	2	280	0.71%	\$4.97	\$2.49	3.12
	6/24/2009		12	3359	0.36%	\$22.36	\$1.86	3.84
		Ask	5	2343	0.21%	\$4.29	\$0.86	1.00
		Google	3	537	0.56%	\$8.00	\$2.67	6.65
		MSN	4	254	1.57%	\$10.07	\$2.52	4.52
		Yahoo	0	225	0.00%	\$0.00	NaN	3.20
	6/25/2009		12	1809	0.66%	\$16.58	\$1.38	3.77
		Ask	7	1027	0.68%	\$4.29	\$0.61	1.03
		Google	4	433	0.92%	\$9.39	\$2.35	6.70
		MSN	1	181	0.55%	\$2.90	\$2.90	3.63
		Yahoo	0	168	0.00%	\$0.00	NaN	3.72
	6/26/2009		11	2871	0.38%	\$18.53	\$1.68	3.70
		Ask	4	1347	0.30%	\$4.29	\$1.07	0.95
		Google	4	994	0.40%	\$9.03	\$2.26	6.47
		MSN	3	200	1.50%	\$5.21	\$1.74	4.08
		Yahoo	0	330	0.00%	\$0.00	NaN	3.28
	6/27/2009		10	1677	0.60%	\$16.43	\$1.64	3.88
		Ask	4	1128	0.35%	\$4.29	\$1.07	0.92
		Google	4	273	1.47%	\$9.36	\$2.34	7.35
		MSN	2	118	1.69%	\$2.78	\$1.39	3.77

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	0	158	0.00%	\$0.00	NaN	3.47
	6/28/2009		16	1755	0.91%	\$25.25	\$1.58	3.84
		Ask	6	868	0.69%	\$4.50	\$0.75	0.94
		Google	4	611	0.65%	\$9.18	\$2.30	6.96
		MSN	5	149	3.36%	\$10.12	\$2.02	3.90
		Yahoo	1	127	0.79%	\$1.45	\$1.45	3.54
	6/29/2009		18	3449	0.52%	\$21.63	\$1.20	3.55
		Ask	10	1741	0.57%	\$4.73	\$0.47	0.94
		Google	4	1083	0.37%	\$9.62	\$2.41	6.77
		MSN	4	314	1.27%	\$7.28	\$1.82	3.45
		Yahoo	0	311	0.00%	\$0.00	NaN	3.05
	6/30/2009		14	2800	0.50%	\$23.25	\$1.66	3.44
		Ask	6	1298	0.46%	\$4.97	\$0.83	0.98
		Google	4	835	0.48%	\$9.92	\$2.48	6.65
		MSN	4	332	1.20%	\$8.36	\$2.09	2.93
		Yahoo	0	335	0.00%	\$0.00	NaN	3.20
Geo-Modified Ingear			177	10244	1.73%	\$327.07	\$1.85	2.62
	6/1/2009		2	418	0.48%	\$5.61	\$2.81	2.81
		Google	0	50	0.00%	\$0.00	NaN	4.13
		MSN	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	2	367	0.54%	\$5.61	\$2.81	3.30
	6/2/2009		9	727	1.24%	\$15.81	\$1.76	2.45
		Ask	3	243	1.23%	\$0.84	\$0.28	1.00

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Google	0	40	0.00%	\$0.00	NaN	4.34
		MSN	0	1	0.00%	\$0.00	NaN	2.00
		Yahoo	6	443	1.35%	\$14.97	\$2.50	2.46
	6/3/2009		1	441	0.23%	\$0.40	\$0.40	2.74
		Ask	1	82	1.22%	\$0.40	\$0.40	1.00
		Google	0	29	0.00%	\$0.00	NaN	4.61
		Yahoo	0	330	0.00%	\$0.00	NaN	2.61
	6/4/2009		3	567	0.53%	\$7.84	\$2.61	2.92
		Ask	0	57	0.00%	\$0.00	NaN	1.01
		Google	0	44	0.00%	\$0.00	NaN	4.86
		MSN	0	6	0.00%	\$0.00	NaN	3.25
		Yahoo	3	460	0.65%	\$7.84	\$2.61	2.56
	6/5/2009		7	445	1.57%	\$16.55	\$2.36	3.37
		Ask	0	4	0.00%	\$0.00	NaN	1.00
		Google	0	33	0.00%	\$0.00	NaN	4.92
		MSN	0	1	0.00%	\$0.00	NaN	5.00
		Yahoo	7	407	1.72%	\$16.55	\$2.36	2.57
	6/6/2009		7	441	1.59%	\$14.81	\$2.12	3.46
		Ask	0	6	0.00%	\$0.00	NaN	1.00
		Google	0	15	0.00%	\$0.00	NaN	6.51
		Yahoo	7	420	1.67%	\$14.81	\$2.12	2.88

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	6/7/2009		8	356	2.25%	\$15.33	\$1.92	3.90
		Google	0	17	0.00%	\$0.00	NaN	3.93
		MSN	0	4	0.00%	\$0.00	NaN	5.50
		Yahoo	8	335	2.39%	\$15.33	\$1.92	2.28
	6/8/2009		8	231	3.46%	\$15.46	\$1.93	2.22
		Ask	0	7	0.00%	\$0.00	NaN	0.67
		Google	0	31	0.00%	\$0.00	NaN	4.62
		MSN	0	4	0.00%	\$0.00	NaN	1.50
		Yahoo	8	189	4.23%	\$15.46	\$1.93	2.07
	6/9/2009		5	484	1.03%	\$10.98	\$2.20	3.56
		Google	0	16	0.00%	\$0.00	NaN	4.96
		Yahoo	5	468	1.07%	\$10.98	\$2.20	2.16
	6/10/2009		5	390	1.28%	\$11.49	\$2.30	2.43
		Ask	0	161	0.00%	\$0.00	NaN	1.11
		Google	0	28	0.00%	\$0.00	NaN	3.67
		MSN	0	1	0.00%	\$0.00	NaN	2.00
		Yahoo	5	200	2.50%	\$11.49	\$2.30	2.93
	6/11/2009		6	354	1.69%	\$11.59	\$1.93	2.28
		Ask	0	4	0.00%	\$0.00	NaN	1.00
		Google	0	31	0.00%	\$0.00	NaN	3.93
		MSN	0	3	0.00%	\$0.00	NaN	1.33
		Yahoo	6	316	1.90%	\$11.59	\$1.93	2.86

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
	6/12/2009		4	288	1.39%	\$10.87	\$2.72	2.64
		Ask	0	7	0.00%	\$0.00	NaN	1.00
		Google	0	32	0.00%	\$0.00	NaN	4.04
		MSN	0	2	0.00%	\$0.00	NaN	3.00
		Yahoo	4	247	1.62%	\$10.87	\$2.72	2.53
	6/13/2009		5	185	2.70%	\$10.42	\$2.08	2.97
		Ask	0	2	0.00%	\$0.00	NaN	1.00
		Google	0	40	0.00%	\$0.00	NaN	5.26
		Yahoo	5	143	3.50%	\$10.42	\$2.08	2.66
	6/14/2009		5	300	1.67%	\$9.72	\$1.94	2.63
		Ask	0	41	0.00%	\$0.00	NaN	1.33
		Google	0	20	0.00%	\$0.00	NaN	5.48
		MSN	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	5	238	2.10%	\$9.72	\$1.94	2.72
	6/15/2009		8	365	2.19%	\$13.43	\$1.68	2.59
		Ask	0	9	0.00%	\$0.00	NaN	1.00
		Google	0	32	0.00%	\$0.00	NaN	4.33
		Yahoo	8	324	2.47%	\$13.43	\$1.68	2.43
	6/16/2009		5	112	4.46%	\$9.74	\$1.95	2.16
		Ask	0	1	0.00%	\$0.00	NaN	1.00
		Google	0	13	0.00%	\$0.00	NaN	3.90
		MSN	0	1	0.00%	\$0.00	NaN	2.00

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Yahoo	5	97	5.15%	\$9.74	\$1.95	1.73
	6/17/2009		5	195	2.56%	\$9.99	\$2.00	2.66
		Ask	0	2	0.00%	\$0.00	NaN	1.00
		Google	0	20	0.00%	\$0.00	NaN	4.96
		MSN	0	1	0.00%	\$0.00	NaN	2.00
		Yahoo	5	172	2.91%	\$9.99	\$2.00	2.69
	6/18/2009		6	105	5.71%	\$13.82	\$2.30	2.55
		Ask	0	1	0.00%	\$0.00	NaN	1.00
		Google	1	10	10.00%	\$2.70	\$2.70	5.94
		MSN	0	2	0.00%	\$0.00	NaN	1.00
		Yahoo	5	92	5.43%	\$11.12	\$2.22	2.27
	6/19/2009		6	285	2.11%	\$11.64	\$1.94	2.31
		Ask	0	13	0.00%	\$0.00	NaN	1.43
		Google	0	10	0.00%	\$0.00	NaN	4.57
		MSN	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	6	261	2.30%	\$11.64	\$1.94	2.23
	6/20/2009		5	233	2.15%	\$10.65	\$2.13	2.65
		Ask	0	78	0.00%	\$0.00	NaN	1.08
		Google	0	7	0.00%	\$0.00	NaN	4.75
		Yahoo	5	148	3.38%	\$10.65	\$2.13	2.11
	6/21/2009		5	81	6.17%	\$9.94	\$1.99	1.92
		Ask	0	33	0.00%	\$0.00	NaN	1.03

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		Google	0	4	0.00%	\$0.00	NaN	3.00
		MSN	0	1	0.00%	\$0.00	NaN	2.00
		Yahoo	5	43	11.63%	\$9.94	\$1.99	1.65
	6/22/2009		6	284	2.11%	\$11.97	\$2.00	2.53
		Ask	0	13	0.00%	\$0.00	NaN	1.00
		Google	0	30	0.00%	\$0.00	NaN	5.81
		MSN	0	2	0.00%	\$0.00	NaN	1.50
		Yahoo	6	239	2.51%	\$11.97	\$2.00	1.80
	6/23/2009		5	261	1.92%	\$9.58	\$1.92	2.70
		Ask	0	3	0.00%	\$0.00	NaN	1.33
		Google	0	12	0.00%	\$0.00	NaN	4.40
		Yahoo	5	246	2.03%	\$9.58	\$1.92	2.36
	6/24/2009		6	323	1.86%	\$9.47	\$1.58	2.28
		Ask	0	13	0.00%	\$0.00	NaN	1.00
		Google	0	27	0.00%	\$0.00	NaN	4.20
		Yahoo	6	283	2.12%	\$9.47	\$1.58	1.65
	6/25/2009		7	331	2.11%	\$10.21	\$1.46	3.20
		Google	0	13	0.00%	\$0.00	NaN	4.87
		MSN	0	2	0.00%	\$0.00	NaN	2.50
		Yahoo	7	316	2.22%	\$10.21	\$1.46	2.23
	6/26/2009		7	289	2.42%	\$9.84	\$1.41	2.18
		Ask	0	3	0.00%	\$0.00	NaN	1.00

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impresions	CTR %	Cost	Avg. CPC	Position
		Google	0	7	0.00%	\$0.00	NaN	4.17
		MSN	0	1	0.00%	\$0.00	NaN	2.00
		Yahoo	7	278	2.52%	\$9.84	\$1.41	1.56
	6/27/2009		6	410	1.46%	\$9.89	\$1.65	2.92
		Ask	0	33	0.00%	\$0.00	NaN	1.00
		Google	0	10	0.00%	\$0.00	NaN	4.55
		MSN	0	3	0.00%	\$0.00	NaN	4.50
		Yahoo	6	364	1.65%	\$9.89	\$1.65	1.63
	6/28/2009		8	415	1.93%	\$9.60	\$1.20	1.65
		Ask	0	3	0.00%	\$0.00	NaN	1.00
		Google	0	4	0.00%	\$0.00	NaN	2.17
		MSN	0	1	0.00%	\$0.00	NaN	1.00
		Yahoo	8	407	1.97%	\$9.60	\$1.20	2.42
	6/29/2009		8	617	1.30%	\$9.94	\$1.24	2.24
		Ask	0	18	0.00%	\$0.00	NaN	1.00
		Google	0	9	0.00%	\$0.00	NaN	4.06
		MSN	0	1	0.00%	\$0.00	NaN	2.00
		Yahoo	8	589	1.36%	\$9.94	\$1.24	1.91
	6/30/2009		9	311	2.89%	\$10.48	\$1.16	3.15
		Ask	0	15	0.00%	\$0.00	NaN	1.00
		Google	0	6	0.00%	\$0.00	NaN	6.80
		Yahoo	9	290	3.10%	\$10.48	\$1.16	1.66

Campaign Summary Report

Click Chart: 6/1/2009 - 6/30/2009

