

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009



Order Details:

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

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified Ingear				157	6986	2.25%	\$207.17	\$1.32	2.79
	Branding			7	1255	0.56%	\$9.21	\$1.32	3.51
		cars for sale bridgeport ct		4	212	1.89%	\$3.89	\$0.97	4.91
			Google	1	43	2.33%	\$2.95	\$2.95	6.14

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	3	169	1.78%	\$0.94	\$0.31	1.00
		auto dealer bridgeport ct		0	20	0.00%	\$0.00	0	2.68
			Google	0	3	0.00%	\$0.00	0	5.67
			Ask	0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	15	0.00%	\$0.00	0	1.88
		auto dealer derby ct		0	4	0.00%	\$0.00	0	1.00
			Ask	0	4	0.00%	\$0.00	0	1.00
		auto dealer milford ct		0	60	0.00%	\$0.00	0	2.54
			Google	0	13	0.00%	\$0.00	0	4.47
			Yahoo	0	27	0.00%	\$0.00	0	1.84
			Ask	0	19	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		auto dealer new haven ct		1	37	2.70%	\$2.13	\$2.13	3.58
			Yahoo	1	34	2.94%	\$2.13	\$2.13	3.68
			Google	0	2	0.00%	\$0.00	0	3.50
			MSN	0	1	0.00%	\$0.00	0	2.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		car dealer milford ct		1	119	0.84%	\$0.25	\$0.25	4.34
			Ask	1	49	2.04%	\$0.25	\$0.25	1.08
			Google	0	19	0.00%	\$0.00	0	6.38
			Yahoo	0	50	0.00%	\$0.00	0	4.01
			MSN	0	1	0.00%	\$0.00	0	1.00
		cars for sale new haven ct		0	28	0.00%	\$0.00	0	3.94
			Google	0	25	0.00%	\$0.00	0	4.32
			Ask	0	3	0.00%	\$0.00	0	1.25
		cars for sale stratford ct		0	4	0.00%	\$0.00	0	7.50
			Google	0	4	0.00%	\$0.00	0	7.50
		local car dealership seymour ct		0	6	0.00%	\$0.00	0	6.11
			Yahoo	0	6	0.00%	\$0.00	0	6.11
		new car milford ct		0	207	0.00%	\$0.00	0	3.61
			Google	0	100	0.00%	\$0.00	0	3.89
			Yahoo	0	106	0.00%	\$0.00	0	2.98

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			MSN	0	1	0.00%	\$0.00	0	4.00
		new car new haven ct		0	82	0.00%	\$0.00	0	1.20
			Yahoo	0	82	0.00%	\$0.00	0	1.20
		new cars milford ct		0	87	0.00%	\$0.00	0	2.46
			Ask	0	49	0.00%	\$0.00	0	1.06
			Google	0	35	0.00%	\$0.00	0	2.87
			MSN	0	3	0.00%	\$0.00	0	4.00
		new cars new haven ct		0	6	0.00%	\$0.00	0	2.13
			Google	0	3	0.00%	\$0.00	0	3.25
			Ask	0	3	0.00%	\$0.00	0	1.00
		new truck milford ct		1	30	3.33%	\$2.94	\$2.94	6.32
			Yahoo	0	1	0.00%	\$0.00	0	3.00
			Google	1	29	3.45%	\$2.94	\$2.94	6.60
		car dealer new haven ct		0	116	0.00%	\$0.00	0	3.48
			Google	0	8	0.00%	\$0.00	0	5.25
			Yahoo	0	25	0.00%	\$0.00	0	4.05

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	83	0.00%	\$0.00	0	1.26
		car sale stratford ct		0	8	0.00%	\$0.00	0	2.50
			Yahoo	0	8	0.00%	\$0.00	0	2.50
		ingear auto sales stratford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		local dealerships milford ct		0	6	0.00%	\$0.00	0	1.00
			Yahoo	0	6	0.00%	\$0.00	0	1.00
		new car bridgeport ct		0	10	0.00%	\$0.00	0	1.00
			Yahoo	0	10	0.00%	\$0.00	0	1.00
		new car oxford ct		0	3	0.00%	\$0.00	0	1.33
			Yahoo	0	3	0.00%	\$0.00	0	1.33
		new cars bridgeport ct		0	7	0.00%	\$0.00	0	1.00
			Ask	0	7	0.00%	\$0.00	0	1.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		new truck new haven county south		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		car dealer bridgeport ct		0	72	0.00%	\$0.00	0	3.33
			Google	0	6	0.00%	\$0.00	0	7.25
			Yahoo	0	13	0.00%	\$0.00	0	2.43
			Ask	0	52	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		best deals cars and trucks stratford ct		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		car dealer derby ct		0	6	0.00%	\$0.00	0	4.17
			Yahoo	0	4	0.00%	\$0.00	0	5.84
			MSN	0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	3.00
		car dealer west haven ct		0	8	0.00%	\$0.00	0	3.00
			Google	0	8	0.00%	\$0.00	0	3.00

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		car sale milford ct		0	10	0.00%	\$0.00	0	2.17
			Yahoo	0	7	0.00%	\$0.00	0	1.67
			Google	0	3	0.00%	\$0.00	0	3.67
		vandergriff new haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		car sale new haven ct		0	11	0.00%	\$0.00	0	4.00
			Yahoo	0	11	0.00%	\$0.00	0	4.00
		new car west haven ct		0	3	0.00%	\$0.00	0	3.50
			Google	0	3	0.00%	\$0.00	0	3.50
		car dealer stratford ct		0	3	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		auto dealer west haven ct		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00

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		new trucks milford ct		0	3	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
		cars for sale milford ct		0	40	0.00%	\$0.00	0	4.43
			Ask	0	8	0.00%	\$0.00	0	1.00
			Google	0	32	0.00%	\$0.00	0	4.69
		new car orange ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		new trucks new haven ct		0	8	0.00%	\$0.00	0	1.00
			Ask	0	8	0.00%	\$0.00	0	1.00
		auto dealer stratford ct		0	11	0.00%	\$0.00	0	19.09
			Google	0	11	0.00%	\$0.00	0	19.09
		car dealer seymour ct		0	3	0.00%	\$0.00	0	4.33
			Google	0	3	0.00%	\$0.00	0	4.33
		best deals cars stratford ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00

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		ingear seymour ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		car sale bridgeport ct		0	5	0.00%	\$0.00	0	3.25
			Google	0	3	0.00%	\$0.00	0	5.00
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		cars for sale west haven ct		0	1	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		Content Only		0	4	0.00%	\$0.00	0	1.00
			Ask	0	4	0.00%	\$0.00	0	1.00
		ingear auto sales new haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		ingear bridgeport ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		car sale west haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

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	New			1	57	1.75%	\$2.01	\$2.01	2.82
		new car dealerships in oxford ct		1	20	5.00%	\$2.01	\$2.01	3.54
			Yahoo	1	20	5.00%	\$2.01	\$2.01	3.54
		new car dealership seymour ct		0	4	0.00%	\$0.00	0	2.34
			Yahoo	0	4	0.00%	\$0.00	0	2.34
		new car dealership milford ct		0	2	0.00%	\$0.00	0	3.50
			Yahoo	0	2	0.00%	\$0.00	0	3.50
		new truck milford ct		0	3	0.00%	\$0.00	0	3.00
			MSN	0	3	0.00%	\$0.00	0	3.00
		new car dealerships in milford ct		0	9	0.00%	\$0.00	0	3.07
			Yahoo	0	7	0.00%	\$0.00	0	4.11
			Google	0	1	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	2.00

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		new car dealerships in seymour ct		0	4	0.00%	\$0.00	0	2.00
			Yahoo	0	4	0.00%	\$0.00	0	2.00
		2008 cars oxford ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		new truck bridgeport ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		new car dealership new haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy new vehicle milford ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		new car dealership new haven county south		0	3	0.00%	\$0.00	0	1.75
			Yahoo	0	3	0.00%	\$0.00	0	1.75

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		2010 trucks seymour ct		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		best deals new cars west haven ct		0	1	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00
		buy new car oxford ct		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		buy new auto stratford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		new truck new haven ct		0	2	0.00%	\$0.00	0	4.00
			Yahoo	0	2	0.00%	\$0.00	0	4.00
		new car dealerships in new haven ct		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
	Used-PreOwned			149	5674	2.63%	\$195.95	\$1.32	1.93
		pre owned car dealership stratford ct		125	803	15.57%	\$182.18	\$1.46	1.20
			Yahoo	125	803	15.57%	\$182.18	\$1.46	1.20
		buy preowned cars in bridgeport ct		1	6	16.67%	\$0.85	\$0.85	1.08
			Yahoo	1	6	16.67%	\$0.85	\$0.85	1.08
		buy preowned cars in west haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		used auto dealership bridgeport ct		1	1991	0.05%	\$1.78	\$1.78	1.00
			Yahoo	1	1991	0.05%	\$1.78	\$1.78	1.00
		used car dealership bridgeport ct		0	14	0.00%	\$0.00	0	3.89
			Yahoo	0	1	0.00%	\$0.00	0	1.00
			Google	0	7	0.00%	\$0.00	0	4.71

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			Ask	0	6	0.00%	\$0.00	0	1.00
		used car dealership milford ct		0	632	0.00%	\$0.00	0	1.27
			Google	0	10	0.00%	\$0.00	0	1.88
			Yahoo	0	622	0.00%	\$0.00	0	1.06
		used car dealership new haven ct		0	9	0.00%	\$0.00	0	4.63
			Google	0	7	0.00%	\$0.00	0	5.83
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		used car dealerships in new haven ct		0	40	0.00%	\$0.00	0	4.14
			Google	0	13	0.00%	\$0.00	0	4.90
			MSN	0	2	0.00%	\$0.00	0	2.50
			Yahoo	0	3	0.00%	\$0.00	0	1.33
			Ask	0	22	0.00%	\$0.00	0	1.05
		used car sales new haven ct		0	294	0.00%	\$0.00	0	2.25
			Yahoo	0	292	0.00%	\$0.00	0	1.00
			MSN	0	2	0.00%	\$0.00	0	3.50

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		preowned car dealerships in milford ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		used auto dealership stratford ct		0	39	0.00%	\$0.00	0	2.70
			Yahoo	0	39	0.00%	\$0.00	0	2.70
		used car dealership orange ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		used car dealerships in milford ct		0	23	0.00%	\$0.00	0	2.49
			Google	0	23	0.00%	\$0.00	0	2.49
		buy used cars in new haven ct		21	1593	1.32%	\$8.35	\$0.40	1.05
			Ask	21	1593	1.32%	\$8.35	\$0.40	1.05
		buy used cars in orange ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

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		certified preowned cars milford ct		0	6	0.00%	\$0.00	0	4.13
			MSN	0	2	0.00%	\$0.00	0	5.50
			Yahoo	0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	9.00
		used car dealership oxford ct		0	63	0.00%	\$0.00	0	1.00
			Yahoo	0	63	0.00%	\$0.00	0	1.00
		used car sales milford ct		0	10	0.00%	\$0.00	0	3.89
			Google	0	10	0.00%	\$0.00	0	3.89
		used car sales seymour ct		1	46	2.17%	\$2.79	\$2.79	1.15
			Yahoo	1	46	2.17%	\$2.79	\$2.79	1.15
		used car dealership derby ct		0	5	0.00%	\$0.00	0	1.00
			Yahoo	0	5	0.00%	\$0.00	0	1.00

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		buy preowned cars in milford ct		0	3	0.00%	\$0.00	0	1.33
			Yahoo	0	3	0.00%	\$0.00	0	1.33
		certified preowned cars bridgeport ct		0	7	0.00%	\$0.00	0	1.50
			Yahoo	0	7	0.00%	\$0.00	0	1.50
		used car dealerships in west haven ct		0	3	0.00%	\$0.00	0	3.00
			Google	0	3	0.00%	\$0.00	0	3.00
		used car dealerships in bridgeport ct		0	40	0.00%	\$0.00	0	2.52
			Google	0	30	0.00%	\$0.00	0	2.80
			Yahoo	0	10	0.00%	\$0.00	0	1.63
		best used car dealerships in orange ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy preowned cars in derby ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00

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		buy used autos in new haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy preowned cars in orange ct		0	7	0.00%	\$0.00	0	1.50
			Yahoo	0	7	0.00%	\$0.00	0	1.50
		preowned car sales stratford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy used suvs milford ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		used auto dealership west haven ct		0	3	0.00%	\$0.00	0	1.67
			Yahoo	0	3	0.00%	\$0.00	0	1.67
		certified pre owned cars stratford ct		0	3	0.00%	\$0.00	0	1.33
			Yahoo	0	3	0.00%	\$0.00	0	1.33
		Content Only		0	3	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buy preowned cars in new haven county south		0	4	0.00%	\$0.00	0	1.00
			Yahoo	0	4	0.00%	\$0.00	0	1.00
		local preowned car dealership milford ct		0	4	0.00%	\$0.00	0	1.00
			Yahoo	0	4	0.00%	\$0.00	0	1.00
		used car dealerships in stratford ct		0	4	0.00%	\$0.00	0	1.17
			Yahoo	0	1	0.00%	\$0.00	0	1.00
			Google	0	3	0.00%	\$0.00	0	1.25
		used car sales stratford ct		0	2	0.00%	\$0.00	0	2.00
			Google	0	2	0.00%	\$0.00	0	2.00
		buy certified preowned car west haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		preowned car sales west haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		used car dealership west haven ct		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		preowned car sales bridgeport ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
Geo-Targeted Ingear				341	55300	0.62%	\$521.84	\$1.53	3.59
	Branding			155	38194	0.41%	\$149.07	\$0.96	3.12
		chevrolet trucks		2	43	4.65%	\$0.62	\$0.31	1.17
			Ask	2	39	5.13%	\$0.62	\$0.31	0.94
			MSN	0	4	0.00%	\$0.00	0	3.00
		dodge		10	2322	0.43%	\$12.29	\$1.23	2.89
			Ask	8	1640	0.49%	\$7.77	\$0.97	1.18
			Google	0	148	0.00%	\$0.00	0	4.86

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	2	534	0.37%	\$4.52	\$2.26	3.14
		ford		18	3554	0.51%	\$15.69	\$0.87	2.13
			Ask	13	2556	0.51%	\$4.55	\$0.35	1.05
			Google	0	12	0.00%	\$0.00	0	4.17
			MSN	5	986	0.51%	\$11.14	\$2.23	2.49
		honda		14	2972	0.47%	\$12.97	\$0.93	2.19
			Ask	10	2434	0.41%	\$3.29	\$0.33	1.01
			Google	0	35	0.00%	\$0.00	0	4.73
			MSN	4	503	0.80%	\$9.68	\$2.42	2.61
		new car		4	396	1.01%	\$6.58	\$1.65	5.04
			Yahoo	3	213	1.41%	\$6.53	\$2.18	4.81
			Google	0	3	0.00%	\$0.00	0	10.00
			MSN	0	4	0.00%	\$0.00	0	7.50
			Ask	1	176	0.57%	\$0.05	\$0.05	1.11
		nissan		7	1545	0.45%	\$7.49	\$1.07	4.37
			Ask	5	1033	0.48%	\$2.75	\$0.55	1.00
			Google	0	103	0.00%	\$0.00	0	6.97
			MSN	2	409	0.49%	\$4.74	\$2.37	4.86

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		dodge trucks		1	195	0.51%	\$1.03	\$1.03	3.36
			Ask	1	92	1.09%	\$1.03	\$1.03	1.06
			Google	0	27	0.00%	\$0.00	0	9.49
			MSN	0	33	0.00%	\$0.00	0	2.15
			Yahoo	0	43	0.00%	\$0.00	0	4.04
		mercedes		2	818	0.24%	\$0.44	\$0.22	3.63
			Ask	2	593	0.34%	\$0.44	\$0.22	1.01
			MSN	0	112	0.00%	\$0.00	0	5.05
			Yahoo	0	110	0.00%	\$0.00	0	3.27
			Google	0	3	0.00%	\$0.00	0	6.67
		pontiac		3	1089	0.28%	\$1.28	\$0.43	2.95
			Ask	3	1016	0.30%	\$1.28	\$0.43	1.00
			Google	0	19	0.00%	\$0.00	0	4.46
			MSN	0	54	0.00%	\$0.00	0	4.02
		volvo		3	486	0.62%	\$5.16	\$1.72	2.72
			Ask	1	207	0.48%	\$0.35	\$0.35	1.03
			MSN	2	241	0.83%	\$4.81	\$2.41	1.84
			Google	0	38	0.00%	\$0.00	0	6.11

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		local car dealers		1	2	50.00%	\$2.15	\$2.15	1.50
			MSN	1	2	50.00%	\$2.15	\$2.15	1.50
		acura		1	411	0.24%	\$0.14	\$0.14	2.96
			Ask	1	319	0.31%	\$0.14	\$0.14	1.01
			Yahoo	0	50	0.00%	\$0.00	0	2.87
			MSN	0	42	0.00%	\$0.00	0	4.57
		acura cars		0	40	0.00%	\$0.00	0	3.85
			Yahoo	0	38	0.00%	\$0.00	0	3.83
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	7.00
		amc		0	239	0.00%	\$0.00	0	1.06
			Ask	0	215	0.00%	\$0.00	0	1.01
			Yahoo	0	22	0.00%	\$0.00	0	1.16
			MSN	0	2	0.00%	\$0.00	0	1.00
		audi		5	531	0.94%	\$0.75	\$0.15	4.47
			Ask	5	481	1.04%	\$0.75	\$0.15	1.01
			MSN	0	39	0.00%	\$0.00	0	6.80
			Google	0	11	0.00%	\$0.00	0	7.50

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		audi cars		0	65	0.00%	\$0.00	0	3.04
			Google	0	13	0.00%	\$0.00	0	7.13
			Ask	0	52	0.00%	\$0.00	0	1.00
		auto dealer		0	534	0.00%	\$0.00	0	2.90
			Ask	0	362	0.00%	\$0.00	0	1.03
			Yahoo	0	172	0.00%	\$0.00	0	4.09
		bmw		5	1200	0.42%	\$1.78	\$0.36	3.58
			Ask	5	1094	0.46%	\$1.78	\$0.36	1.06
			MSN	0	102	0.00%	\$0.00	0	4.89
			Google	0	4	0.00%	\$0.00	0	7.33
		bmw cars		0	47	0.00%	\$0.00	0	2.78
			Ask	0	34	0.00%	\$0.00	0	0.97
			Google	0	7	0.00%	\$0.00	0	5.57
			MSN	0	6	0.00%	\$0.00	0	4.30
		buick		2	479	0.42%	\$0.15	\$0.08	2.93
			Ask	2	394	0.51%	\$0.15	\$0.08	1.01
			Google	0	40	0.00%	\$0.00	0	4.11
			MSN	0	45	0.00%	\$0.00	0	3.75

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buick cars		0	4	0.00%	\$0.00	0	4.60
			Ask	0	0	NaN	\$0.00	0	0.00
			Google	0	2	0.00%	\$0.00	0	8.50
			MSN	0	2	0.00%	\$0.00	0	3.00
		buy new cars		0	191	0.00%	\$0.00	0	1.03
			Ask	0	191	0.00%	\$0.00	0	1.03
		cadillac		2	495	0.40%	\$0.54	\$0.27	2.85
			Ask	2	341	0.59%	\$0.54	\$0.27	1.00
			Google	0	26	0.00%	\$0.00	0	5.27
			MSN	0	128	0.00%	\$0.00	0	3.05
		cadillac cars		0	23	0.00%	\$0.00	0	2.63
			Ask	0	12	0.00%	\$0.00	0	1.00
			MSN	0	7	0.00%	\$0.00	0	1.58
			Google	0	4	0.00%	\$0.00	0	6.25
		car dealer		1	382	0.26%	\$1.94	\$1.94	3.08
			Ask	0	234	0.00%	\$0.00	0	1.43
			MSN	0	1	0.00%	\$0.00	0	7.00
			Yahoo	1	147	0.68%	\$1.94	\$1.94	3.93

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		car sale		8	937	0.85%	\$13.24	\$1.65	2.70
			Ask	3	777	0.39%	\$1.44	\$0.48	1.14
			Yahoo	5	138	3.62%	\$11.80	\$2.36	3.18
			MSN	0	22	0.00%	\$0.00	0	4.09
		cars for sale		0	224	0.00%	\$0.00	0	5.73
			Google	0	146	0.00%	\$0.00	0	7.63
			MSN	0	77	0.00%	\$0.00	0	4.06
			Ask	0	1	0.00%	\$0.00	0	1.00
		chevrolet		5	1286	0.39%	\$6.97	\$1.39	2.93
			Ask	2	926	0.22%	\$1.08	\$0.54	1.01
			MSN	3	343	0.87%	\$5.89	\$1.96	3.20
			Google	0	17	0.00%	\$0.00	0	5.85
		chevrolet cars		0	17	0.00%	\$0.00	0	2.81
			Ask	0	10	0.00%	\$0.00	0	0.89
			MSN	0	3	0.00%	\$0.00	0	6.00
			Google	0	4	0.00%	\$0.00	0	4.75
		chrysler		1	414	0.24%	\$2.02	\$2.02	2.79
			Ask	1	337	0.30%	\$2.02	\$2.02	1.19
			MSN	0	77	0.00%	\$0.00	0	3.89

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chrysler cars		0	42	0.00%	\$0.00	0	4.81
			Google	0	33	0.00%	\$0.00	0	5.83
			Ask	0	6	0.00%	\$0.00	0	0.60
			MSN	0	3	0.00%	\$0.00	0	5.33
		dodge cars		0	93	0.00%	\$0.00	0	3.46
			Yahoo	0	74	0.00%	\$0.00	0	2.96
			Ask	0	13	0.00%	\$0.00	0	1.11
			Google	0	6	0.00%	\$0.00	0	9.40
		eco friendly cars		0	3	0.00%	\$0.00	0	4.50
			MSN	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	8.00
		ferrari		0	260	0.00%	\$0.00	0	1.16
			Ask	0	182	0.00%	\$0.00	0	1.01
			MSN	0	78	0.00%	\$0.00	0	1.27
		ferrari cars		0	37	0.00%	\$0.00	0	3.21
			Ask	0	15	0.00%	\$0.00	0	1.00
			Google	0	10	0.00%	\$0.00	0	4.50
			Yahoo	0	11	0.00%	\$0.00	0	4.29
			MSN	0	1	0.00%	\$0.00	0	2.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		ford cars		0	84	0.00%	\$0.00	0	5.64
			Ask	0	39	0.00%	\$0.00	0	1.38
			Google	0	34	0.00%	\$0.00	0	8.81
			MSN	0	11	0.00%	\$0.00	0	6.04
		ford trucks		0	134	0.00%	\$0.00	0	2.70
			Ask	0	97	0.00%	\$0.00	0	1.14
			Google	0	2	0.00%	\$0.00	0	7.00
			MSN	0	35	0.00%	\$0.00	0	3.91
		gmc		0	451	0.00%	\$0.00	0	3.26
			Ask	0	358	0.00%	\$0.00	0	1.06
			Google	0	28	0.00%	\$0.00	0	4.27
			MSN	0	65	0.00%	\$0.00	0	4.38
		gmc trucks		0	40	0.00%	\$0.00	0	2.52
			Ask	0	32	0.00%	\$0.00	0	1.00
			MSN	0	8	0.00%	\$0.00	0	5.00
		honda cars		2	675	0.30%	\$3.09	\$1.55	3.75
			Ask	0	120	0.00%	\$0.00	0	1.00
			Google	2	547	0.37%	\$3.09	\$1.55	5.23
			MSN	0	8	0.00%	\$0.00	0	2.92

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		hummer		0	140	0.00%	\$0.00	0	2.68
			Ask	0	131	0.00%	\$0.00	0	0.95
			MSN	0	4	0.00%	\$0.00	0	8.00
			Google	0	5	0.00%	\$0.00	0	6.88
		hyundai		1	747	0.13%	\$0.14	\$0.14	3.95
			Ask	1	499	0.20%	\$0.14	\$0.14	1.23
			Google	0	24	0.00%	\$0.00	0	4.63
			MSN	0	224	0.00%	\$0.00	0	5.18
		hyundai cars		0	53	0.00%	\$0.00	0	4.05
			Ask	0	26	0.00%	\$0.00	0	1.31
			Google	0	11	0.00%	\$0.00	0	7.44
			MSN	0	16	0.00%	\$0.00	0	3.43
		infiniti		1	209	0.48%	\$0.67	\$0.67	3.24
			Ask	1	156	0.64%	\$0.67	\$0.67	1.00
			Google	0	11	0.00%	\$0.00	0	5.25
			MSN	0	42	0.00%	\$0.00	0	4.59
		isuzu		0	131	0.00%	\$0.00	0	2.14
			Ask	0	110	0.00%	\$0.00	0	0.95
			Google	0	9	0.00%	\$0.00	0	4.43

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	12	0.00%	\$0.00	0	3.81
		jaguar		4	275	1.45%	\$0.37	\$0.09	2.25
			Ask	4	236	1.69%	\$0.37	\$0.09	1.00
			Google	0	18	0.00%	\$0.00	0	3.71
			MSN	0	21	0.00%	\$0.00	0	2.75
		jaguar cars		0	31	0.00%	\$0.00	0	4.39
			Google	0	17	0.00%	\$0.00	0	6.67
			Ask	0	10	0.00%	\$0.00	0	0.71
			MSN	0	4	0.00%	\$0.00	0	4.00
		jeep		1	938	0.11%	\$0.17	\$0.17	3.55
			Ask	1	642	0.16%	\$0.17	\$0.17	1.40
			MSN	0	201	0.00%	\$0.00	0	4.87
			Yahoo	0	94	0.00%	\$0.00	0	2.98
			Google	0	1	0.00%	\$0.00	0	7.00
		kawasaki		1	321	0.31%	\$0.31	\$0.31	1.18
			Ask	1	224	0.45%	\$0.31	\$0.31	1.00
			MSN	0	19	0.00%	\$0.00	0	1.77
			Yahoo	0	78	0.00%	\$0.00	0	1.00

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		kawasaki cars		0	4	0.00%	\$0.00	0	4.75
			Google	0	4	0.00%	\$0.00	0	4.75
		kia		0	197	0.00%	\$0.00	0	3.52
			Ask	0	140	0.00%	\$0.00	0	1.04
			Google	0	11	0.00%	\$0.00	0	7.69
			MSN	0	46	0.00%	\$0.00	0	4.27
		kia cars		0	51	0.00%	\$0.00	0	5.84
			Ask	0	6	0.00%	\$0.00	0	1.00
			Yahoo	0	24	0.00%	\$0.00	0	4.69
			Google	0	18	0.00%	\$0.00	0	7.83
			MSN	0	3	0.00%	\$0.00	0	8.00
		land rover		0	176	0.00%	\$0.00	0	2.43
			Ask	0	105	0.00%	\$0.00	0	1.01
			MSN	0	26	0.00%	\$0.00	0	2.20
			Yahoo	0	36	0.00%	\$0.00	0	3.20
			Google	0	9	0.00%	\$0.00	0	6.05
		land rover cars		0	2	0.00%	\$0.00	0	3.00
			Ask	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		lexus		2	468	0.43%	\$3.51	\$1.76	3.58
			Ask	1	297	0.34%	\$0.52	\$0.52	1.00
			Google	0	23	0.00%	\$0.00	0	6.63
			MSN	1	148	0.68%	\$2.99	\$2.99	4.04
		lincoln		3	617	0.49%	\$0.95	\$0.32	2.06
			Ask	3	589	0.51%	\$0.95	\$0.32	1.04
			MSN	0	24	0.00%	\$0.00	0	3.21
			Google	0	4	0.00%	\$0.00	0	3.83
		lincoln cars		0	71	0.00%	\$0.00	0	4.33
			Ask	0	14	0.00%	\$0.00	0	0.86
			Yahoo	0	40	0.00%	\$0.00	0	5.65
			Google	0	17	0.00%	\$0.00	0	5.25
		mazda		2	582	0.34%	\$1.83	\$0.92	3.38
			Ask	2	453	0.44%	\$1.83	\$0.92	1.05
			Google	0	72	0.00%	\$0.00	0	3.87
			MSN	0	57	0.00%	\$0.00	0	4.70
		mazda cars		0	32	0.00%	\$0.00	0	4.05
			Ask	0	11	0.00%	\$0.00	0	1.00
			Google	0	17	0.00%	\$0.00	0	5.51

Keyword Detail Report

Start Date: 7/1/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	4	0.00%	\$0.00	0	5.75
		mercedes cars		0	39	0.00%	\$0.00	0	3.25
			Ask	0	21	0.00%	\$0.00	0	1.06
			Google	0	7	0.00%	\$0.00	0	6.90
			Yahoo	0	11	0.00%	\$0.00	0	3.48
		mercury		1	437	0.23%	\$0.11	\$0.11	2.01
			Ask	1	420	0.24%	\$0.11	\$0.11	1.02
			MSN	0	17	0.00%	\$0.00	0	4.09
		mercury cars		0	45	0.00%	\$0.00	0	2.75
			Ask	0	33	0.00%	\$0.00	0	1.04
			Google	0	9	0.00%	\$0.00	0	4.07
			MSN	0	3	0.00%	\$0.00	0	7.67
		mini cooper		0	281	0.00%	\$0.00	0	3.53
			Google	0	9	0.00%	\$0.00	0	7.00
			MSN	0	48	0.00%	\$0.00	0	4.04
			Ask	0	71	0.00%	\$0.00	0	1.04
			Yahoo	0	153	0.00%	\$0.00	0	4.01
		mini cooper cars		0	7	0.00%	\$0.00	0	2.33
			Ask	0	4	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	1	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	6.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		mitsubishi		2	296	0.68%	\$4.20	\$2.10	2.47
			Ask	0	243	0.00%	\$0.00	0	1.00
			Google	0	17	0.00%	\$0.00	0	3.10
			MSN	2	36	5.56%	\$4.20	\$2.10	3.77
		mitsubishi cars		0	53	0.00%	\$0.00	0	2.95
			Ask	0	27	0.00%	\$0.00	0	0.82
			Google	0	17	0.00%	\$0.00	0	4.38
			MSN	0	9	0.00%	\$0.00	0	3.86
		new cars		6	1345	0.45%	\$5.29	\$0.88	3.07
			Ask	6	1330	0.45%	\$5.29	\$0.88	1.26
			Google	0	6	0.00%	\$0.00	0	7.50
			MSN	0	9	0.00%	\$0.00	0	6.03
		new truck		1	210	0.48%	\$2.92	\$2.92	4.57
			Ask	0	148	0.00%	\$0.00	0	1.01
			Google	0	19	0.00%	\$0.00	0	10.58
			MSN	0	2	0.00%	\$0.00	0	5.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	1	41	2.44%	\$2.92	\$2.92	5.18
		nissan cars		0	271	0.00%	\$0.00	0	5.30
			Ask	0	69	0.00%	\$0.00	0	1.02
			Google	0	182	0.00%	\$0.00	0	7.18
			MSN	0	20	0.00%	\$0.00	0	5.64
		nissan trucks		0	14	0.00%	\$0.00	0	2.50
			Ask	0	11	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	10.00
			MSN	0	2	0.00%	\$0.00	0	5.50
		oldsmobile		0	135	0.00%	\$0.00	0	1.67
			Ask	0	94	0.00%	\$0.00	0	1.00
			MSN	0	9	0.00%	\$0.00	0	3.43
			Yahoo	0	32	0.00%	\$0.00	0	1.38
		oldsmobile cars		0	36	0.00%	\$0.00	0	2.77
			Yahoo	0	30	0.00%	\$0.00	0	1.00
			Google	0	5	0.00%	\$0.00	0	7.50
			Ask	0	1	0.00%	\$0.00	0	1.00
		plymouth		0	263	0.00%	\$0.00	0	1.74
			Ask	0	238	0.00%	\$0.00	0	1.02

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	16	0.00%	\$0.00	0	1.75
			Yahoo	0	8	0.00%	\$0.00	0	6.11
			Google	0	1	0.00%	\$0.00	0	5.00
		plymouth cars		0	12	0.00%	\$0.00	0	1.94
			Google	0	1	0.00%	\$0.00	0	5.00
			Ask	0	6	0.00%	\$0.00	0	1.20
			Yahoo	0	5	0.00%	\$0.00	0	2.60
		porsche		3	544	0.55%	\$2.47	\$0.82	1.85
			Ask	3	484	0.62%	\$2.47	\$0.82	1.25
			MSN	0	60	0.00%	\$0.00	0	2.35
		porsche cars		1	30	3.33%	\$0.14	\$0.14	1.53
			Ask	1	24	4.17%	\$0.14	\$0.14	1.00
			Google	0	2	0.00%	\$0.00	0	5.50
			MSN	0	4	0.00%	\$0.00	0	1.33
		saab		0	152	0.00%	\$0.00	0	2.66
			Ask	0	100	0.00%	\$0.00	0	0.95
			Google	0	15	0.00%	\$0.00	0	6.23
			MSN	0	37	0.00%	\$0.00	0	3.09

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		saab trucks		0	35	0.00%	\$0.00	0	1.00
			Yahoo	0	35	0.00%	\$0.00	0	1.00
		saturn		0	390	0.00%	\$0.00	0	3.53
			Ask	0	285	0.00%	\$0.00	0	1.00
			Google	0	81	0.00%	\$0.00	0	4.73
			MSN	0	24	0.00%	\$0.00	0	4.97
		saturn cars		0	54	0.00%	\$0.00	0	5.03
			Google	0	40	0.00%	\$0.00	0	6.17
			Ask	0	9	0.00%	\$0.00	0	1.17
			MSN	0	5	0.00%	\$0.00	0	4.25
		scion		2	159	1.26%	\$0.69	\$0.35	2.16
			Ask	2	141	1.42%	\$0.69	\$0.35	0.96
			MSN	0	18	0.00%	\$0.00	0	4.36
		scion cars		0	3	0.00%	\$0.00	0	4.33
			Google	0	1	0.00%	\$0.00	0	9.00
			MSN	0	1	0.00%	\$0.00	0	3.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		smart		4	660	0.61%	\$1.38	\$0.35	1.49
			Ask	4	528	0.76%	\$1.38	\$0.35	1.08

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	122	0.00%	\$0.00	0	1.81
			Yahoo	0	10	0.00%	\$0.00	0	1.56
		smart cars		1	72	1.39%	\$2.38	\$2.38	2.11
			Ask	0	31	0.00%	\$0.00	0	1.13
			Google	0	21	0.00%	\$0.00	0	3.37
			Yahoo	0	17	0.00%	\$0.00	0	1.45
			MSN	1	3	33.33%	\$2.38	\$2.38	2.75
		subaru		5	554	0.90%	\$2.93	\$0.59	3.22
			Ask	4	333	1.20%	\$1.30	\$0.32	1.01
			Google	0	18	0.00%	\$0.00	0	7.89
			MSN	1	203	0.49%	\$1.63	\$1.63	3.84
		suzuki		1	483	0.21%	\$2.52	\$2.52	1.85
			Ask	0	449	0.00%	\$0.00	0	1.00
			MSN	1	34	2.94%	\$2.52	\$2.52	2.84
		toyota		14	2454	0.57%	\$16.60	\$1.19	2.95
			Ask	8	1574	0.51%	\$4.12	\$0.52	1.02
			Google	0	76	0.00%	\$0.00	0	7.15
			MSN	6	804	0.75%	\$12.48	\$2.08	3.46

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota cars		0	70	0.00%	\$0.00	0	3.87
			Ask	0	57	0.00%	\$0.00	0	0.94
			Google	0	11	0.00%	\$0.00	0	8.00
			MSN	0	2	0.00%	\$0.00	0	7.50
		toyota trucks		0	56	0.00%	\$0.00	0	1.36
			Ask	0	49	0.00%	\$0.00	0	0.93
			MSN	0	7	0.00%	\$0.00	0	2.96
		volkswagen		0	308	0.00%	\$0.00	0	2.70
			Ask	0	225	0.00%	\$0.00	0	1.01
			MSN	0	83	0.00%	\$0.00	0	3.85
		volkswagen cars		0	2	0.00%	\$0.00	0	0.40
			Ask	0	1	0.00%	\$0.00	0	0.25
			MSN	0	1	0.00%	\$0.00	0	1.00
		volvo cars		0	33	0.00%	\$0.00	0	4.98
			Google	0	26	0.00%	\$0.00	0	6.55
			Ask	0	5	0.00%	\$0.00	0	0.67
			MSN	0	2	0.00%	\$0.00	0	3.00
		yamaha		0	520	0.00%	\$0.00	0	1.60
			Ask	0	427	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	72	0.00%	\$0.00	0	1.18
			MSN	0	21	0.00%	\$0.00	0	2.89
		acura trucks		0	3	0.00%	\$0.00	0	2.67
			Yahoo	0	3	0.00%	\$0.00	0	2.67
		chrysler trucks		0	2	0.00%	\$0.00	0	1.67
			Ask	0	1	0.00%	\$0.00	0	0.50
			Google	0	1	0.00%	\$0.00	0	4.00
		gmc cars		0	5	0.00%	\$0.00	0	4.25
			Ask	0	3	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	7.50
		infiniti cars		0	85	0.00%	\$0.00	0	3.81
			Google	0	18	0.00%	\$0.00	0	5.67
			MSN	0	8	0.00%	\$0.00	0	3.33
			Ask	0	59	0.00%	\$0.00	0	1.72
		isuzu cars		0	5	0.00%	\$0.00	0	4.25
			Google	0	3	0.00%	\$0.00	0	5.33
			Ask	0	2	0.00%	\$0.00	0	1.00
		isuzu trucks		0	9	0.00%	\$0.00	0	1.88
			Ask	0	6	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	3	0.00%	\$0.00	0	3.33
		jeep cars		0	25	0.00%	\$0.00	0	3.43
			Ask	0	10	0.00%	\$0.00	0	1.10
			Yahoo	0	13	0.00%	\$0.00	0	4.15
			Google	0	2	0.00%	\$0.00	0	8.00
		jeep trucks		0	5	0.00%	\$0.00	0	1.13
			Ask	0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.25
		lexus cars		0	42	0.00%	\$0.00	0	3.43
			Ask	0	33	0.00%	\$0.00	0	1.00
			Google	0	5	0.00%	\$0.00	0	8.40
			MSN	0	4	0.00%	\$0.00	0	5.67
		mazda trucks		0	14	0.00%	\$0.00	0	3.43
			Ask	0	12	0.00%	\$0.00	0	1.20
			Google	0	2	0.00%	\$0.00	0	9.00
		suzuki cars		0	36	0.00%	\$0.00	0	3.66
			Google	0	28	0.00%	\$0.00	0	4.44
			MSN	0	4	0.00%	\$0.00	0	3.25
			Ask	0	4	0.00%	\$0.00	0	1.20

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		yamaha cars		0	2	0.00%	\$0.00	0	4.50
			Google	0	2	0.00%	\$0.00	0	4.50
		hummer trucks		0	2	0.00%	\$0.00	0	1.00
			Ask	0	2	0.00%	\$0.00	0	1.00
		mitsubishi trucks		0	1	0.00%	\$0.00	0	2.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		pontiac cars		0	14	0.00%	\$0.00	0	4.00
			Ask	0	8	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	5.00
			Google	0	5	0.00%	\$0.00	0	6.00
		saab cars		2	8	25.00%	\$3.17	\$1.59	3.57
			Ask	2	5	40.00%	\$3.17	\$1.59	0.50
			MSN	0	1	0.00%	\$0.00	0	7.00
			Google	0	2	0.00%	\$0.00	0	8.00
		subaru cars		0	13	0.00%	\$0.00	0	3.30
			Google	0	4	0.00%	\$0.00	0	7.33
			Ask	0	7	0.00%	\$0.00	0	1.00
			MSN	0	2	0.00%	\$0.00	0	3.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		best deals cars		0	10	0.00%	\$0.00	0	2.50
			Ask	0	4	0.00%	\$0.00	0	1.50
			MSN	0	3	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	5.00
		hummer cars		0	5	0.00%	\$0.00	0	5.67
			Google	0	2	0.00%	\$0.00	0	8.00
			Ask	0	3	0.00%	\$0.00	0	1.00
		local car dealerships		0	4	0.00%	\$0.00	0	4.25
			Yahoo	0	2	0.00%	\$0.00	0	6.50
			Ask	0	1	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		suzuki trucks		0	21	0.00%	\$0.00	0	2.50
			Google	0	1	0.00%	\$0.00	0	5.00
			Yahoo	0	20	0.00%	\$0.00	0	2.22
		volvo trucks		0	13	0.00%	\$0.00	0	2.02
			Ask	0	5	0.00%	\$0.00	0	1.00
			MSN	0	8	0.00%	\$0.00	0	3.03

Keyword Detail Report

Start Date: 7/1/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buy new car		0	10	0.00%	\$0.00	0	4.78
			Yahoo	0	9	0.00%	\$0.00	0	4.63
			MSN	0	1	0.00%	\$0.00	0	6.00
		buy suv		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		saturn trucks		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		honda trucks		0	0	NaN	\$0.00	0	0.00
			Ask	0	0	NaN	\$0.00	0	0.00
		local dealerships		0	6	0.00%	\$0.00	0	3.00
			Ask	0	5	0.00%	\$0.00	0	0.50
			Google	0	1	0.00%	\$0.00	0	8.00
		kia trucks		0	6	0.00%	\$0.00	0	1.56
			Yahoo	0	6	0.00%	\$0.00	0	1.56
		american motors		0	4	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		lincoln trucks		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00

Keyword Detail Report

Start Date: 7/1/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		scion trucks		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		amc cars		0	5	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	5.00
			Ask	0	4	0.00%	\$0.00	0	1.00
		best deals trucks		0	5	0.00%	\$0.00	0	7.38
			Yahoo	0	5	0.00%	\$0.00	0	7.38
	New			6	2457	0.24%	\$5.64	\$0.94	4.57
		bmw 3 series 2010		0	12	0.00%	\$0.00	0	2.97
			Yahoo	0	6	0.00%	\$0.00	0	3.17
			Google	0	6	0.00%	\$0.00	0	2.83
		cadillac cts 2010		0	61	0.00%	\$0.00	0	3.30
			Yahoo	0	56	0.00%	\$0.00	0	2.48
			Google	0	4	0.00%	\$0.00	0	6.25
			MSN	0	1	0.00%	\$0.00	0	3.00
		cadillac srx 2009		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		cadillac srx 2010		0	6	0.00%	\$0.00	0	2.80
			Ask	0	2	0.00%	\$0.00	0	1.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	4	0.00%	\$0.00	0	3.25
		cars 2008		3	50	6.00%	\$0.95	\$0.32	1.53
			Ask	3	47	6.38%	\$0.95	\$0.32	1.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
			MSN	0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	8.00
		cars 2009		1	42	2.38%	\$1.09	\$1.09	3.74
			Ask	1	25	4.00%	\$1.09	\$1.09	1.00
			Google	0	5	0.00%	\$0.00	0	7.60
			Yahoo	0	1	0.00%	\$0.00	0	7.00
			MSN	0	11	0.00%	\$0.00	0	3.40
		cars 2010		0	33	0.00%	\$0.00	0	3.38
			Google	0	16	0.00%	\$0.00	0	4.21
			Yahoo	0	5	0.00%	\$0.00	0	3.11
			MSN	0	7	0.00%	\$0.00	0	3.20
			Ask	0	5	0.00%	\$0.00	0	1.22
		chevy camaro 2010		0	3	0.00%	\$0.00	0	4.00
			MSN	0	1	0.00%	\$0.00	0	3.00
			Google	0	2	0.00%	\$0.00	0	4.50

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chevy equinox 2008		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		chevy equinox 2010		0	48	0.00%	\$0.00	0	5.13
			Yahoo	0	4	0.00%	\$0.00	0	5.67
			Google	0	37	0.00%	\$0.00	0	6.04
			MSN	0	5	0.00%	\$0.00	0	2.20
			Ask	0	2	0.00%	\$0.00	0	1.00
		chevy hhr 2010		0	2	0.00%	\$0.00	0	5.50
			Google	0	2	0.00%	\$0.00	0	5.50
		chevy suburban 2010		0	2	0.00%	\$0.00	0	5.50
			Google	0	2	0.00%	\$0.00	0	5.50
		chevy tahoe 2009		0	2	0.00%	\$0.00	0	7.00
			Yahoo	0	2	0.00%	\$0.00	0	7.00
		dodge caliber 2009		0	16	0.00%	\$0.00	0	4.54
			Yahoo	0	16	0.00%	\$0.00	0	4.54

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		dodge charger 2009		0	30	0.00%	\$0.00	0	2.61
			Yahoo	0	28	0.00%	\$0.00	0	2.43
			MSN	0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	5.00
		dodge dakota 2008		0	17	0.00%	\$0.00	0	3.10
			Yahoo	0	17	0.00%	\$0.00	0	3.10
		dodge durango 2009		0	61	0.00%	\$0.00	0	4.03
			Google	0	1	0.00%	\$0.00	0	11.00
			Yahoo	0	60	0.00%	\$0.00	0	3.33
		dodge nitro 2008		0	8	0.00%	\$0.00	0	3.42
			Yahoo	0	6	0.00%	\$0.00	0	2.13
			MSN	0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		ford escape 2009		0	6	0.00%	\$0.00	0	8.50
			Google	0	5	0.00%	\$0.00	0	9.88
			MSN	0	1	0.00%	\$0.00	0	3.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		ford f150 2010		0	18	0.00%	\$0.00	0	3.18
			Google	0	4	0.00%	\$0.00	0	3.17
			Yahoo	0	14	0.00%	\$0.00	0	3.18
		ford f250 2008		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		ford focus 2009		0	7	0.00%	\$0.00	0	7.00
			MSN	0	4	0.00%	\$0.00	0	5.67
			Google	0	3	0.00%	\$0.00	0	8.33
		ford focus 2010		0	20	0.00%	\$0.00	0	4.74
			Yahoo	0	17	0.00%	\$0.00	0	4.95
			Google	0	3	0.00%	\$0.00	0	4.33
		ford fusion 2009		0	6	0.00%	\$0.00	0	8.00
			Google	0	5	0.00%	\$0.00	0	9.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		ford ranger 2009		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		ford ranger 2010		0	3	0.00%	\$0.00	0	4.00
			Google	0	3	0.00%	\$0.00	0	4.00
		ford taurus 2008		0	3	0.00%	\$0.00	0	5.33
			Google	0	3	0.00%	\$0.00	0	5.33

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		ford taurus 2010		0	35	0.00%	\$0.00	0	2.46
			MSN	0	6	0.00%	\$0.00	0	2.17
			Yahoo	0	27	0.00%	\$0.00	0	3.13
			Ask	0	2	0.00%	\$0.00	0	1.00
		honda accord 2008		0	24	0.00%	\$0.00	0	6.73
			Google	0	22	0.00%	\$0.00	0	7.08
			Ask	0	2	0.00%	\$0.00	0	1.00
		honda accord 2010		0	24	0.00%	\$0.00	0	3.22
			Yahoo	0	11	0.00%	\$0.00	0	5.25
			Google	0	8	0.00%	\$0.00	0	2.79
			MSN	0	5	0.00%	\$0.00	0	1.40
		honda civic 2009		0	19	0.00%	\$0.00	0	5.24
			Google	0	10	0.00%	\$0.00	0	6.81
			Ask	0	6	0.00%	\$0.00	0	1.00
			MSN	0	3	0.00%	\$0.00	0	3.00
		honda civic 2010		0	61	0.00%	\$0.00	0	3.92
			Google	0	12	0.00%	\$0.00	0	3.54
			Yahoo	0	44	0.00%	\$0.00	0	4.87

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	5	0.00%	\$0.00	0	2.00
		honda crv 2008		0	9	0.00%	\$0.00	0	6.57
			Google	0	5	0.00%	\$0.00	0	9.75
			MSN	0	4	0.00%	\$0.00	0	2.33
		honda crv 2010		0	21	0.00%	\$0.00	0	3.98
			Google	0	19	0.00%	\$0.00	0	4.52
			MSN	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		honda element 2009		0	2	0.00%	\$0.00	0	7.00
			Google	0	2	0.00%	\$0.00	0	7.00
		honda fit 2008		0	10	0.00%	\$0.00	0	7.50
			Google	0	10	0.00%	\$0.00	0	7.50
		honda odyssey 2010		0	35	0.00%	\$0.00	0	4.19
			Google	0	13	0.00%	\$0.00	0	5.55
			Yahoo	0	14	0.00%	\$0.00	0	4.29
			MSN	0	7	0.00%	\$0.00	0	1.73
			Ask	0	1	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		honda ridgeline 2009		0	2	0.00%	\$0.00	0	7.00
			Google	0	2	0.00%	\$0.00	0	7.00
		honda ridgeline 2010		0	7	0.00%	\$0.00	0	2.57
			Yahoo	0	1	0.00%	\$0.00	0	4.00
			Google	0	6	0.00%	\$0.00	0	2.33
		hyundai elantra 2009		0	9	0.00%	\$0.00	0	6.42
			Yahoo	0	5	0.00%	\$0.00	0	3.17
			Google	0	4	0.00%	\$0.00	0	9.67
		hyundai elantra gls 2008		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		hyundai sonata 2010		0	25	0.00%	\$0.00	0	3.15
			Yahoo	0	20	0.00%	\$0.00	0	3.00
			MSN	0	3	0.00%	\$0.00	0	1.67
			Google	0	2	0.00%	\$0.00	0	6.00
		infiniti i30 2009		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		jaguar x type 2009		0	4	0.00%	\$0.00	0	3.50
			Yahoo	0	4	0.00%	\$0.00	0	3.50
		jeep compass 2009		0	4	0.00%	\$0.00	0	3.67
			Yahoo	0	4	0.00%	\$0.00	0	3.67
		kia spectra 2008		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		lexus gs300 2008		0	1	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00
		mazda 6 2009		0	6	0.00%	\$0.00	0	6.33
			Google	0	6	0.00%	\$0.00	0	6.33
		mustang 2009		0	8	0.00%	\$0.00	0	3.07
			Ask	0	2	0.00%	\$0.00	0	1.00
			MSN	0	5	0.00%	\$0.00	0	4.44
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		mustang 2010		0	121	0.00%	\$0.00	0	2.46
			Yahoo	0	89	0.00%	\$0.00	0	3.04
			Ask	0	15	0.00%	\$0.00	0	1.00
			MSN	0	11	0.00%	\$0.00	0	1.56

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	6	0.00%	\$0.00	0	3.33
		nissan altima 2010		0	14	0.00%	\$0.00	0	4.73
			Yahoo	0	3	0.00%	\$0.00	0	2.67
			Google	0	11	0.00%	\$0.00	0	5.50
		nissan frontier 2010		0	8	0.00%	\$0.00	0	4.39
			Yahoo	0	7	0.00%	\$0.00	0	3.59
			Google	0	1	0.00%	\$0.00	0	6.00
		nissan murano 2010		0	26	0.00%	\$0.00	0	5.53
			Yahoo	0	19	0.00%	\$0.00	0	3.65
			Google	0	7	0.00%	\$0.00	0	9.75
		nissan pathfinder 2010		0	16	0.00%	\$0.00	0	3.54
			Yahoo	0	14	0.00%	\$0.00	0	3.38
			Google	0	2	0.00%	\$0.00	0	4.00
		nissan sentra 2009		0	6	0.00%	\$0.00	0	5.80
			Google	0	3	0.00%	\$0.00	0	7.33
			Yahoo	0	3	0.00%	\$0.00	0	3.50

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		pontiac trans am 2009		0	4	0.00%	\$0.00	0	2.00
			Ask	0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	2.50
		pontiac vibe 2009		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		saturn aura 2008		0	4	0.00%	\$0.00	0	3.17
			MSN	0	1	0.00%	\$0.00	0	3.00
			Google	0	3	0.00%	\$0.00	0	3.25
		saturn vue 2009		0	8	0.00%	\$0.00	0	5.69
			Yahoo	0	7	0.00%	\$0.00	0	4.25
			Google	0	1	0.00%	\$0.00	0	10.00
		subaru forester 2010		0	4	0.00%	\$0.00	0	5.75
			Google	0	3	0.00%	\$0.00	0	4.67
			Yahoo	0	1	0.00%	\$0.00	0	9.00
		subaru impreza 2010		0	24	0.00%	\$0.00	0	3.40
			Yahoo	0	24	0.00%	\$0.00	0	3.40

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		subaru outback 2010		0	61	0.00%	\$0.00	0	4.08
			Google	0	40	0.00%	\$0.00	0	4.92
			Yahoo	0	11	0.00%	\$0.00	0	2.88
			MSN	0	9	0.00%	\$0.00	0	3.10
			Ask	0	1	0.00%	\$0.00	0	1.00
		toyota avalon 2010		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		toyota corolla 2010		0	15	0.00%	\$0.00	0	3.46
			Yahoo	0	12	0.00%	\$0.00	0	3.00
			MSN	0	2	0.00%	\$0.00	0	2.50
			Google	0	1	0.00%	\$0.00	0	10.00
		toyota fj cruiser 2010		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		toyota highlander 2009		0	20	0.00%	\$0.00	0	4.23
			Yahoo	0	17	0.00%	\$0.00	0	3.31
			MSN	0	2	0.00%	\$0.00	0	4.50

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	1	0.00%	\$0.00	0	11.00
		toyota tacoma 2008		0	2	0.00%	\$0.00	0	11.00
			Google	0	2	0.00%	\$0.00	0	11.00
		toyota tacoma 2010		0	7	0.00%	\$0.00	0	4.25
			Yahoo	0	6	0.00%	\$0.00	0	5.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		volkswagen gti 2010		0	11	0.00%	\$0.00	0	3.95
			Yahoo	0	10	0.00%	\$0.00	0	4.90
			MSN	0	1	0.00%	\$0.00	0	3.00
		volkswagen jetta 2008		0	3	0.00%	\$0.00	0	7.67
			Google	0	3	0.00%	\$0.00	0	7.67
		volkswagen jetta 2009		0	56	0.00%	\$0.00	0	4.37
			Google	0	1	0.00%	\$0.00	0	12.00
			Yahoo	0	51	0.00%	\$0.00	0	4.02
			Ask	0	4	0.00%	\$0.00	0	1.75

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		volkswagen passat 2009		0	9	0.00%	\$0.00	0	5.80
			Yahoo	0	8	0.00%	\$0.00	0	4.75
			Google	0	1	0.00%	\$0.00	0	10.00
		volvo xc70 2008		0	3	0.00%	\$0.00	0	9.00
			Google	0	3	0.00%	\$0.00	0	9.00
		acura mdx 2010		0	17	0.00%	\$0.00	0	4.19
			Google	0	17	0.00%	\$0.00	0	4.19
		acura tl 2008		0	25	0.00%	\$0.00	0	6.44
			Google	0	5	0.00%	\$0.00	0	10.20
			Yahoo	0	18	0.00%	\$0.00	0	3.47
			MSN	0	2	0.00%	\$0.00	0	2.50
		acura tl 2009		0	56	0.00%	\$0.00	0	5.30
			Yahoo	0	46	0.00%	\$0.00	0	3.38
			Google	0	8	0.00%	\$0.00	0	9.93
			MSN	0	2	0.00%	\$0.00	0	2.50
		audi a4 2010		0	6	0.00%	\$0.00	0	5.92
			Google	0	6	0.00%	\$0.00	0	5.92
		bmw x5 2009		0	9	0.00%	\$0.00	0	4.50
			Yahoo	0	8	0.00%	\$0.00	0	3.86

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	1	0.00%	\$0.00	0	9.00
		cadillac srx 2008		0	1	0.00%	\$0.00	0	10.00
			Google	0	1	0.00%	\$0.00	0	10.00
		chevy aveo 2008		0	2	0.00%	\$0.00	0	3.50
			Google	0	2	0.00%	\$0.00	0	3.50
		chevy cobalt 2009		0	4	0.00%	\$0.00	0	7.25
			Google	0	4	0.00%	\$0.00	0	7.25
		chevy silverado 2009		0	10	0.00%	\$0.00	0	5.31
			Google	0	3	0.00%	\$0.00	0	9.33
			MSN	0	7	0.00%	\$0.00	0	2.90
		chrysler pacifica 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		chrysler sebring 2008		0	4	0.00%	\$0.00	0	4.50
			Yahoo	0	1	0.00%	\$0.00	0	5.00
			Ask	0	1	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	8.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chrysler sebring 2009		0	3	0.00%	\$0.00	0	3.67
			Yahoo	0	3	0.00%	\$0.00	0	3.67
		dodge caravan 2008		0	3	0.00%	\$0.00	0	6.67
			Yahoo	0	2	0.00%	\$0.00	0	4.50
			Google	0	1	0.00%	\$0.00	0	11.00
		dodge charger 2008		0	14	0.00%	\$0.00	0	2.50
			Yahoo	0	2	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	6.00
			Ask	0	11	0.00%	\$0.00	0	1.00
		dodge charger 2010		0	4	0.00%	\$0.00	0	4.67
			Google	0	4	0.00%	\$0.00	0	4.67
		ford edge 2009		0	8	0.00%	\$0.00	0	7.07
			Google	0	2	0.00%	\$0.00	0	11.00
			Yahoo	0	6	0.00%	\$0.00	0	4.44
		ford edge 2010		0	16	0.00%	\$0.00	0	2.60
			Google	0	10	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	3.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	3	0.00%	\$0.00	0	4.00
		ford explorer 2010		0	10	0.00%	\$0.00	0	3.30
			Yahoo	0	4	0.00%	\$0.00	0	4.00
			Google	0	5	0.00%	\$0.00	0	3.20
			MSN	0	1	0.00%	\$0.00	0	1.00
		ford fusion 2008		0	2	0.00%	\$0.00	0	7.50
			Google	0	2	0.00%	\$0.00	0	7.50
		ford taurus 2009		0	7	0.00%	\$0.00	0	5.73
			Yahoo	0	2	0.00%	\$0.00	0	2.50
			Google	0	5	0.00%	\$0.00	0	7.89
		honda accord 2009		0	20	0.00%	\$0.00	0	3.97
			MSN	0	8	0.00%	\$0.00	0	2.50
			Ask	0	6	0.00%	\$0.00	0	1.00
			Google	0	6	0.00%	\$0.00	0	7.67
		honda civic 2008		0	11	0.00%	\$0.00	0	5.45
			Google	0	7	0.00%	\$0.00	0	7.67
			Ask	0	4	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		honda crv 2009		0	21	0.00%	\$0.00	0	5.32
			Yahoo	0	16	0.00%	\$0.00	0	4.26
			Google	0	5	0.00%	\$0.00	0	6.80
		honda fit 2009		0	10	0.00%	\$0.00	0	7.56
			Google	0	10	0.00%	\$0.00	0	7.56
		honda odyssey 2008		0	2	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	9.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		honda pilot 2009		0	6	0.00%	\$0.00	0	5.80
			Google	0	2	0.00%	\$0.00	0	7.50
			MSN	0	4	0.00%	\$0.00	0	4.67
		honda pilot 2010		0	14	0.00%	\$0.00	0	4.54
			Google	0	9	0.00%	\$0.00	0	6.25
			Yahoo	0	2	0.00%	\$0.00	0	1.50
			MSN	0	3	0.00%	\$0.00	0	2.00
		honda ridgeline 2008		0	12	0.00%	\$0.00	0	5.67
			Google	0	2	0.00%	\$0.00	0	8.00
			Ask	0	10	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		infiniti g35 coupe 2008		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		jeep compass 2008		0	3	0.00%	\$0.00	0	2.50
			Yahoo	0	3	0.00%	\$0.00	0	2.50
		jeep grand cherokee 2010		0	15	0.00%	\$0.00	0	4.08
			Yahoo	0	13	0.00%	\$0.00	0	4.09
			Google	0	2	0.00%	\$0.00	0	4.00
		kia sorento 2008		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		lexus es300 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		mazda 3 2009		0	4	0.00%	\$0.00	0	4.75
			Google	0	3	0.00%	\$0.00	0	6.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		mazda 3 2010		0	65	0.00%	\$0.00	0	2.61
			Google	0	13	0.00%	\$0.00	0	3.45
			Yahoo	0	51	0.00%	\$0.00	0	2.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	1	0.00%	\$0.00	0	1.00
		mercury grand marquis 2009		0	2	0.00%	\$0.00	0	5.00
			Google	0	2	0.00%	\$0.00	0	5.00
		mitsubishi galant 2009		0	2	0.00%	\$0.00	0	2.50
			Google	0	1	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		new cars 2010		0	5	0.00%	\$0.00	0	4.00
			Google	0	4	0.00%	\$0.00	0	4.50
			MSN	0	1	0.00%	\$0.00	0	2.00
		nissan altima 2008		0	12	0.00%	\$0.00	0	6.44
			MSN	0	2	0.00%	\$0.00	0	2.00
			Google	0	5	0.00%	\$0.00	0	10.60
			Ask	0	5	0.00%	\$0.00	0	0.50
		nissan maxima 2008		0	3	0.00%	\$0.00	0	5.33
			Google	0	2	0.00%	\$0.00	0	6.50
			MSN	0	1	0.00%	\$0.00	0	3.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		nissan murano 2009		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		nissan quest 2009		0	2	0.00%	\$0.00	0	8.50
			Google	0	2	0.00%	\$0.00	0	8.50
		nissan titan 2010		0	60	0.00%	\$0.00	0	4.19
			Yahoo	0	60	0.00%	\$0.00	0	4.19
		pontiac g6 2009		0	2	0.00%	\$0.00	0	4.00
			Yahoo	0	2	0.00%	\$0.00	0	4.00
		suzuki xl7 2008		0	3	0.00%	\$0.00	0	4.33
			Google	0	2	0.00%	\$0.00	0	5.50
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		toyota camry 2008		0	6	0.00%	\$0.00	0	8.17
			Google	0	6	0.00%	\$0.00	0	8.17
		toyota camry 2010		0	6	0.00%	\$0.00	0	7.60
			Yahoo	0	4	0.00%	\$0.00	0	9.00
			MSN	0	2	0.00%	\$0.00	0	2.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota corolla 2009		0	5	0.00%	\$0.00	0	6.22
			Google	0	4	0.00%	\$0.00	0	8.34
			MSN	0	1	0.00%	\$0.00	0	2.00
		toyota prius 2010		0	17	0.00%	\$0.00	0	6.86
			Yahoo	0	14	0.00%	\$0.00	0	5.25
			Google	0	3	0.00%	\$0.00	0	9.00
		toyota solara 2009		0	3	0.00%	\$0.00	0	7.67
			Google	0	3	0.00%	\$0.00	0	7.67
		trucks 2008		0	2	0.00%	\$0.00	0	5.50
			Google	0	1	0.00%	\$0.00	0	6.00
			MSN	0	1	0.00%	\$0.00	0	5.00
		volkswagen rabbit 2010		0	6	0.00%	\$0.00	0	4.00
			Yahoo	0	6	0.00%	\$0.00	0	4.00
		buick lacrosse 2009		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		buick lacrosse 2010		0	5	0.00%	\$0.00	0	3.40
			MSN	0	3	0.00%	\$0.00	0	2.33
			Yahoo	0	2	0.00%	\$0.00	0	5.00
		chevy cobalt 2008		0	2	0.00%	\$0.00	0	9.50
			Google	0	2	0.00%	\$0.00	0	9.50
		dodge charger sxt 2009		0	2	0.00%	\$0.00	0	8.00
			Google	0	2	0.00%	\$0.00	0	8.00
		ford edge 2008		0	7	0.00%	\$0.00	0	6.10
			Google	0	4	0.00%	\$0.00	0	8.83
			MSN	0	1	0.00%	\$0.00	0	3.00
			Ask	0	2	0.00%	\$0.00	0	1.00
		ford five hundred 2008		0	2	0.00%	\$0.00	0	7.50
			Google	0	2	0.00%	\$0.00	0	7.50
		kia sportage 2009		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		lexus gs300 2009		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		mercury milan 2009		0	26	0.00%	\$0.00	0	5.14
			Yahoo	0	24	0.00%	\$0.00	0	4.21
			Google	0	2	0.00%	\$0.00	0	7.00
		mercury sable 2010		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		new car 2008		0	19	0.00%	\$0.00	0	6.10
			Yahoo	0	19	0.00%	\$0.00	0	6.10
		nissan altima 2009		0	8	0.00%	\$0.00	0	7.63
			Google	0	8	0.00%	\$0.00	0	7.63
		nissan versa 2010		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		pontiac vibe 2008		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		saturn aura 2009		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		scion tc 2010		0	8	0.00%	\$0.00	0	1.90
			Yahoo	0	5	0.00%	\$0.00	0	1.88
			MSN	0	3	0.00%	\$0.00	0	2.00
		scion xb 2010		0	12	0.00%	\$0.00	0	2.17
			Google	0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	9	0.00%	\$0.00	0	2.33
			MSN	0	2	0.00%	\$0.00	0	1.50
		toyota tundra 2008		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		toyota yaris 2009		0	11	0.00%	\$0.00	0	5.50
			Google	0	2	0.00%	\$0.00	0	10.00
			Ask	0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	6	0.00%	\$0.00	0	4.60
		volvo s60 2008		0	3	0.00%	\$0.00	0	3.75
			Google	0	3	0.00%	\$0.00	0	3.75

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		volvo xc90 2010		0	8	0.00%	\$0.00	0	4.39
			Google	0	7	0.00%	\$0.00	0	4.87
			MSN	0	1	0.00%	\$0.00	0	2.00
		bmw 3 series 2009		0	3	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	8.00
			MSN	0	1	0.00%	\$0.00	0	3.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		buick lucerne 2008		0	3	0.00%	\$0.00	0	10.00
			Google	0	3	0.00%	\$0.00	0	10.00
		buick lucerne 2010		0	4	0.00%	\$0.00	0	6.25
			Google	0	4	0.00%	\$0.00	0	6.25
		chevy camaro 2008		0	3	0.00%	\$0.00	0	5.33
			Google	0	3	0.00%	\$0.00	0	5.33
		chrysler 300 2008		0	4	0.00%	\$0.00	0	6.33
			Ask	0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	9.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chrysler crossfire 2009		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		chrysler town and country 2009		0	2	0.00%	\$0.00	0	4.50
			Google	0	1	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		dodge caliber 2008		0	2	0.00%	\$0.00	0	7.00
			Google	0	2	0.00%	\$0.00	0	7.00
		dodge ram 2008		1	29	3.45%	\$2.21	\$2.21	1.84
			Ask	0	3	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	7.00
			Yahoo	1	25	4.00%	\$2.21	\$2.21	1.40
		dodge ram 2009		0	4	0.00%	\$0.00	0	5.00
			Google	0	2	0.00%	\$0.00	0	10.50
			Ask	0	1	0.00%	\$0.00	0	0.50
			Yahoo	0	1	0.00%	\$0.00	0	3.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		ford escape 2010		0	15	0.00%	\$0.00	0	5.25
			Google	0	13	0.00%	\$0.00	0	5.56
			MSN	0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00
		ford explorer 2008		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		ford f350 2010		0	3	0.00%	\$0.00	0	2.67
			Yahoo	0	3	0.00%	\$0.00	0	2.67
		ford five hundred 2009		0	1	0.00%	\$0.00	0	10.00
			Google	0	1	0.00%	\$0.00	0	10.00
		ford fusion 2010		0	14	0.00%	\$0.00	0	4.46
			MSN	0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	5	0.00%	\$0.00	0	3.75
			Google	0	7	0.00%	\$0.00	0	5.75
		honda fit 2010		0	19	0.00%	\$0.00	0	4.13
			Google	0	6	0.00%	\$0.00	0	3.70
			Yahoo	0	13	0.00%	\$0.00	0	4.56

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		hyundai entourage 2010		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		infiniti fx35 2009		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		infiniti g35 coupe 2009		0	9	0.00%	\$0.00	0	4.00
			Yahoo	0	9	0.00%	\$0.00	0	4.00
		mustang 2008		1	9	11.11%	\$1.39	\$1.39	3.78
			Google	0	5	0.00%	\$0.00	0	5.80
			MSN	1	2	50.00%	\$1.39	\$1.39	1.50
			Ask	0	2	0.00%	\$0.00	0	1.00
		pontiac g6 2008		0	3	0.00%	\$0.00	0	5.00
			Google	0	3	0.00%	\$0.00	0	5.00
		pontiac grand prix 2008		0	5	0.00%	\$0.00	0	4.60
			Google	0	5	0.00%	\$0.00	0	4.60
		subaru forester 2009		0	5	0.00%	\$0.00	0	7.60
			Google	0	4	0.00%	\$0.00	0	8.50

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	1	0.00%	\$0.00	0	4.00
		subaru outback 2009		0	6	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	10.00
			Yahoo	0	4	0.00%	\$0.00	0	3.00
		toyota matrix 2008		0	2	0.00%	\$0.00	0	9.50
			Google	0	2	0.00%	\$0.00	0	9.50
		toyota sienna 2008		0	8	0.00%	\$0.00	0	3.81
			Google	0	1	0.00%	\$0.00	0	11.00
			MSN	0	7	0.00%	\$0.00	0	1.42
		toyota sienna 2009		0	1	0.00%	\$0.00	0	10.00
			Google	0	1	0.00%	\$0.00	0	10.00
		volvo xc70 2009		0	4	0.00%	\$0.00	0	2.00
			Yahoo	0	4	0.00%	\$0.00	0	2.00
		chevy camaro 2009		0	7	0.00%	\$0.00	0	2.00
			MSN	0	2	0.00%	\$0.00	0	3.00
			Ask	0	5	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chrysler pacifica 2009		0	29	0.00%	\$0.00	0	4.00
			Yahoo	0	29	0.00%	\$0.00	0	4.00
		dodge caravan 2009		0	2	0.00%	\$0.00	0	5.50
			Google	0	1	0.00%	\$0.00	0	7.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		dodge neon 2009		0	2	0.00%	\$0.00	0	5.00
			Google	0	2	0.00%	\$0.00	0	5.00
		ford expedition 2010		0	13	0.00%	\$0.00	0	3.40
			Google	0	5	0.00%	\$0.00	0	4.00
			Yahoo	0	8	0.00%	\$0.00	0	2.96
		nissan maxima 2010		0	3	0.00%	\$0.00	0	4.67
			Google	0	2	0.00%	\$0.00	0	5.50
			MSN	0	1	0.00%	\$0.00	0	3.00
		scion xb 2009		0	2	0.00%	\$0.00	0	6.50
			Yahoo	0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	9.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		subaru impreza 2009		0	2	0.00%	\$0.00	0	5.50
			MSN	0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	9.00
		toyota rav4 2008		0	3	0.00%	\$0.00	0	3.00
			Ask	0	2	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	5.00
		acura mdx 2008		0	6	0.00%	\$0.00	0	3.90
			Yahoo	0	4	0.00%	\$0.00	0	5.17
			MSN	0	2	0.00%	\$0.00	0	2.00
		buick lucerne 2009		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		chevy impala 2009		0	7	0.00%	\$0.00	0	4.67
			Ask	0	3	0.00%	\$0.00	0	1.00
			Google	0	4	0.00%	\$0.00	0	6.50
		chevy impala 2010		0	10	0.00%	\$0.00	0	4.24
			Google	0	7	0.00%	\$0.00	0	5.33

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	1	0.00%	\$0.00	0	2.00
			Ask	0	2	0.00%	\$0.00	0	1.00
		chrysler sebring 2010		0	4	0.00%	\$0.00	0	2.00
			Yahoo	0	4	0.00%	\$0.00	0	2.00
		dodge ram 2010		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		ford escape 2008		0	1	0.00%	\$0.00	0	10.00
			Google	0	1	0.00%	\$0.00	0	10.00
		ford f150 2009		0	2	0.00%	\$0.00	0	8.50
			Google	0	2	0.00%	\$0.00	0	8.50
		ford f250 2010		0	5	0.00%	\$0.00	0	3.17
			MSN	0	1	0.00%	\$0.00	0	1.00
			Google	0	4	0.00%	\$0.00	0	4.25
		infiniti g35 2009		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		new car 2010		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		nissan quest 2010		0	5	0.00%	\$0.00	0	3.00
			Yahoo	0	5	0.00%	\$0.00	0	3.00
		pontiac grand prix 2009		0	8	0.00%	\$0.00	0	1.25
			Yahoo	0	8	0.00%	\$0.00	0	1.25
		pontiac sunfire 2009		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		subaru baja 2010		0	5	0.00%	\$0.00	0	4.63
			Google	0	5	0.00%	\$0.00	0	4.63
		toyota corolla 2008		0	5	0.00%	\$0.00	0	8.00
			Ask	0	2	0.00%	\$0.00	0	1.00
			Google	0	3	0.00%	\$0.00	0	10.33
		toyota rav4 2009		0	2	0.00%	\$0.00	0	11.00
			Google	0	2	0.00%	\$0.00	0	11.00
		toyota yaris 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		volkswagen jetta 2010		0	1	0.00%	\$0.00	0	6.00
			Yahoo	0	1	0.00%	\$0.00	0	6.00
		volvo s80 2010		0	2	0.00%	\$0.00	0	2.00
			Google	0	2	0.00%	\$0.00	0	2.00
		volvo xc70 2010		0	2	0.00%	\$0.00	0	4.50
			Yahoo	0	2	0.00%	\$0.00	0	4.50
		bmw 3 series 2008		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		bmw 7 series 2010		0	3	0.00%	\$0.00	0	4.67
			Google	0	2	0.00%	\$0.00	0	6.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		bmw x5 2010		0	1	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		cadillac escalade 2010		0	11	0.00%	\$0.00	0	3.36
			Yahoo	0	10	0.00%	\$0.00	0	3.23
			Google	0	1	0.00%	\$0.00	0	4.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chevy corvette 2010		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		chevy hhr 2009		0	3	0.00%	\$0.00	0	2.33
			Ask	0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00
		chevy suburban 2009		0	1	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		dodge dakota 2010		0	3	0.00%	\$0.00	0	5.25
			Google	0	3	0.00%	\$0.00	0	5.25
		dodge nitro 2009		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		honda element 2010		0	9	0.00%	\$0.00	0	2.86
			Google	0	5	0.00%	\$0.00	0	3.38
			MSN	0	4	0.00%	\$0.00	0	1.84
		hyundai sante fe 2010		0	2	0.00%	\$0.00	0	3.50
			Google	0	2	0.00%	\$0.00	0	3.50

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		jeep commander 2009		0	4	0.00%	\$0.00	0	6.84
			Google	0	1	0.00%	\$0.00	0	11.00
			Yahoo	0	3	0.00%	\$0.00	0	2.67
		mercury sable 2008		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		mitsubishi galant 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		saturn vue 2008		0	5	0.00%	\$0.00	0	7.38
			Google	0	4	0.00%	\$0.00	0	9.50
			Ask	0	1	0.00%	\$0.00	0	1.00
		toyota avalon 2009		0	1	0.00%	\$0.00	0	10.00
			Google	0	1	0.00%	\$0.00	0	10.00
		toyota highlander 2008		0	3	0.00%	\$0.00	0	9.00
			Google	0	3	0.00%	\$0.00	0	9.00
		toyota prius 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota rav4 2010		0	6	0.00%	\$0.00	0	7.88
			Google	0	6	0.00%	\$0.00	0	7.88
		volkswagen golf 2010		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		cadillac cts 2009		0	26	0.00%	\$0.00	0	3.96
			Google	0	1	0.00%	\$0.00	0	7.00
			Yahoo	0	25	0.00%	\$0.00	0	3.66
		chevy silverado 2008		0	5	0.00%	\$0.00	0	4.56
			MSN	0	3	0.00%	\$0.00	0	3.67
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	9.00
		chevy trailblazer 2009		0	2	0.00%	\$0.00	0	9.00
			Google	0	2	0.00%	\$0.00	0	9.00
		chevy traverse 2009		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		dodge sprinter 2008		0	1	0.00%	\$0.00	0	7.00
			Yahoo	0	1	0.00%	\$0.00	0	7.00
		ford focus 2008		0	5	0.00%	\$0.00	0	2.00
			Ask	0	4	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	4.00
		hyundai sonata 2008		0	4	0.00%	\$0.00	0	5.75
			Google	0	3	0.00%	\$0.00	0	7.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		jeep commander 2008		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		mercury milan 2010		0	4	0.00%	\$0.00	0	5.17
			Google	0	4	0.00%	\$0.00	0	5.17
		mitsubishi eclipse spyder 2008		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		subaru baja 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		subaru outback 2008		0	2	0.00%	\$0.00	0	8.00
			Google	0	2	0.00%	\$0.00	0	8.00
		toyota solara 2010		0	2	0.00%	\$0.00	0	3.50
			MSN	0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	5.00
		chevy malibu 2010		0	2	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	4.00
		chrysler town and country 2008		0	6	0.00%	\$0.00	0	4.63
			Yahoo	0	1	0.00%	\$0.00	0	4.00
			Google	0	5	0.00%	\$0.00	0	4.83
		kia sportage 2008		0	2	0.00%	\$0.00	0	9.50
			Google	0	2	0.00%	\$0.00	0	9.50

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		mercedes c class 2009		0	4	0.00%	\$0.00	0	5.75
			Google	0	1	0.00%	\$0.00	0	7.00
			Yahoo	0	3	0.00%	\$0.00	0	5.33
		trucks 2010		0	4	0.00%	\$0.00	0	2.00
			MSN	0	3	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	3.00
		chevy impala 2008		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		chevy tahoe 2010		0	3	0.00%	\$0.00	0	5.67
			Google	0	3	0.00%	\$0.00	0	5.67
		new cars 2009		0	3	0.00%	\$0.00	0	5.00
			Ask	0	2	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	9.00
		toyota sienna 2010		0	7	0.00%	\$0.00	0	3.00
			Yahoo	0	5	0.00%	\$0.00	0	3.60
			MSN	0	2	0.00%	\$0.00	0	1.50

Keyword Detail Report

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End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chevy silverado 2010		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		toyota camry 2009		0	6	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
			Ask	0	5	0.00%	\$0.00	0	1.00
		toyota matrix 2010		0	1	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		trucks 2009		0	2	0.00%	\$0.00	0	3.50
			MSN	0	1	0.00%	\$0.00	0	6.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		saturn aura 2010		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		subaru forester 2008		0	2	0.00%	\$0.00	0	6.00
			MSN	0	2	0.00%	\$0.00	0	6.00
		acura mdx 2009		0	5	0.00%	\$0.00	0	3.50
			MSN	0	1	0.00%	\$0.00	0	2.00

Keyword Detail Report

Start Date: 7/1/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	4	0.00%	\$0.00	0	4.00
		chevy express 2009		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		chevy hhr 2008		0	2	0.00%	\$0.00	0	3.50
			Google	0	2	0.00%	\$0.00	0	3.50
		chevy malibu 2008		0	9	0.00%	\$0.00	0	1.93
			MSN	0	7	0.00%	\$0.00	0	2.30
			Ask	0	2	0.00%	\$0.00	0	1.00
		chevy tahoe 2008		0	2	0.00%	\$0.00	0	2.25
			Ask	0	0	NaN	\$0.00	0	0.00
			MSN	0	2	0.00%	\$0.00	0	4.50
		gmc envoy 2009		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		honda element 2008		0	4	0.00%	\$0.00	0	3.00
			MSN	0	3	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	4.00

Keyword Detail Report

Start Date: 7/1/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		hyundai elantra 2008		0	3	0.00%	\$0.00	0	4.67
			Google	0	3	0.00%	\$0.00	0	4.67
		infiniti fx35 2010		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		kia rio 2008		0	2	0.00%	\$0.00	0	11.00
			Yahoo	0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		mercury mariner 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		nissan xterra 2010		0	3	0.00%	\$0.00	0	3.75
			Google	0	3	0.00%	\$0.00	0	3.75
		toyota prius 2009		0	5	0.00%	\$0.00	0	7.40
			MSN	0	3	0.00%	\$0.00	0	5.33
			Google	0	2	0.00%	\$0.00	0	10.50
		acura tl 2010		0	4	0.00%	\$0.00	0	2.17
			Yahoo	0	3	0.00%	\$0.00	0	1.75

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	1	0.00%	\$0.00	0	3.00
		chevy traverse 2010		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		chevy uplander 2009		0	1	0.00%	\$0.00	0	10.00
			Google	0	1	0.00%	\$0.00	0	10.00
		chevy venture 2009		0	1	0.00%	\$0.00	0	2.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		chrysler town and country 2010		0	2	0.00%	\$0.00	0	4.00
			Google	0	2	0.00%	\$0.00	0	4.00
		dodge caliber 2010		0	1	0.00%	\$0.00	0	13.00
			Google	0	1	0.00%	\$0.00	0	13.00
		ford expedition 2008		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		mazda cx7 2009		0	8	0.00%	\$0.00	0	2.00
			Yahoo	0	8	0.00%	\$0.00	0	2.00

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		mercedes c class 2008		0	2	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00
		mitsubishi eclipse spyder 2009		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		nissan maxima 2009		0	5	0.00%	\$0.00	0	6.88
			Ask	0	2	0.00%	\$0.00	0	1.50
			Google	0	3	0.00%	\$0.00	0	8.67
		suzuki sx4 2010		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		cadillac escalade 2008		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		chrysler crossfire 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		honda pilot 2008		0	2	0.00%	\$0.00	0	5.00
			Google	0	2	0.00%	\$0.00	0	5.00

Keyword Detail Report

Start Date: 7/1/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		mercury milan 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		scion xb 2008		0	2	0.00%	\$0.00	0	10.00
			Google	0	2	0.00%	\$0.00	0	10.00
		bmw 328 2009		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		bmw 745 2009		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		buick skylark 2009		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		chevy chevelle 2009		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		mercury mariner 2008		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		new car 2009		0	2	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	10.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		suzuki sx4 2009		0	1	0.00%	\$0.00	0	4.00
			MSN	0	1	0.00%	\$0.00	0	4.00
		toyota tundra 2009		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		volkswagen passat 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		cadillac dts 2008		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		suzuki grand vitara 2008		0	2	0.00%	\$0.00	0	3.00
			Yahoo	0	2	0.00%	\$0.00	0	3.00
		audi q7 2009		0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50
		audi q7 2010		0	2	0.00%	\$0.00	0	3.50
			Yahoo	0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	4.00
		new truck 2008		0	2	0.00%	\$0.00	0	8.00
			Yahoo	0	2	0.00%	\$0.00	0	8.00

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Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chevy uplander 2008		0	2	0.00%	\$0.00	0	8.00
			Google	0	2	0.00%	\$0.00	0	8.00
		hyundai elantra 2010		0	2	0.00%	\$0.00	0	3.50
			Google	0	2	0.00%	\$0.00	0	3.50
		mercury grand marquis 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		nissan versa 2009		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		bmw x5 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		chevy aveo 2009		0	5	0.00%	\$0.00	0	7.00
			Yahoo	0	4	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	9.00
		chevy equinox 2009		0	5	0.00%	\$0.00	0	4.17
			MSN	0	3	0.00%	\$0.00	0	3.25
			Yahoo	0	2	0.00%	\$0.00	0	6.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		ford expedition 2009		0	2	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
			MSN	0	1	0.00%	\$0.00	0	4.00
		ford explorer 2009		0	2	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	6.50
		suzuki sx4 2008		0	2	0.00%	\$0.00	0	2.50
			MSN	0	2	0.00%	\$0.00	0	2.50
		volkswagen gti 2009		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		volvo s60 2010		0	25	0.00%	\$0.00	0	1.67
			Yahoo	0	25	0.00%	\$0.00	0	1.67
		chevy cavalier 2010		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		mazda 6 2008		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		subaru impreza 2008		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		toyota fj cruiser 2009		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		toyota yaris 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		audi a4 2008		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		cadillac cts 2008		0	1	0.00%	\$0.00	0	2.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		gmc yukon 2009		0	2	0.00%	\$0.00	0	5.00
			Yahoo	0	2	0.00%	\$0.00	0	5.00
		mitsubishi eclipse spyder 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		nissan pathfinder 2009		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		pontiac firebird 2010		0	3	0.00%	\$0.00	0	4.50
			MSN	0	2	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	8.00
		volvo s80 2008		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		chrysler 300 2010		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		volvo s40 2008		0	2	0.00%	\$0.00	0	7.50
			Google	0	2	0.00%	\$0.00	0	7.50
	Used- PreOwned			180	14649	1.23%	\$367.13	\$2.04	3.95
		bmw pre owned		1	6	16.67%	\$2.50	\$2.50	5.90
			Google	1	4	25.00%	\$2.50	\$2.50	9.17
			Ask	0	2	0.00%	\$0.00	0	1.00
		used trucks		5	660	0.76%	\$4.16	\$0.83	3.62
			Ask	3	398	0.75%	\$2.61	\$0.87	1.23
			Google	0	208	0.00%	\$0.00	0	8.25
			MSN	2	54	3.70%	\$1.55	\$0.78	1.71

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		acura used		0	243	0.00%	\$0.00	0	3.40
			Ask	0	17	0.00%	\$0.00	0	1.00
			Google	0	38	0.00%	\$0.00	0	7.92
			Yahoo	0	173	0.00%	\$0.00	0	2.05
			MSN	0	15	0.00%	\$0.00	0	1.07
		audi used		0	92	0.00%	\$0.00	0	3.95
			Ask	0	22	0.00%	\$0.00	0	0.91
			Google	0	61	0.00%	\$0.00	0	6.72
			MSN	0	9	0.00%	\$0.00	0	1.56
		bmw used		0	133	0.00%	\$0.00	0	3.76
			Ask	0	31	0.00%	\$0.00	0	0.95
			Google	0	91	0.00%	\$0.00	0	6.08
			MSN	0	11	0.00%	\$0.00	0	2.75
		buick used		1	26	3.85%	\$2.63	\$2.63	5.03
			Ask	0	5	0.00%	\$0.00	0	1.00
			Google	1	19	5.26%	\$2.63	\$2.63	6.74
			MSN	0	2	0.00%	\$0.00	0	2.50
		cadillac used		1	62	1.61%	\$2.74	\$2.74	4.56
			Google	1	52	1.92%	\$2.74	\$2.74	5.96

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	9	0.00%	\$0.00	0	0.80
			MSN	0	1	0.00%	\$0.00	0	1.00
		certified pre owned cars		0	16	0.00%	\$0.00	0	4.73
			Ask	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	13	0.00%	\$0.00	0	4.00
			Google	0	2	0.00%	\$0.00	0	9.50
		chevrolet used		0	204	0.00%	\$0.00	0	3.10
			Ask	0	169	0.00%	\$0.00	0	1.02
			Google	0	34	0.00%	\$0.00	0	6.78
			MSN	0	1	0.00%	\$0.00	0	1.00
		chrysler used		1	67	1.49%	\$2.91	\$2.91	2.56
			Ask	0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	53	0.00%	\$0.00	0	1.15
			Google	1	10	10.00%	\$2.91	\$2.91	7.06
			MSN	0	2	0.00%	\$0.00	0	3.00
		dodge used		1	111	0.90%	\$1.95	\$1.95	3.56
			Google	0	26	0.00%	\$0.00	0	8.32
			Ask	0	24	0.00%	\$0.00	0	1.10
			Yahoo	0	56	0.00%	\$0.00	0	1.97

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	1	5	20.00%	\$1.95	\$1.95	1.59
		ferrari used		0	73	0.00%	\$0.00	0	1.95
			Google	0	33	0.00%	\$0.00	0	3.07
			Yahoo	0	39	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		ford used		3	297	1.01%	\$5.91	\$1.97	4.54
			Ask	1	142	0.70%	\$0.41	\$0.41	1.00
			Google	2	149	1.34%	\$5.50	\$2.75	7.70
			MSN	0	6	0.00%	\$0.00	0	4.20
		gmc used		0	52	0.00%	\$0.00	0	4.52
			Google	0	24	0.00%	\$0.00	0	7.74
			Ask	0	27	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		honda used		2	465	0.43%	\$3.73	\$1.87	3.76
			Ask	1	170	0.59%	\$0.82	\$0.82	1.00
			Google	1	285	0.35%	\$2.91	\$2.91	6.68
			MSN	0	10	0.00%	\$0.00	0	1.30
		hummer used		1	43	2.33%	\$1.97	\$1.97	5.42
			Google	0	39	0.00%	\$0.00	0	6.30

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	3	0.00%	\$0.00	0	1.00
			MSN	1	1	100.00%	\$1.97	\$1.97	2.00
		jaguar used		0	17	0.00%	\$0.00	0	5.18
			Google	0	14	0.00%	\$0.00	0	7.05
			Ask	0	3	0.00%	\$0.00	0	0.50
		jeep used		0	238	0.00%	\$0.00	0	3.44
			Ask	0	18	0.00%	\$0.00	0	1.24
			Google	0	152	0.00%	\$0.00	0	7.39
			MSN	0	17	0.00%	\$0.00	0	3.08
			Yahoo	0	51	0.00%	\$0.00	0	1.01
		kawasaki used		1	82	1.22%	\$1.88	\$1.88	3.30
			Google	1	80	1.25%	\$1.88	\$1.88	3.52
			Ask	0	1	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		kia used		2	63	3.17%	\$3.61	\$1.81	4.05
			Google	1	28	3.57%	\$2.08	\$2.08	6.01
			Yahoo	0	32	0.00%	\$0.00	0	2.42
			Ask	0	2	0.00%	\$0.00	0	1.00
			MSN	1	1	100.00%	\$1.53	\$1.53	2.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		land rover used		1	85	1.18%	\$2.55	\$2.55	4.11
			Google	1	43	2.33%	\$2.55	\$2.55	6.39
			Yahoo	0	32	0.00%	\$0.00	0	2.07
			MSN	0	1	0.00%	\$0.00	0	2.00
			Ask	0	9	0.00%	\$0.00	0	1.00
		lexus used		1	84	1.19%	\$2.71	\$2.71	6.13
			Google	1	59	1.69%	\$2.71	\$2.71	9.24
			Ask	0	21	0.00%	\$0.00	0	1.05
			MSN	0	4	0.00%	\$0.00	0	2.33
		mazda used		0	231	0.00%	\$0.00	0	4.04
			Ask	0	34	0.00%	\$0.00	0	1.01
			Google	0	196	0.00%	\$0.00	0	5.89
			MSN	0	1	0.00%	\$0.00	0	1.00
		mercedes pre owned		0	5	0.00%	\$0.00	0	8.40
			Google	0	4	0.00%	\$0.00	0	10.25
			MSN	0	1	0.00%	\$0.00	0	1.00
		mercedes used		0	119	0.00%	\$0.00	0	4.22
			Google	0	79	0.00%	\$0.00	0	6.47
			MSN	0	14	0.00%	\$0.00	0	1.38

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	9	0.00%	\$0.00	0	3.50
			Ask	0	17	0.00%	\$0.00	0	0.83
		mercury used		0	40	0.00%	\$0.00	0	5.71
			Ask	0	7	0.00%	\$0.00	0	0.83
			Google	0	32	0.00%	\$0.00	0	7.99
			MSN	0	1	0.00%	\$0.00	0	3.00
		nissan used		4	131	3.05%	\$10.26	\$2.57	4.13
			Google	3	86	3.49%	\$7.45	\$2.48	7.20
			MSN	1	10	10.00%	\$2.81	\$2.81	2.10
			Ask	0	35	0.00%	\$0.00	0	0.94
		pontiac used		1	36	2.78%	\$2.78	\$2.78	4.33
			Google	1	28	3.57%	\$2.78	\$2.78	5.28
			Ask	0	7	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		porsche used		1	93	1.08%	\$0.82	\$0.82	4.33
			Google	0	73	0.00%	\$0.00	0	6.22
			Ask	1	19	5.26%	\$0.82	\$0.82	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		pre owned cars		0	13	0.00%	\$0.00	0	3.50
			Ask	0	11	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	11.00
		preowned cars		0	20	0.00%	\$0.00	0	1.96
			Ask	0	15	0.00%	\$0.00	0	1.25
			MSN	0	5	0.00%	\$0.00	0	3.38
		saab pre owned		0	13	0.00%	\$0.00	0	2.90
			Yahoo	0	11	0.00%	\$0.00	0	2.88
			Google	0	2	0.00%	\$0.00	0	3.00
		saab used		0	56	0.00%	\$0.00	0	3.89
			Google	0	50	0.00%	\$0.00	0	4.57
			Ask	0	4	0.00%	\$0.00	0	1.00
			MSN	0	2	0.00%	\$0.00	0	1.00
		saturn used		0	32	0.00%	\$0.00	0	3.93
			Ask	0	10	0.00%	\$0.00	0	1.00
			Google	0	22	0.00%	\$0.00	0	4.83
		smart used		0	48	0.00%	\$0.00	0	3.21
			Google	0	23	0.00%	\$0.00	0	4.78
			Yahoo	0	25	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		subaru used		0	98	0.00%	\$0.00	0	4.92
			Ask	0	31	0.00%	\$0.00	0	1.16
			Google	0	65	0.00%	\$0.00	0	6.21
			MSN	0	2	0.00%	\$0.00	0	4.50
		suzuki used		0	124	0.00%	\$0.00	0	3.72
			Ask	0	5	0.00%	\$0.00	0	1.00
			Google	0	107	0.00%	\$0.00	0	5.33
			Yahoo	0	12	0.00%	\$0.00	0	1.00
		toyota used		0	164	0.00%	\$0.00	0	4.41
			Ask	0	43	0.00%	\$0.00	0	1.02
			Google	0	114	0.00%	\$0.00	0	6.90
			MSN	0	7	0.00%	\$0.00	0	2.08
		used car		28	4165	0.67%	\$47.40	\$1.69	4.06
			Ask	12	2713	0.44%	\$8.88	\$0.74	1.29
			Google	4	587	0.68%	\$8.91	\$2.23	5.86
			MSN	3	77	3.90%	\$7.76	\$2.59	2.27
			Yahoo	9	788	1.14%	\$21.85	\$2.43	5.38
		used car dealership		2	72	2.78%	\$3.47	\$1.74	1.47
			Ask	0	26	0.00%	\$0.00	0	1.11

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	2	46	4.35%	\$3.47	\$1.74	1.70
		used cars		117	5218	2.24%	\$249.71	\$2.13	3.52
			Google	90	4542	1.98%	\$219.65	\$2.44	5.70
			MSN	24	356	6.74%	\$28.67	\$1.19	1.81
			Ask	3	320	0.94%	\$1.39	\$0.46	1.45
		used truck		1	296	0.34%	\$2.67	\$2.67	5.02
			Google	0	238	0.00%	\$0.00	0	7.29
			Yahoo	1	43	2.33%	\$2.67	\$2.67	4.38
			MSN	0	15	0.00%	\$0.00	0	1.96
		volvo used		3	67	4.48%	\$6.72	\$2.24	4.82
			Google	3	65	4.62%	\$6.72	\$2.24	5.51
			Ask	0	2	0.00%	\$0.00	0	0.67
		yamaha used		0	79	0.00%	\$0.00	0	3.67
			Google	0	75	0.00%	\$0.00	0	4.11
			Yahoo	0	1	0.00%	\$0.00	0	2.00
			MSN	0	3	0.00%	\$0.00	0	1.00
		amc used		0	2	0.00%	\$0.00	0	1.50
			Google	0	2	0.00%	\$0.00	0	1.50

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		honda pre owned		0	10	0.00%	\$0.00	0	5.97
			Google	0	8	0.00%	\$0.00	0	6.97
			Ask	0	2	0.00%	\$0.00	0	1.00
		hyundai used		0	33	0.00%	\$0.00	0	4.53
			Google	0	24	0.00%	\$0.00	0	5.95
			Ask	0	6	0.00%	\$0.00	0	1.00
			MSN	0	3	0.00%	\$0.00	0	2.00
		infiniti pre owned		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		infiniti used		0	20	0.00%	\$0.00	0	4.35
			Google	0	17	0.00%	\$0.00	0	5.48
			Ask	0	2	0.00%	\$0.00	0	0.50
			MSN	0	1	0.00%	\$0.00	0	3.00
		isuzu used		0	9	0.00%	\$0.00	0	4.07
			Google	0	9	0.00%	\$0.00	0	4.07
		lincoln used		2	59	3.39%	\$4.05	\$2.03	3.69
			Ask	0	0	NaN	\$0.00	0	0.00
			Google	2	31	6.45%	\$4.05	\$2.03	7.17

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	20	0.00%	\$0.00	0	1.39
			MSN	0	8	0.00%	\$0.00	0	1.90
		mini cooper pre owned		0	2	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	6.50
		mini cooper used		0	53	0.00%	\$0.00	0	4.61
			Google	0	28	0.00%	\$0.00	0	5.92
			Yahoo	0	24	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		mitsubishi pre owned		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		mitsubishi used		0	29	0.00%	\$0.00	0	4.01
			Ask	0	2	0.00%	\$0.00	0	0.50
			Google	0	22	0.00%	\$0.00	0	5.22
			MSN	0	5	0.00%	\$0.00	0	1.56
		oldsmobile used		0	17	0.00%	\$0.00	0	4.48
			Google	0	16	0.00%	\$0.00	0	4.87
			Yahoo	0	1	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		plymouth used		0	11	0.00%	\$0.00	0	4.86
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	4	0.00%	\$0.00	0	7.75
			Yahoo	0	6	0.00%	\$0.00	0	1.00
		scion used		0	31	0.00%	\$0.00	0	3.19
			Google	0	8	0.00%	\$0.00	0	8.10
			Yahoo	0	22	0.00%	\$0.00	0	1.25
			MSN	0	1	0.00%	\$0.00	0	2.00
		lexus pre owned		0	2	0.00%	\$0.00	0	9.50
			Google	0	2	0.00%	\$0.00	0	9.50
		volkswagen used		0	9	0.00%	\$0.00	0	0.67
			Ask	0	9	0.00%	\$0.00	0	0.67
		volvo pre owned		0	11	0.00%	\$0.00	0	5.54
			Google	0	7	0.00%	\$0.00	0	7.81
			Ask	0	4	0.00%	\$0.00	0	1.00
		cadillac pre owned		0	10	0.00%	\$0.00	0	1.00
			Ask	0	10	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		ford pre owned		0	6	0.00%	\$0.00	0	2.33
			Ask	0	5	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	5.00
		gmc pre owned		0	3	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
		saturn pre owned		0	5	0.00%	\$0.00	0	2.67
			Ask	0	4	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	6.00
		audi pre owned		0	4	0.00%	\$0.00	0	2.33
			Ask	0	3	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	5.00
		dodge pre owned		0	7	0.00%	\$0.00	0	1.00
			Ask	0	7	0.00%	\$0.00	0	1.00
		preowned truck		0	6	0.00%	\$0.00	0	1.40
			Ask	0	5	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		mazda pre owned		0	2	0.00%	\$0.00	0	5.00
			Google	0	2	0.00%	\$0.00	0	5.00

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota pre owned		0	5	0.00%	\$0.00	0	5.40
			Google	0	4	0.00%	\$0.00	0	6.50
			Ask	0	1	0.00%	\$0.00	0	1.00
		hyundai pre owned		0	3	0.00%	\$0.00	0	9.33
			Google	0	3	0.00%	\$0.00	0	9.33
		land rover pre owned		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		jeep pre owned		0	6	0.00%	\$0.00	0	6.25
			Google	0	3	0.00%	\$0.00	0	9.75
			MSN	0	3	0.00%	\$0.00	0	2.75
		lincoln pre owned		0	2	0.00%	\$0.00	0	1.00
			Ask	0	2	0.00%	\$0.00	0	1.00
		subaru pre owned		0	4	0.00%	\$0.00	0	1.00
			Ask	0	4	0.00%	\$0.00	0	1.00
		american motors used		0	5	0.00%	\$0.00	0	2.33
			Google	0	1	0.00%	\$0.00	0	5.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	4	0.00%	\$0.00	0	1.00
		jaguar pre owned		0	3	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
		suzuki pre owned		0	4	0.00%	\$0.00	0	1.00
			Ask	0	4	0.00%	\$0.00	0	1.00
		pre owned car		0	13	0.00%	\$0.00	0	6.99
			Google	0	1	0.00%	\$0.00	0	7.00
			Yahoo	0	12	0.00%	\$0.00	0	6.99
		used auto dealership		0	3	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
		oldsmobile pre owned		0	2	0.00%	\$0.00	0	1.00
			Ask	0	2	0.00%	\$0.00	0	1.00
		pre owned trucks		0	4	0.00%	\$0.00	0	1.25
			Ask	0	4	0.00%	\$0.00	0	1.25
		certified preowned cars		0	3	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00

Keyword Detail Report

Start Date: 7/1/2009

End Date: 7/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	9.00
		porsche pre owned		0	2	0.00%	\$0.00	0	10.50
			Google	0	2	0.00%	\$0.00	0	10.50
		nissan pre owned		0	4	0.00%	\$0.00	0	6.00
			Google	0	2	0.00%	\$0.00	0	8.50
			Ask	0	2	0.00%	\$0.00	0	1.00
		acura pre owned		0	2	0.00%	\$0.00	0	2.00
			MSN	0	2	0.00%	\$0.00	0	2.00
		yamaha pre owned		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00