

Campaign Summary Report



May 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: | \$238.37 |
| MTD Clicks: | 264 |

| | |
|---------|---|
| Calls: | 0 |
| Emails: | 0 |

Details: 5/26/2009 - 5/31/2009

| Campaign | Date | Engine | Clicks | Impresions | CTR % | Cost | Avg. CPC | Position |
|---------------------|-----------|--------|--------|------------|-------|----------|----------|----------|
| Geo-Targeted Ingear | | | 256 | 32212 | 0.79% | \$220.57 | \$0.86 | 2.80 |
| | 5/26/2009 | | 62 | 4568 | 1.36% | \$49.94 | \$0.81 | 1.83 |
| | | Ask | 44 | 586 | 7.51% | \$11.83 | \$0.27 | 1.00 |
| | | Google | 13 | 3383 | 0.38% | \$25.08 | \$1.93 | 1.53 |
| | | MSN | 3 | 349 | 0.86% | \$7.43 | \$2.48 | 2.25 |

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|----------|-----------|--------|--------|------------|-------|---------|----------|----------|
| | | Yahoo | 2 | 250 | 0.80% | \$5.60 | \$2.80 | 2.54 |
| | 5/27/2009 | | 47 | 4730 | 0.99% | \$30.33 | \$0.65 | 2.84 |
| | | Ask | 36 | 1009 | 3.57% | \$8.00 | \$0.22 | 1.01 |
| | | Google | 5 | 2263 | 0.22% | \$10.67 | \$2.13 | 4.37 |
| | | MSN | 5 | 476 | 1.05% | \$9.80 | \$1.96 | 2.83 |
| | | Yahoo | 1 | 982 | 0.10% | \$1.86 | \$1.86 | 3.15 |
| | 5/28/2009 | | 46 | 7684 | 0.60% | \$39.83 | \$0.87 | 3.24 |
| | | Ask | 33 | 3485 | 0.95% | \$8.00 | \$0.24 | 1.02 |
| | | Google | 8 | 3446 | 0.23% | \$18.57 | \$2.32 | 5.81 |
| | | MSN | 3 | 462 | 0.65% | \$8.38 | \$2.79 | 3.00 |
| | | Yahoo | 2 | 291 | 0.69% | \$4.88 | \$2.44 | 3.12 |
| | 5/29/2009 | | 43 | 5241 | 0.82% | \$44.16 | \$1.03 | 3.03 |
| | | Ask | 27 | 1921 | 1.41% | \$8.00 | \$0.30 | 1.01 |
| | | Google | 7 | 2576 | 0.27% | \$17.16 | \$2.45 | 5.01 |
| | | MSN | 8 | 484 | 1.65% | \$16.14 | \$2.02 | 2.96 |
| | | Yahoo | 1 | 260 | 0.38% | \$2.86 | \$2.86 | 3.13 |
| | 5/30/2009 | | 40 | 7020 | 0.57% | \$32.59 | \$0.81 | 3.08 |
| | | Ask | 28 | 3860 | 0.73% | \$8.00 | \$0.29 | 1.03 |
| | | Google | 8 | 2597 | 0.31% | \$16.94 | \$2.12 | 5.00 |
| | | MSN | 4 | 441 | 0.91% | \$7.65 | \$1.91 | 2.82 |
| | | Yahoo | 0 | 122 | 0.00% | \$0.00 | NaN | 3.47 |

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|---------------------|-----------|--------|--------|------------|-------|---------|----------|----------|
| | 5/31/2009 | | 18 | 2969 | 0.61% | \$23.72 | \$1.32 | 2.78 |
| | | Ask | 11 | 1901 | 0.58% | \$8.00 | \$0.73 | 1.00 |
| | | Google | 5 | 918 | 0.54% | \$11.46 | \$2.29 | 3.80 |
| | | MSN | 2 | 134 | 1.49% | \$4.26 | \$2.13 | 2.53 |
| | | Yahoo | 0 | 16 | 0.00% | \$0.00 | NaN | 3.78 |
| Geo-Modified Ingear | | | 8 | 1183 | 0.68% | \$17.80 | \$2.23 | 2.72 |
| | 5/26/2009 | | 0 | 18 | 0.00% | \$0.00 | NaN | 2.99 |
| | | Google | 0 | 18 | 0.00% | \$0.00 | NaN | 2.99 |
| | 5/27/2009 | | 1 | 40 | 2.50% | \$2.64 | \$2.64 | 3.19 |
| | | Ask | 0 | 6 | 0.00% | \$0.00 | NaN | 1.00 |
| | | Google | 1 | 34 | 2.94% | \$2.64 | \$2.64 | 5.38 |
| | 5/28/2009 | | 0 | 53 | 0.00% | \$0.00 | NaN | 2.71 |
| | | Ask | 0 | 1 | 0.00% | \$0.00 | NaN | 1.00 |
| | | Google | 0 | 24 | 0.00% | \$0.00 | NaN | 5.03 |
| | | MSN | 0 | 2 | 0.00% | \$0.00 | NaN | 1.50 |
| | | Yahoo | 0 | 26 | 0.00% | \$0.00 | NaN | 3.32 |
| | 5/29/2009 | | 4 | 427 | 0.94% | \$7.95 | \$1.99 | 2.66 |
| | | Ask | 0 | 47 | 0.00% | \$0.00 | NaN | 1.00 |
| | | Google | 0 | 12 | 0.00% | \$0.00 | NaN | 4.79 |
| | | Yahoo | 4 | 368 | 1.09% | \$7.95 | \$1.99 | 2.19 |
| | 5/30/2009 | | 2 | 514 | 0.39% | \$4.92 | \$2.46 | 2.32 |
| | | Ask | 0 | 1 | 0.00% | \$0.00 | NaN | 1.00 |
| | | Google | 0 | 40 | 0.00% | \$0.00 | NaN | 3.38 |

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|----------|-----------|--------|--------|------------|-------|--------|----------|----------|
| | | Yahoo | 2 | 473 | 0.42% | \$4.92 | \$2.46 | 2.59 |
| | 5/31/2009 | | 1 | 131 | 0.76% | \$2.29 | \$2.29 | 2.81 |
| | | Google | 0 | 31 | 0.00% | \$0.00 | NaN | 3.53 |
| | | Yahoo | 1 | 100 | 1.00% | \$2.29 | \$2.29 | 2.09 |

Click Chart: 5/26/2009 - 5/31/2009

