

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009



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				8	1183	0.68%	\$17.80	\$2.23	3.03
	Branding			1	298	0.34%	\$2.64	\$2.64	3.65
		new cars milford ct		1	28	3.57%	\$2.64	\$2.64	2.44
			Google	1	4	25.00%	\$2.64	\$2.64	3.17

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	24	0.00%	\$0.00	0	1.00
		auto dealer milford ct		0	17	0.00%	\$0.00	0	3.65
			Google	0	14	0.00%	\$0.00	0	4.28
			Yahoo	0	3	0.00%	\$0.00	0	1.75
		cars for sale bridgeport ct		0	27	0.00%	\$0.00	0	3.40
			Google	0	5	0.00%	\$0.00	0	5.00
			MSN	0	1	0.00%	\$0.00	0	1.00
			Ask	0	21	0.00%	\$0.00	0	1.00
		cars for sale milford ct		0	17	0.00%	\$0.00	0	4.02
			Google	0	17	0.00%	\$0.00	0	4.02
		new car milford ct		0	106	0.00%	\$0.00	0	2.63
			Google	0	42	0.00%	\$0.00	0	2.90
			MSN	0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	63	0.00%	\$0.00	0	2.45
		auto dealer bridgeport ct		0	3	0.00%	\$0.00	0	4.33
			Google	0	3	0.00%	\$0.00	0	4.33

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		car dealer milford ct		0	20	0.00%	\$0.00	0	3.90
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	9	0.00%	\$0.00	0	4.25
			Yahoo	0	10	0.00%	\$0.00	0	4.84
		car dealer stratford ct		0	2	0.00%	\$0.00	0	5.00
			Google	0	2	0.00%	\$0.00	0	5.00
		car sale milford ct		0	5	0.00%	\$0.00	0	5.17
			Google	0	5	0.00%	\$0.00	0	5.17
		cars for sale derby ct		0	3	0.00%	\$0.00	0	2.33
			Google	0	3	0.00%	\$0.00	0	2.33
		cars for sale new haven ct		0	3	0.00%	\$0.00	0	4.33
			Google	0	3	0.00%	\$0.00	0	4.33
		cars for sale orange ct		0	4	0.00%	\$0.00	0	1.00
			Ask	0	4	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 milford ct		0	9	0.00%	\$0.00	0	4.11
			Google	0	9	0.00%	\$0.00	0	4.11
		auto dealer new haven ct		0	3	0.00%	\$0.00	0	5.00
			Google	0	3	0.00%	\$0.00	0	5.00
		car sale bridgeport ct		0	3	0.00%	\$0.00	0	6.50
			Google	0	3	0.00%	\$0.00	0	6.50
		car sale new haven ct		0	3	0.00%	\$0.00	0	4.00
			Google	0	3	0.00%	\$0.00	0	4.00
		cars for sale stratford ct		0	3	0.00%	\$0.00	0	3.50
			Google	0	3	0.00%	\$0.00	0	3.50
		cars for sale west haven ct		0	2	0.00%	\$0.00	0	5.00
			Google	0	2	0.00%	\$0.00	0	5.00
		new car bridgeport ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	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
		best deals cars bridgeport ct		0	14	0.00%	\$0.00	0	2.19
			Yahoo	0	14	0.00%	\$0.00	0	2.19
		car dealer bridgeport ct		0	8	0.00%	\$0.00	0	5.17
			Google	0	2	0.00%	\$0.00	0	6.00
			Yahoo	0	6	0.00%	\$0.00	0	4.34
		local auto dealership derby ct		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		local auto dealership seymour ct		0	2	0.00%	\$0.00	0	2.50
			Yahoo	0	2	0.00%	\$0.00	0	2.50
		local dealerships milford ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		car dealer new haven county south		0	3	0.00%	\$0.00	0	4.00
			Yahoo	0	3	0.00%	\$0.00	0	4.00

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		car dealer new haven ct		0	2	0.00%	\$0.00	0	4.50
			Google	0	2	0.00%	\$0.00	0	4.50
		car dealer orange ct		0	4	0.00%	\$0.00	0	6.50
			Google	0	4	0.00%	\$0.00	0	6.50
		car dealer seymour ct		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		car sale seymour ct		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
	New			0	30	0.00%	\$0.00	NaN	2.78
		new truck milford ct		0	12	0.00%	\$0.00	0	4.00
			Google	0	12	0.00%	\$0.00	0	4.00
		new car dealership new haven ct		0	5	0.00%	\$0.00	0	4.20
			Yahoo	0	5	0.00%	\$0.00	0	4.20

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		new car dealership orange ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		new car dealership west haven ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		new car dealerships in oxford ct		0	6	0.00%	\$0.00	0	4.17
			Yahoo	0	6	0.00%	\$0.00	0	4.17
		new truck new haven county south		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		2008 cars milford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		2009 cars orange ct		0	1	0.00%	\$0.00	0	1.00
			Google	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			7	855	0.82%	\$15.16	\$2.17	2.36
		buy used suvs west haven ct		1	2	50.00%	\$2.24	\$2.24	1.00
			Yahoo	1	2	50.00%	\$2.24	\$2.24	1.00
		used car dealership milford ct		0	22	0.00%	\$0.00	0	1.60
			Google	0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	21	0.00%	\$0.00	0	1.00
		used car dealerships in new haven ct		0	4	0.00%	\$0.00	0	4.33
			Google	0	4	0.00%	\$0.00	0	4.33
		used car sales stratford ct		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		certified preowned cars bridgeport ct		1	20	5.00%	\$1.88	\$1.88	2.95
			Yahoo	1	20	5.00%	\$1.88	\$1.88	2.95

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		certified preowned cars milford ct		3	82	3.66%	\$6.05	\$2.02	3.82
			Yahoo	3	82	3.66%	\$6.05	\$2.02	3.82
		Content Only		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		local 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 sales milford ct		0	97	0.00%	\$0.00	0	2.20
			Yahoo	0	97	0.00%	\$0.00	0	2.20
		buy certified preowned car bridgeport ct		0	133	0.00%	\$0.00	0	1.46
			Yahoo	0	133	0.00%	\$0.00	0	1.46
		buy used cars in derby ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		buy used cars in new haven ct		0	3	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00

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		buy used cars in stratford ct		0	3	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.00
		buy used suvs milford ct		0	6	0.00%	\$0.00	0	1.50
			Yahoo	0	6	0.00%	\$0.00	0	1.50
		pre owned car dealership new haven county south		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		preowned car dealerships in derby ct		2	74	2.70%	\$4.99	\$2.50	3.08
			Yahoo	2	74	2.70%	\$4.99	\$2.50	3.08
		used auto dealership bridgeport ct		0	359	0.00%	\$0.00	0	1.13
			Yahoo	0	359	0.00%	\$0.00	0	1.13
		used auto dealership new haven ct		0	2	0.00%	\$0.00	0	6.00
			Yahoo	0	2	0.00%	\$0.00	0	6.00

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		used auto dealership orange ct		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		used car dealerships in derby ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		used car dealerships in milford ct		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		used car sales bridgeport ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		used car sales seymour ct		0	14	0.00%	\$0.00	0	4.33
			Yahoo	0	14	0.00%	\$0.00	0	4.33
		buy preowned cars in new 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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		used auto dealership stratford ct		0	3	0.00%	\$0.00	0	6.67
			Yahoo	0	3	0.00%	\$0.00	0	6.67
		used car dealership bridgeport ct		0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		used car dealership derby ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		used car dealership oxford ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		used car dealerships in bridgeport ct		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		used car sales new haven ct		0	14	0.00%	\$0.00	0	4.00
			Yahoo	0	14	0.00%	\$0.00	0	4.00

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		best used car dealerships in bridgeport ct		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
Geo-Targeted Ingear				256	32212	0.79%	\$220.57	\$0.86	3.43
	Branding			200	26380	0.76%	\$160.43	\$0.80	2.88
		ford		19	2735	0.69%	\$19.40	\$1.02	2.41
			Ask	10	600	1.67%	\$1.56	\$0.16	1.01
			Google	5	1935	0.26%	\$9.79	\$1.96	3.28
			MSN	4	200	2.00%	\$8.05	\$2.01	2.24
		honda		13	1931	0.67%	\$8.00	\$0.62	2.24
			Ask	11	599	1.84%	\$2.79	\$0.25	1.01
			Google	1	1203	0.08%	\$2.23	\$2.23	2.90
			MSN	1	129	0.78%	\$2.98	\$2.98	2.19
		nissan		11	1340	0.82%	\$12.50	\$1.14	3.61
			Ask	7	715	0.98%	\$3.50	\$0.50	1.01
			Google	3	482	0.62%	\$7.89	\$2.63	4.58
			MSN	1	143	0.70%	\$1.11	\$1.11	4.03

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		acura		4	328	1.22%	\$0.73	\$0.18	3.70
			Ask	4	167	2.40%	\$0.73	\$0.18	1.01
			Google	0	120	0.00%	\$0.00	0	5.76
			MSN	0	23	0.00%	\$0.00	0	3.30
			Yahoo	0	18	0.00%	\$0.00	0	2.98
		cars for sale		10	473	2.11%	\$8.03	\$0.80	3.50
			Ask	8	290	2.76%	\$3.28	\$0.41	1.01
			Google	2	140	1.43%	\$4.75	\$2.38	5.83
			MSN	0	43	0.00%	\$0.00	0	2.51
		dodge		6	1169	0.51%	\$1.89	\$0.32	3.31
			Ask	6	757	0.79%	\$1.89	\$0.32	1.00
			Google	0	332	0.00%	\$0.00	0	4.85
			MSN	0	80	0.00%	\$0.00	0	2.89
		infiniti		2	331	0.60%	\$0.40	\$0.20	2.87
			Ask	2	129	1.55%	\$0.40	\$0.20	1.02
			Google	0	157	0.00%	\$0.00	0	3.39
			MSN	0	45	0.00%	\$0.00	0	3.00
		jeep		9	628	1.43%	\$2.53	\$0.28	3.16
			Ask	9	228	3.95%	\$2.53	\$0.28	1.00

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			Google	0	313	0.00%	\$0.00	0	4.50
			MSN	0	83	0.00%	\$0.00	0	2.95
			Yahoo	0	4	0.00%	\$0.00	0	2.84
		kia		3	255	1.18%	\$1.28	\$0.43	4.00
			Ask	3	73	4.11%	\$1.28	\$0.43	1.00
			Google	0	162	0.00%	\$0.00	0	4.86
			MSN	0	20	0.00%	\$0.00	0	5.44
		mitsubishi		2	374	0.53%	\$0.27	\$0.14	2.05
			Ask	2	80	2.50%	\$0.27	\$0.14	1.00
			Google	0	277	0.00%	\$0.00	0	2.12
			MSN	0	17	0.00%	\$0.00	0	2.95
		subaru		5	524	0.95%	\$3.25	\$0.65	3.09
			Ask	4	194	2.06%	\$1.24	\$0.31	1.00
			Google	1	266	0.38%	\$2.01	\$2.01	4.45
			MSN	0	64	0.00%	\$0.00	0	2.90
		american motors		1	8	12.50%	\$0.04	\$0.04	1.33
			Ask	1	1	100.00%	\$0.04	\$0.04	1.00
			Google	0	7	0.00%	\$0.00	0	1.40

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		audi		2	587	0.34%	\$0.78	\$0.39	3.17
			Ask	2	197	1.02%	\$0.78	\$0.39	1.01
			Google	0	334	0.00%	\$0.00	0	3.66
			MSN	0	39	0.00%	\$0.00	0	4.08
			Yahoo	0	17	0.00%	\$0.00	0	2.83
		auto dealer		2	80	2.50%	\$2.26	\$1.13	3.06
			Ask	1	53	1.89%	\$0.40	\$0.40	1.03
			Google	0	4	0.00%	\$0.00	0	1.34
			Yahoo	1	22	4.55%	\$1.86	\$1.86	4.87
			MSN	0	1	0.00%	\$0.00	0	4.00
		car dealer		3	163	1.84%	\$0.89	\$0.30	4.15
			Ask	3	135	2.22%	\$0.89	\$0.30	1.04
			Google	0	11	0.00%	\$0.00	0	1.59
			Yahoo	0	15	0.00%	\$0.00	0	6.98
			MSN	0	2	0.00%	\$0.00	0	2.50
		car sale		2	49	4.08%	\$5.28	\$2.64	4.21
			Google	1	28	3.57%	\$2.57	\$2.57	5.90
			MSN	0	3	0.00%	\$0.00	0	3.00
			Yahoo	1	18	5.56%	\$2.71	\$2.71	3.34

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		chevrolet		4	883	0.45%	\$1.21	\$0.30	2.56
			Ask	4	510	0.78%	\$1.21	\$0.30	1.03
			Google	0	323	0.00%	\$0.00	0	3.86
			MSN	0	50	0.00%	\$0.00	0	2.10
		chrysler		5	511	0.98%	\$5.86	\$1.17	2.87
			Ask	2	194	1.03%	\$0.54	\$0.27	1.02
			Google	0	232	0.00%	\$0.00	0	4.39
			MSN	3	85	3.53%	\$5.32	\$1.77	2.54
		hummer trucks		1	5	20.00%	\$0.20	\$0.20	1.00
			Ask	1	5	20.00%	\$0.20	\$0.20	1.00
		lexus cars		1	34	2.94%	\$0.04	\$0.04	1.83
			Ask	1	33	3.03%	\$0.04	\$0.04	1.00
			Google	0	1	0.00%	\$0.00	0	6.00
		lincoln		6	445	1.35%	\$7.27	\$1.21	1.76
			Ask	3	200	1.50%	\$1.46	\$0.49	1.00
			Google	3	216	1.39%	\$5.81	\$1.94	2.59
			MSN	0	29	0.00%	\$0.00	0	1.38
		mercury cars		1	20	5.00%	\$0.15	\$0.15	1.78
			Ask	1	16	6.25%	\$0.15	\$0.15	1.00

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			Google	0	3	0.00%	\$0.00	0	3.33
			MSN	0	1	0.00%	\$0.00	0	1.00
		new cars		15	1163	1.29%	\$4.80	\$0.32	3.27
			Ask	15	1124	1.33%	\$4.80	\$0.32	1.01
			Google	0	32	0.00%	\$0.00	0	6.23
			MSN	0	7	0.00%	\$0.00	0	3.69
		new trucks		1	28	3.57%	\$0.20	\$0.20	1.00
			Ask	1	28	3.57%	\$0.20	\$0.20	1.00
		pontiac		4	353	1.13%	\$0.88	\$0.22	2.28
			Ask	4	218	1.83%	\$0.88	\$0.22	1.00
			Google	0	121	0.00%	\$0.00	0	2.55
			MSN	0	14	0.00%	\$0.00	0	3.02
		porsche		4	396	1.01%	\$0.99	\$0.25	2.04
			Ask	4	229	1.75%	\$0.99	\$0.25	1.07
			Google	0	137	0.00%	\$0.00	0	2.75
			MSN	0	30	0.00%	\$0.00	0	1.97
		saturn		4	387	1.03%	\$1.04	\$0.26	2.41
			Ask	4	119	3.36%	\$1.04	\$0.26	1.01
			Google	0	247	0.00%	\$0.00	0	2.40

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	21	0.00%	\$0.00	0	3.36
		suzuki		1	412	0.24%	\$0.20	\$0.20	1.86
			Ask	1	94	1.06%	\$0.20	\$0.20	1.03
			Google	0	306	0.00%	\$0.00	0	2.32
			MSN	0	12	0.00%	\$0.00	0	1.85
		toyota		9	1283	0.70%	\$11.90	\$1.32	2.73
			Ask	4	440	0.91%	\$0.59	\$0.15	1.00
			Google	1	657	0.15%	\$1.98	\$1.98	3.81
			MSN	4	186	2.15%	\$9.33	\$2.33	2.53
		lincoln cars		1	33	3.03%	\$0.22	\$0.22	3.15
			Ask	1	25	4.00%	\$0.22	\$0.22	1.00
			Google	0	7	0.00%	\$0.00	0	4.07
			Yahoo	0	1	0.00%	\$0.00	0	9.00
		amc		0	60	0.00%	\$0.00	0	1.20
			Ask	0	3	0.00%	\$0.00	0	1.00
			Google	0	53	0.00%	\$0.00	0	1.13
			MSN	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	1.67

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		bmw		7	1031	0.68%	\$5.23	\$0.75	3.62
			Ask	5	419	1.19%	\$1.35	\$0.27	1.02
			Google	1	552	0.18%	\$2.72	\$2.72	4.14
			MSN	1	60	1.67%	\$1.16	\$1.16	4.40
		bmw cars		0	14	0.00%	\$0.00	0	3.14
			Google	0	5	0.00%	\$0.00	0	4.75
			MSN	0	2	0.00%	\$0.00	0	1.00
			Ask	0	7	0.00%	\$0.00	0	1.00
		buick		2	396	0.51%	\$0.40	\$0.20	2.25
			Ask	2	204	0.98%	\$0.40	\$0.20	1.00
			Google	0	157	0.00%	\$0.00	0	3.26
			MSN	0	35	0.00%	\$0.00	0	1.99
		buy new cars		0	6	0.00%	\$0.00	0	1.00
			Ask	0	6	0.00%	\$0.00	0	1.00
		buy suv		0	4	0.00%	\$0.00	0	4.34
			Google	0	4	0.00%	\$0.00	0	4.34
		cadillac		1	406	0.25%	\$0.08	\$0.08	2.38
			Ask	1	138	0.72%	\$0.08	\$0.08	1.02
			Google	0	224	0.00%	\$0.00	0	3.49

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	44	0.00%	\$0.00	0	2.02
		cadillac trucks		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		chevrolet cars		0	5	0.00%	\$0.00	0	5.88
			Google	0	4	0.00%	\$0.00	0	6.50
			MSN	0	1	0.00%	\$0.00	0	4.00
		chevrolet trucks		0	13	0.00%	\$0.00	0	3.50
			Ask	0	10	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	7.50
			MSN	0	1	0.00%	\$0.00	0	3.00
		chrysler cars		0	40	0.00%	\$0.00	0	4.18
			Google	0	13	0.00%	\$0.00	0	5.55
			MSN	0	2	0.00%	\$0.00	0	1.00
			Ask	0	25	0.00%	\$0.00	0	1.00
		Content Only		0	99	0.00%	\$0.00	0	1.03
			Ask	0	99	0.00%	\$0.00	0	1.03
		dodge cars		0	2	0.00%	\$0.00	0	4.00
			Google	0	2	0.00%	\$0.00	0	4.00
		dodge trucks		0	106	0.00%	\$0.00	0	3.61
			MSN	0	1	0.00%	\$0.00	0	2.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	53	0.00%	\$0.00	0	2.82
			Ask	0	35	0.00%	\$0.00	0	1.00
			Google	0	17	0.00%	\$0.00	0	7.26
		ferrari		0	148	0.00%	\$0.00	0	1.23
			Ask	0	26	0.00%	\$0.00	0	1.02
			Google	0	116	0.00%	\$0.00	0	1.39
			MSN	0	6	0.00%	\$0.00	0	1.20
		ferrari cars		0	29	0.00%	\$0.00	0	2.54
			Google	0	15	0.00%	\$0.00	0	2.34
			Yahoo	0	3	0.00%	\$0.00	0	5.00
			Ask	0	11	0.00%	\$0.00	0	1.00
		ford cars		0	57	0.00%	\$0.00	0	2.82
			Ask	0	33	0.00%	\$0.00	0	1.00
			Google	0	22	0.00%	\$0.00	0	4.61
			MSN	0	2	0.00%	\$0.00	0	2.00
		ford trucks		1	85	1.18%	\$0.20	\$0.20	3.96
			Ask	1	49	2.04%	\$0.20	\$0.20	1.00
			Google	0	31	0.00%	\$0.00	0	6.09
			MSN	0	5	0.00%	\$0.00	0	2.11

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		gmc		1	231	0.43%	\$0.22	\$0.22	2.56
			Ask	1	58	1.72%	\$0.22	\$0.22	1.13
			Google	0	147	0.00%	\$0.00	0	3.16
			MSN	0	26	0.00%	\$0.00	0	2.79
		gmc cars		0	4	0.00%	\$0.00	0	5.17
			Google	0	3	0.00%	\$0.00	0	5.75
			MSN	0	1	0.00%	\$0.00	0	4.00
		honda cars		3	74	4.05%	\$4.08	\$1.36	2.24
			Google	2	35	5.71%	\$3.86	\$1.93	3.14
			MSN	0	1	0.00%	\$0.00	0	2.00
			Ask	1	38	2.63%	\$0.22	\$0.22	1.02
		hummer		2	268	0.75%	\$5.51	\$2.76	2.88
			Ask	0	77	0.00%	\$0.00	0	1.00
			Google	2	176	1.14%	\$5.51	\$2.76	3.66
			MSN	0	15	0.00%	\$0.00	0	3.48
		hyundai		1	640	0.16%	\$2.44	\$2.44	3.46
			Ask	0	305	0.00%	\$0.00	0	1.09
			Google	0	286	0.00%	\$0.00	0	3.57
			MSN	1	49	2.04%	\$2.44	\$2.44	4.55

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		infiniti cars		1	43	2.33%	\$0.20	\$0.20	3.45
			Google	0	10	0.00%	\$0.00	0	4.50
			Ask	1	33	3.03%	\$0.20	\$0.20	1.00
		isuzu		1	88	1.14%	\$0.04	\$0.04	2.00
			Ask	1	60	1.67%	\$0.04	\$0.04	1.00
			Google	0	23	0.00%	\$0.00	0	2.48
			MSN	0	5	0.00%	\$0.00	0	3.34
		isuzu trucks		0	7	0.00%	\$0.00	0	2.83
			Ask	0	5	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	6.50
		jaguar		1	340	0.29%	\$0.13	\$0.13	1.83
			Ask	1	72	1.39%	\$0.13	\$0.13	1.00
			Google	0	256	0.00%	\$0.00	0	2.33
			MSN	0	12	0.00%	\$0.00	0	1.73
		jeep cars		0	3	0.00%	\$0.00	0	2.33
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	3.00
			Yahoo	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
		kawasaki		1	365	0.27%	\$2.30	\$2.30	1.38
			Google	1	295	0.34%	\$2.30	\$2.30	1.66
			MSN	0	7	0.00%	\$0.00	0	1.50
			Yahoo	0	13	0.00%	\$0.00	0	1.00
			Ask	0	50	0.00%	\$0.00	0	1.00
		land rover		2	106	1.89%	\$2.36	\$1.18	2.68
			Ask	1	40	2.50%	\$0.38	\$0.38	1.02
			Google	1	44	2.27%	\$1.98	\$1.98	4.01
			MSN	0	2	0.00%	\$0.00	0	1.50
			Yahoo	0	20	0.00%	\$0.00	0	2.71
		lexus		2	464	0.43%	\$0.87	\$0.44	3.49
			Ask	2	233	0.86%	\$0.87	\$0.44	1.06
			Google	0	176	0.00%	\$0.00	0	4.98
			MSN	0	55	0.00%	\$0.00	0	3.11
		lincoln trucks		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		local car dealers		0	10	0.00%	\$0.00	0	4.67
			Yahoo	0	10	0.00%	\$0.00	0	4.67

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		mazda		3	376	0.80%	\$5.91	\$1.97	2.43
			Ask	0	75	0.00%	\$0.00	0	1.00
			Google	2	250	0.80%	\$3.52	\$1.76	2.75
			MSN	1	51	1.96%	\$2.39	\$2.39	2.84
		mazda cars		0	6	0.00%	\$0.00	0	3.70
			Google	0	6	0.00%	\$0.00	0	3.70
		mercedes		3	894	0.34%	\$5.42	\$1.81	3.03
			Ask	1	471	0.21%	\$0.08	\$0.08	1.03
			Google	2	333	0.60%	\$5.34	\$2.67	3.36
			MSN	0	76	0.00%	\$0.00	0	3.71
			Yahoo	0	14	0.00%	\$0.00	0	3.00
		mercedes cars		0	32	0.00%	\$0.00	0	4.22
			Google	0	8	0.00%	\$0.00	0	5.33
			Ask	0	2	0.00%	\$0.00	0	1.00
			MSN	0	2	0.00%	\$0.00	0	4.50
			Yahoo	0	20	0.00%	\$0.00	0	4.10
		mercury		1	255	0.39%	\$0.20	\$0.20	2.44
			Ask	1	178	0.56%	\$0.20	\$0.20	1.02
			Google	0	57	0.00%	\$0.00	0	2.88

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	0	20	0.00%	\$0.00	0	3.16
		mini cooper		0	141	0.00%	\$0.00	0	2.81
			Google	0	86	0.00%	\$0.00	0	3.93
			MSN	0	11	0.00%	\$0.00	0	2.88
			Yahoo	0	22	0.00%	\$0.00	0	1.49
			Ask	0	22	0.00%	\$0.00	0	1.00
		mitsubishi cars		0	10	0.00%	\$0.00	0	2.07
			Ask	0	4	0.00%	\$0.00	0	1.00
			MSN	0	3	0.00%	\$0.00	0	2.33
			Google	0	3	0.00%	\$0.00	0	2.75
		new car		0	25	0.00%	\$0.00	0	4.36
			Google	0	7	0.00%	\$0.00	0	5.67
			MSN	0	6	0.00%	\$0.00	0	3.60
			Yahoo	0	12	0.00%	\$0.00	0	4.19
		new truck		0	23	0.00%	\$0.00	0	4.83
			Google	0	16	0.00%	\$0.00	0	5.01
			Yahoo	0	2	0.00%	\$0.00	0	2.50
			MSN	0	5	0.00%	\$0.00	0	5.89

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		nissan cars		0	99	0.00%	\$0.00	0	4.47
			Google	0	94	0.00%	\$0.00	0	4.80
			MSN	0	4	0.00%	\$0.00	0	4.50
			Ask	0	1	0.00%	\$0.00	0	1.00
		oldsmobile		1	49	2.04%	\$0.23	\$0.23	1.30
			Google	0	15	0.00%	\$0.00	0	1.71
			MSN	0	10	0.00%	\$0.00	0	1.20
			Ask	1	24	4.17%	\$0.23	\$0.23	1.00
		plymouth		0	42	0.00%	\$0.00	0	1.87
			Ask	0	25	0.00%	\$0.00	0	1.00
			Google	0	11	0.00%	\$0.00	0	1.37
			MSN	0	3	0.00%	\$0.00	0	1.33
			Yahoo	0	3	0.00%	\$0.00	0	4.67
		plymouth cars		0	2	0.00%	\$0.00	0	1.50
			Google	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		saab		0	191	0.00%	\$0.00	0	2.70
			Google	0	125	0.00%	\$0.00	0	4.05
			MSN	0	37	0.00%	\$0.00	0	2.21

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	29	0.00%	\$0.00	0	1.00
		saab cars		0	3	0.00%	\$0.00	0	4.00
			Google	0	3	0.00%	\$0.00	0	4.00
		saturn cars		0	27	0.00%	\$0.00	0	4.62
			Ask	0	3	0.00%	\$0.00	0	1.00
			Google	0	21	0.00%	\$0.00	0	6.47
			MSN	0	3	0.00%	\$0.00	0	3.33
		scion		1	185	0.54%	\$0.23	\$0.23	3.49
			Google	0	147	0.00%	\$0.00	0	4.46
			MSN	0	11	0.00%	\$0.00	0	3.71
			Ask	1	27	3.70%	\$0.23	\$0.23	1.00
		smart		0	173	0.00%	\$0.00	0	1.70
			Ask	0	93	0.00%	\$0.00	0	1.01
			Google	0	62	0.00%	\$0.00	0	2.05
			MSN	0	14	0.00%	\$0.00	0	2.06
			Yahoo	0	4	0.00%	\$0.00	0	1.00
		smart cars		0	43	0.00%	\$0.00	0	2.40
			MSN	0	3	0.00%	\$0.00	0	1.50
			Yahoo	0	2	0.00%	\$0.00	0	1.50

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	24	0.00%	\$0.00	0	4.36
			Ask	0	14	0.00%	\$0.00	0	1.00
		subaru cars		0	7	0.00%	\$0.00	0	4.25
			Ask	0	5	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	7.50
		toyota cars		0	28	0.00%	\$0.00	0	3.67
			Ask	0	17	0.00%	\$0.00	0	1.00
			Google	0	8	0.00%	\$0.00	0	6.08
			MSN	0	3	0.00%	\$0.00	0	4.00
		toyota trucks		0	43	0.00%	\$0.00	0	3.50
			Ask	0	40	0.00%	\$0.00	0	1.00
			Google	0	3	0.00%	\$0.00	0	7.67
		volkswagen		6	572	1.05%	\$10.46	\$1.74	2.49
			Ask	2	167	1.20%	\$0.87	\$0.44	1.00
			Google	3	340	0.88%	\$6.80	\$2.27	3.96
			MSN	1	65	1.54%	\$2.79	\$2.79	1.70
		volvo		3	310	0.97%	\$6.12	\$2.04	2.95
			Ask	1	79	1.27%	\$0.68	\$0.68	1.00
			Google	0	169	0.00%	\$0.00	0	4.17

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			MSN	2	62	3.23%	\$5.44	\$2.72	2.90
		yamaha		4	576	0.69%	\$4.14	\$1.04	1.96
			Ask	2	40	5.00%	\$0.26	\$0.13	1.00
			Google	2	482	0.41%	\$3.88	\$1.94	3.17
			MSN	0	39	0.00%	\$0.00	0	1.61
			Yahoo	0	15	0.00%	\$0.00	0	1.00
		yamaha cars		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		american motors cars		0	4	0.00%	\$0.00	0	4.00
			Yahoo	0	4	0.00%	\$0.00	0	4.00
		audi cars		0	9	0.00%	\$0.00	0	4.61
			Google	0	6	0.00%	\$0.00	0	5.92
			MSN	0	1	0.00%	\$0.00	0	3.00
			Ask	0	2	0.00%	\$0.00	0	1.00
		gmc trucks		0	18	0.00%	\$0.00	0	3.31
			Google	0	10	0.00%	\$0.00	0	4.44
			MSN	0	6	0.00%	\$0.00	0	2.75
			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
		honda trucks		0	2	0.00%	\$0.00	0	2.50
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	4.00
		hyundai cars		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		kia cars		0	17	0.00%	\$0.00	0	4.77
			Yahoo	0	4	0.00%	\$0.00	0	3.00
			Google	0	10	0.00%	\$0.00	0	7.92
			Ask	0	2	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		local car dealership		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		nissan trucks		0	5	0.00%	\$0.00	0	3.33
			MSN	0	2	0.00%	\$0.00	0	4.50
			Ask	0	3	0.00%	\$0.00	0	1.00
		oldsmobile cars		0	5	0.00%	\$0.00	0	2.38
			Google	0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	3	0.00%	\$0.00	0	3.75

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		pontiac cars		0	3	0.00%	\$0.00	0	2.00
			Google	0	2	0.00%	\$0.00	0	2.50
			MSN	0	1	0.00%	\$0.00	0	1.00
		porsche cars		0	10	0.00%	\$0.00	0	2.20
			Google	0	2	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	3.00
			Ask	0	7	0.00%	\$0.00	0	1.00
		saturn trucks		0	4	0.00%	\$0.00	0	2.00
			Yahoo	0	4	0.00%	\$0.00	0	2.00
		volvo cars		0	13	0.00%	\$0.00	0	4.50
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	11	0.00%	\$0.00	0	5.50
			MSN	0	1	0.00%	\$0.00	0	2.00
		acura cars		0	18	0.00%	\$0.00	0	4.60
			Google	0	2	0.00%	\$0.00	0	8.00
			Ask	0	14	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	3.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		amc cars		0	6	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	5	0.00%	\$0.00	0	1.00
		buy new car		0	4	0.00%	\$0.00	0	5.00
			Yahoo	0	2	0.00%	\$0.00	0	6.00
			MSN	0	2	0.00%	\$0.00	0	3.00
		cadillac cars		0	4	0.00%	\$0.00	0	3.83
			Google	0	3	0.00%	\$0.00	0	5.25
			Ask	0	1	0.00%	\$0.00	0	1.00
		eco friendly cars		0	2	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		hummer cars		0	2	0.00%	\$0.00	0	7.00
			Google	0	2	0.00%	\$0.00	0	7.00
		jaguar cars		0	13	0.00%	\$0.00	0	3.98
			Google	0	12	0.00%	\$0.00	0	4.48
			MSN	0	1	0.00%	\$0.00	0	2.00
		jeep trucks		0	9	0.00%	\$0.00	0	1.60
			Yahoo	0	9	0.00%	\$0.00	0	1.60

Keyword Detail Report

Start Date: 5/26/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		land rover cars		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		mini cooper cars		0	5	0.00%	\$0.00	0	1.00
			Ask	0	5	0.00%	\$0.00	0	1.00
		scion cars		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		suzuki cars		0	12	0.00%	\$0.00	0	4.89
			Google	0	12	0.00%	\$0.00	0	4.89
		volvo trucks		0	3	0.00%	\$0.00	0	4.33
			Google	0	2	0.00%	\$0.00	0	4.50
			MSN	0	1	0.00%	\$0.00	0	4.00
		best deals cars		0	3	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
		local dealerships		1	2	50.00%	\$1.18	\$1.18	1.50
			Google	1	2	50.00%	\$1.18	\$1.18	1.50
		suzuki trucks		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		volkswagen cars		0	1	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chrysler trucks		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		isuzu cars		0	3	0.00%	\$0.00	0	2.75
			MSN	0	3	0.00%	\$0.00	0	2.75
		local car dealerships		0	2	0.00%	\$0.00	0	6.50
			Yahoo	0	2	0.00%	\$0.00	0	6.50
		kia trucks		0	0	NaN	\$0.00	0	0.00
			Ask	0	0	NaN	\$0.00	0	0.00
		mazda trucks		0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		saab trucks		0	7	0.00%	\$0.00	0	1.17
			Yahoo	0	7	0.00%	\$0.00	0	1.17
	New			4	1426	0.28%	\$7.42	\$1.86	4.20
		ford f150 2008		1	1	100.00%	\$2.77	\$2.77	10.00
			Google	1	1	100.00%	\$2.77	\$2.77	10.00
		acura tl 2008		0	2	0.00%	\$0.00	0	5.50
			Google	0	2	0.00%	\$0.00	0	5.50
		acura tl 2009		0	30	0.00%	\$0.00	0	4.19
			Google	0	10	0.00%	\$0.00	0	6.04

Keyword Detail Report

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	20	0.00%	\$0.00	0	2.33
		audi a4 2008		0	4	0.00%	\$0.00	0	3.50
			Google	0	4	0.00%	\$0.00	0	3.50
		audi q7 2009		0	6	0.00%	\$0.00	0	3.42
			Yahoo	0	5	0.00%	\$0.00	0	3.89
			Google	0	1	0.00%	\$0.00	0	2.00
		bmw 7 series 2010		0	5	0.00%	\$0.00	0	3.89
			Google	0	5	0.00%	\$0.00	0	3.89
		bmw x3 2008		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		bmw x5 2010		0	7	0.00%	\$0.00	0	2.08
			Yahoo	0	2	0.00%	\$0.00	0	2.50
			Google	0	5	0.00%	\$0.00	0	1.88
		buick lacrosse 2010		0	21	0.00%	\$0.00	0	2.11
			Google	0	17	0.00%	\$0.00	0	2.33
			MSN	0	3	0.00%	\$0.00	0	2.00
			Yahoo	0	1	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
		cadillac cts 2009		0	5	0.00%	\$0.00	0	3.20
			Google	0	1	0.00%	\$0.00	0	2.00
			MSN	0	3	0.00%	\$0.00	0	3.33
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		cars 2008		1	7	14.29%	\$0.33	\$0.33	2.00
			Google	0	1	0.00%	\$0.00	0	1.00
			Ask	1	4	25.00%	\$0.33	\$0.33	1.00
			MSN	0	2	0.00%	\$0.00	0	3.50
		cars 2009		0	32	0.00%	\$0.00	0	4.22
			Google	0	17	0.00%	\$0.00	0	5.04
			MSN	0	2	0.00%	\$0.00	0	4.00
			Yahoo	0	4	0.00%	\$0.00	0	2.67
			Ask	0	9	0.00%	\$0.00	0	2.00
		cars 2010		0	26	0.00%	\$0.00	0	3.45
			Google	0	23	0.00%	\$0.00	0	3.79
			MSN	0	3	0.00%	\$0.00	0	2.67
		chevy camaro 2010		0	27	0.00%	\$0.00	0	3.58
			Google	0	26	0.00%	\$0.00	0	3.74
			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
		chevy corvette 2009		0	2	0.00%	\$0.00	0	2.50
			Google	0	2	0.00%	\$0.00	0	2.50
		chevy malibu 2009		0	4	0.00%	\$0.00	0	4.75
			Google	0	3	0.00%	\$0.00	0	5.33
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		chrysler town and country 2008		0	4	0.00%	\$0.00	0	3.67
			Google	0	2	0.00%	\$0.00	0	3.00
			Yahoo	0	2	0.00%	\$0.00	0	5.00
		dodge caravan 2008		0	2	0.00%	\$0.00	0	3.00
			Google	0	2	0.00%	\$0.00	0	3.00
		dodge charger 2009		0	7	0.00%	\$0.00	0	3.46
			Google	0	7	0.00%	\$0.00	0	3.46
		dodge charger 2010		0	7	0.00%	\$0.00	0	1.92
			Google	0	6	0.00%	\$0.00	0	1.90
			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
		ford f150 2010		0	5	0.00%	\$0.00	0	1.63
			Google	0	4	0.00%	\$0.00	0	1.17
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		ford f350 2009		0	1	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00
		ford focus 2010		0	8	0.00%	\$0.00	0	3.57
			Google	0	5	0.00%	\$0.00	0	3.50
			Yahoo	0	3	0.00%	\$0.00	0	3.67
		ford fusion 2010		0	23	0.00%	\$0.00	0	3.26
			Google	0	20	0.00%	\$0.00	0	2.86
			Yahoo	0	3	0.00%	\$0.00	0	4.33
		honda accord 2008		0	14	0.00%	\$0.00	0	4.29
			Google	0	12	0.00%	\$0.00	0	4.76
			Ask	0	2	0.00%	\$0.00	0	1.00
		honda accord 2009		0	14	0.00%	\$0.00	0	4.10
			Google	0	11	0.00%	\$0.00	0	5.43
			MSN	0	1	0.00%	\$0.00	0	1.00
			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
		honda civic 2009		0	14	0.00%	\$0.00	0	4.06
			Google	0	13	0.00%	\$0.00	0	4.27
			MSN	0	1	0.00%	\$0.00	0	3.00
		honda civic 2010		0	28	0.00%	\$0.00	0	4.32
			Yahoo	0	21	0.00%	\$0.00	0	4.78
			Google	0	7	0.00%	\$0.00	0	2.93
		honda crv 2008		0	6	0.00%	\$0.00	0	6.40
			MSN	0	2	0.00%	\$0.00	0	2.00
			Google	0	4	0.00%	\$0.00	0	7.50
		honda crv 2010		0	6	0.00%	\$0.00	0	3.00
			Google	0	5	0.00%	\$0.00	0	3.20
			MSN	0	1	0.00%	\$0.00	0	2.00
		infiniti g35 coupe 2010		0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	1.00
		mazda 6 2009		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		mercury milan 2009		0	2	0.00%	\$0.00	0	4.00
			Google	0	2	0.00%	\$0.00	0	4.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		mustang 2008		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		mustang 2009		0	19	0.00%	\$0.00	0	3.39
			Google	0	17	0.00%	\$0.00	0	3.35
			Yahoo	0	2	0.00%	\$0.00	0	3.50
		mustang 2010		0	110	0.00%	\$0.00	0	2.33
			Google	0	94	0.00%	\$0.00	0	2.26
			Yahoo	0	14	0.00%	\$0.00	0	2.76
			MSN	0	1	0.00%	\$0.00	0	2.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		nissan altima 2008		0	8	0.00%	\$0.00	0	4.50
			Google	0	7	0.00%	\$0.00	0	5.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		nissan altima 2009		0	12	0.00%	\$0.00	0	5.16
			Google	0	9	0.00%	\$0.00	0	5.25
			MSN	0	3	0.00%	\$0.00	0	5.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		nissan altima 2010		0	8	0.00%	\$0.00	0	3.29
			Google	0	2	0.00%	\$0.00	0	3.00
			Yahoo	0	6	0.00%	\$0.00	0	3.40
		nissan frontier 2009		0	11	0.00%	\$0.00	0	1.88
			Google	0	1	0.00%	\$0.00	0	1.00
			MSN	0	3	0.00%	\$0.00	0	2.75
			Ask	0	7	0.00%	\$0.00	0	1.00
		nissan murano 2009		0	5	0.00%	\$0.00	0	4.75
			Google	0	5	0.00%	\$0.00	0	4.75
		nissan murano 2010		0	2	0.00%	\$0.00	0	2.00
			Google	0	2	0.00%	\$0.00	0	2.00
		nissan sentra 2008		0	2	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

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		nissan sentra 2010		0	5	0.00%	\$0.00	0	1.75
			Google	0	5	0.00%	\$0.00	0	1.75
		nissan titan 2009		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		scion xb 2009		0	8	0.00%	\$0.00	0	4.17
			Google	0	7	0.00%	\$0.00	0	4.20
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		subaru impreza 2008		0	5	0.00%	\$0.00	0	1.33
			Google	0	5	0.00%	\$0.00	0	1.33
		subaru impreza 2009		1	8	12.50%	\$2.61	\$2.61	5.07
			Yahoo	0	1	0.00%	\$0.00	0	3.00
			Google	1	7	14.29%	\$2.61	\$2.61	5.58
		subaru outback 2010		0	20	0.00%	\$0.00	0	4.04
			Google	0	17	0.00%	\$0.00	0	4.63
			MSN	0	2	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	6.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota camry 2010		0	8	0.00%	\$0.00	0	3.90
			Yahoo	0	3	0.00%	\$0.00	0	3.00
			Google	0	5	0.00%	\$0.00	0	4.50
		toyota highlander 2009		0	3	0.00%	\$0.00	0	2.75
			Google	0	3	0.00%	\$0.00	0	2.75
		toyota prius 2010		0	31	0.00%	\$0.00	0	3.96
			Google	0	28	0.00%	\$0.00	0	3.23
			MSN	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	2	0.00%	\$0.00	0	8.00
		toyota tacoma 2009		0	3	0.00%	\$0.00	0	5.25
			Google	0	3	0.00%	\$0.00	0	5.25
		trucks 2009		0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	1.00
		volkswagen golf 2010		0	1	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		volkswagen passat 2009		0	4	0.00%	\$0.00	0	4.25
			Yahoo	0	4	0.00%	\$0.00	0	4.25
		audi a4 2009		0	13	0.00%	\$0.00	0	5.86
			Google	0	13	0.00%	\$0.00	0	5.86
		audi a4 2010		0	8	0.00%	\$0.00	0	2.40
			Google	0	3	0.00%	\$0.00	0	2.67
			Yahoo	0	5	0.00%	\$0.00	0	2.00
		bmw 3 series 2008		0	2	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	6.50
		bmw 3 series 2010		0	5	0.00%	\$0.00	0	2.67
			Google	0	3	0.00%	\$0.00	0	2.50
			Yahoo	0	2	0.00%	\$0.00	0	3.00
		bmw 7 series 2009		0	3	0.00%	\$0.00	0	3.33
			Google	0	3	0.00%	\$0.00	0	3.33
		cadillac cts 2008		0	3	0.00%	\$0.00	0	2.00
			MSN	0	3	0.00%	\$0.00	0	2.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		cadillac cts 2010		0	45	0.00%	\$0.00	0	2.48
			Yahoo	0	44	0.00%	\$0.00	0	2.04
			Google	0	1	0.00%	\$0.00	0	6.00
		cadillac dts 2008		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		cadillac dts 2009		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		cadillac escalade 2010		0	3	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	2	0.00%	\$0.00	0	3.50
		chevy camaro 2008		0	3	0.00%	\$0.00	0	7.00
			Google	0	3	0.00%	\$0.00	0	7.00
		chevy silverado 2009		0	5	0.00%	\$0.00	0	4.50
			Yahoo	0	3	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	8.00
		chrysler sebring 2008		0	4	0.00%	\$0.00	0	6.00
			Google	0	3	0.00%	\$0.00	0	6.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Yahoo	0	1	0.00%	\$0.00	0	6.00
		dodge caliber 2008		0	3	0.00%	\$0.00	0	6.33
			MSN	0	1	0.00%	\$0.00	0	3.00
			Google	0	2	0.00%	\$0.00	0	8.00
		dodge caliber 2009		0	2	0.00%	\$0.00	0	4.00
			MSN	0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	3.00
		dodge charger 2008		0	9	0.00%	\$0.00	0	3.22
			Google	0	3	0.00%	\$0.00	0	4.00
			Yahoo	0	6	0.00%	\$0.00	0	2.44
		dodge nitro 2008		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		dodge stratus 2008		0	4	0.00%	\$0.00	0	2.00
			Google	0	4	0.00%	\$0.00	0	2.00
		ford edge 2009		0	6	0.00%	\$0.00	0	5.33
			Yahoo	0	5	0.00%	\$0.00	0	3.50

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	1	0.00%	\$0.00	0	9.00
		ford edge 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		ford escape 2009		0	5	0.00%	\$0.00	0	9.00
			Google	0	5	0.00%	\$0.00	0	9.00
		ford fusion 2009		0	6	0.00%	\$0.00	0	6.60
			Google	0	6	0.00%	\$0.00	0	6.60
		ford taurus 2008		0	2	0.00%	\$0.00	0	6.00
			Google	0	2	0.00%	\$0.00	0	6.00
		ford taurus 2009		0	5	0.00%	\$0.00	0	3.75
			Google	0	5	0.00%	\$0.00	0	3.75
		ford taurus 2010		0	38	0.00%	\$0.00	0	2.94
			Google	0	37	0.00%	\$0.00	0	3.19
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		honda accord 2010		0	16	0.00%	\$0.00	0	3.08
			Google	0	13	0.00%	\$0.00	0	2.29
			Yahoo	0	3	0.00%	\$0.00	0	4.67

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Start Date: 5/26/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		honda fit 2009		0	7	0.00%	\$0.00	0	5.10
			Google	0	7	0.00%	\$0.00	0	5.10
		honda fit 2010		0	7	0.00%	\$0.00	0	5.00
			Yahoo	0	4	0.00%	\$0.00	0	5.17
			Google	0	3	0.00%	\$0.00	0	4.75
		honda odyssey 2008		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		honda odyssey 2009		0	7	0.00%	\$0.00	0	6.08
			Google	0	7	0.00%	\$0.00	0	6.08
		honda odyssey 2010		0	20	0.00%	\$0.00	0	3.10
			Google	0	12	0.00%	\$0.00	0	2.31
			Yahoo	0	8	0.00%	\$0.00	0	4.08
		honda pilot 2008		0	5	0.00%	\$0.00	0	4.56
			Google	0	4	0.00%	\$0.00	0	6.34
			MSN	0	1	0.00%	\$0.00	0	1.00
		jeep grand cherokee 2010		0	7	0.00%	\$0.00	0	3.00
			Yahoo	0	3	0.00%	\$0.00	0	3.00

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Start Date: 5/26/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	4	0.00%	\$0.00	0	3.00
		mazda 3 2009		0	10	0.00%	\$0.00	0	5.20
			MSN	0	1	0.00%	\$0.00	0	4.00
			Google	0	9	0.00%	\$0.00	0	5.43
		mazda 3 2010		0	13	0.00%	\$0.00	0	1.98
			Google	0	9	0.00%	\$0.00	0	2.37
			Yahoo	0	4	0.00%	\$0.00	0	1.33
		mazda 6 2008		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		mercury grand marquis 2008		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		mercury milan 2010		0	7	0.00%	\$0.00	0	3.83
			Google	0	7	0.00%	\$0.00	0	3.83
		mitsubishi eclipse spyder 2009		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		new car 2009		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00

Keyword Detail Report

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End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		new cars 2009		0	3	0.00%	\$0.00	0	4.33
			Google	0	3	0.00%	\$0.00	0	4.33
		nissan maxima 2009		0	9	0.00%	\$0.00	0	6.21
			Google	0	8	0.00%	\$0.00	0	5.92
			MSN	0	1	0.00%	\$0.00	0	8.00
		nissan murano 2008		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		nissan versa 2009		0	48	0.00%	\$0.00	0	4.25
			Yahoo	0	46	0.00%	\$0.00	0	2.67
			Google	0	2	0.00%	\$0.00	0	9.00
		pontiac g6 2009		0	4	0.00%	\$0.00	0	5.50
			Yahoo	0	3	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	8.00
		pontiac grand prix 2008		0	5	0.00%	\$0.00	0	3.25
			Google	0	5	0.00%	\$0.00	0	3.25
		scion tc 2008		0	3	0.00%	\$0.00	0	4.67
			Google	0	3	0.00%	\$0.00	0	4.67

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		subaru forester 2009		0	6	0.00%	\$0.00	0	6.67
			Google	0	6	0.00%	\$0.00	0	6.67
		subaru outback 2009		0	5	0.00%	\$0.00	0	4.00
			Yahoo	0	2	0.00%	\$0.00	0	2.00
			Google	0	2	0.00%	\$0.00	0	7.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		suzuki sx4 2009		0	2	0.00%	\$0.00	0	3.50
			Google	0	2	0.00%	\$0.00	0	3.50
		toyota 4runner 2010		0	17	0.00%	\$0.00	0	3.00
			Google	0	6	0.00%	\$0.00	0	2.33
			Yahoo	0	11	0.00%	\$0.00	0	4.00
		toyota camry 2008		0	4	0.00%	\$0.00	0	6.67
			Google	0	4	0.00%	\$0.00	0	6.67
		toyota corolla 2009		0	5	0.00%	\$0.00	0	5.13
			Google	0	5	0.00%	\$0.00	0	5.13

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota fj cruiser 2009		0	1	0.00%	\$0.00	0	7.00
			Yahoo	0	1	0.00%	\$0.00	0	7.00
		toyota prius 2009		0	2	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	6.50
		toyota rav4 2010		0	3	0.00%	\$0.00	0	2.33
			Google	0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		toyota sienna 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		toyota tacoma 2010		0	13	0.00%	\$0.00	0	2.37
			Google	0	10	0.00%	\$0.00	0	2.55
			Yahoo	0	3	0.00%	\$0.00	0	1.75
		toyota tundra 2008		0	2	0.00%	\$0.00	0	5.00
			MSN	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
			Google	0	1	0.00%	\$0.00	0	6.00
		toyota yaris 2009		0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00
		volkswagen beetle 2009		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		acura mdx 2008		0	6	0.00%	\$0.00	0	4.00
			Yahoo	0	6	0.00%	\$0.00	0	4.00
		acura mdx 2010		0	7	0.00%	\$0.00	0	4.56
			Google	0	7	0.00%	\$0.00	0	4.56
		acura tl 2010		0	2	0.00%	\$0.00	0	1.50
			Google	0	2	0.00%	\$0.00	0	1.50
		audi q7 2010		0	6	0.00%	\$0.00	0	2.00
			Google	0	6	0.00%	\$0.00	0	2.00
		bmw 3 series 2009		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		bmw x3 2010		0	2	0.00%	\$0.00	0	2.50
			Google	0	2	0.00%	\$0.00	0	2.50

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		bmw x5 2009		0	6	0.00%	\$0.00	0	3.28
			Yahoo	0	6	0.00%	\$0.00	0	3.28
		buick lacrosse 2008		0	2	0.00%	\$0.00	0	7.50
			Google	0	2	0.00%	\$0.00	0	7.50
		buick lucerne 2008		0	1	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		cadillac escalade 2009		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		chevy aveo 2009		0	5	0.00%	\$0.00	0	6.40
			Google	0	5	0.00%	\$0.00	0	6.40
		chevy aveo 2010		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		chevy camaro 2009		0	2	0.00%	\$0.00	0	8.00
			Google	0	2	0.00%	\$0.00	0	8.00
		chevy cobalt 2008		0	15	0.00%	\$0.00	0	1.00
			Ask	0	15	0.00%	\$0.00	0	1.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chevy cobalt 2010		0	4	0.00%	\$0.00	0	4.75
			Google	0	4	0.00%	\$0.00	0	4.75
		chevy equinox 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		chevy equinox 2009		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		chevy impala 2009		0	2	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	6.50
		chevy silverado 2008		0	3	0.00%	\$0.00	0	5.50
			Google	0	1	0.00%	\$0.00	0	7.00
			MSN	0	2	0.00%	\$0.00	0	4.00
		chevy uplander 2009		0	2	0.00%	\$0.00	0	9.00
			Google	0	2	0.00%	\$0.00	0	9.00
		chrysler 300 2009		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chrysler pacifica 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		dodge dakota 2009		0	2	0.00%	\$0.00	0	7.00
			Google	0	2	0.00%	\$0.00	0	7.00
		dodge dakota 2010		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		dodge nitro 2009		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		dodge ram 2009		0	14	0.00%	\$0.00	0	2.00
			Yahoo	0	14	0.00%	\$0.00	0	2.00
		ford escape 2010		0	7	0.00%	\$0.00	0	4.50
			Google	0	7	0.00%	\$0.00	0	4.50
		ford escort 2009		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		ford f150 2009		0	3	0.00%	\$0.00	0	7.00
			Google	0	3	0.00%	\$0.00	0	7.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		ford five hundred 2008		0	18	0.00%	\$0.00	0	1.00
			Ask	0	18	0.00%	\$0.00	0	1.00
		ford focus 2008		0	4	0.00%	\$0.00	0	5.50
			Ask	0	3	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	10.00
		ford focus 2009		0	5	0.00%	\$0.00	0	5.13
			Google	0	4	0.00%	\$0.00	0	6.17
			MSN	0	1	0.00%	\$0.00	0	2.00
		ford freestar 2008		0	3	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	6.00
			Yahoo	0	2	0.00%	\$0.00	0	4.50
		ford ranger 2010		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		gmc yukon 2009		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		honda civic 2008		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		honda crv 2009		0	14	0.00%	\$0.00	0	3.86
			Google	0	8	0.00%	\$0.00	0	4.38
			Yahoo	0	1	0.00%	\$0.00	0	4.00
			MSN	0	5	0.00%	\$0.00	0	2.75
		honda pilot 2009		0	2	0.00%	\$0.00	0	7.00
			Google	0	2	0.00%	\$0.00	0	7.00
		honda pilot 2010		0	4	0.00%	\$0.00	0	2.34
			Google	0	4	0.00%	\$0.00	0	2.34
		hyundai elantra 2008		0	2	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	6.50
		hyundai elantra 2009		0	3	0.00%	\$0.00	0	3.50
			Yahoo	0	3	0.00%	\$0.00	0	3.50
		hyundai sonata 2008		0	3	0.00%	\$0.00	0	7.33
			Google	0	3	0.00%	\$0.00	0	7.33
		hyundai sonata 2009		0	2	0.00%	\$0.00	0	9.00
			Google	0	2	0.00%	\$0.00	0	9.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		hyundai sonata 2010		0	4	0.00%	\$0.00	0	3.67
			Google	0	3	0.00%	\$0.00	0	4.33
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		infiniti fx35 2009		0	3	0.00%	\$0.00	0	4.50
			Yahoo	0	1	0.00%	\$0.00	0	3.00
			Google	0	2	0.00%	\$0.00	0	6.00
		infiniti g35 2008		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		jaguar s type 2008		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		jeep compass 2009		0	2	0.00%	\$0.00	0	4.50
			Yahoo	0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	7.00
		jeep grand cherokee 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
		kia optima 2009		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		kia spectra 2009		0	2	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	6.50
		kia sportage 2009		0	2	0.00%	\$0.00	0	10.00
			Google	0	2	0.00%	\$0.00	0	10.00
		lexus is300 2008		0	7	0.00%	\$0.00	0	6.25
			Google	0	7	0.00%	\$0.00	0	6.25
		mazda 3 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		mercury grand marquis 2009		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		mercury mariner 2009		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		mercury sable 2008		0	1	0.00%	\$0.00	0	2.00
			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
		mercury sable 2010		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		new cars 2010		0	2	0.00%	\$0.00	0	3.50
			Google	0	2	0.00%	\$0.00	0	3.50
		new truck 2009		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		nissan maxima 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		nissan maxima 2010		0	5	0.00%	\$0.00	0	3.75
			Google	0	5	0.00%	\$0.00	0	3.75
		nissan sentra 2009		0	10	0.00%	\$0.00	0	6.10
			Google	0	8	0.00%	\$0.00	0	6.83
			MSN	0	1	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	5.00
		nissan xterra 2010		0	2	0.00%	\$0.00	0	3.00
			Google	0	2	0.00%	\$0.00	0	3.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		pontiac firebird 2009		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		pontiac grand am 2010		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		pontiac vibe 2010		0	2	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		saturn vue 2009		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		scion tc 2009		0	3	0.00%	\$0.00	0	5.00
			Google	0	3	0.00%	\$0.00	0	5.00
		scion xb 2008		0	2	0.00%	\$0.00	0	3.50
			Google	0	2	0.00%	\$0.00	0	3.50
		subaru forester 2010		0	4	0.00%	\$0.00	0	4.67
			Google	0	3	0.00%	\$0.00	0	5.00
			Yahoo	0	1	0.00%	\$0.00	0	4.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		subaru impreza 2010		0	2	0.00%	\$0.00	0	3.00
			Google	0	2	0.00%	\$0.00	0	3.00
		subaru tribeca 2008		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		suzuki grand vitara 2008		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		toyota 4runner 2008		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		toyota avalon 2008		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		toyota avalon 2010		0	1	0.00%	\$0.00	0	8.00
			Google	0	1	0.00%	\$0.00	0	8.00
		toyota corolla 2008		0	6	0.00%	\$0.00	0	6.28
			Google	0	6	0.00%	\$0.00	0	6.28

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota fj cruiser 2008		0	2	0.00%	\$0.00	0	6.50
			Google	0	2	0.00%	\$0.00	0	6.50
		toyota highlander 2008		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		toyota highlander 2010		0	6	0.00%	\$0.00	0	3.75
			Google	0	6	0.00%	\$0.00	0	3.75
		toyota matrix 2009		0	3	0.00%	\$0.00	0	8.00
			Google	0	3	0.00%	\$0.00	0	8.00
		toyota rav4 2008		0	2	0.00%	\$0.00	0	10.00
			Google	0	2	0.00%	\$0.00	0	10.00
		toyota sienna 2009		0	4	0.00%	\$0.00	0	4.75
			Google	0	4	0.00%	\$0.00	0	4.75
		toyota tacoma 2008		0	2	0.00%	\$0.00	0	5.50
			Google	0	2	0.00%	\$0.00	0	5.50

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota tundra 2010		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		volkswagen jetta 2009		0	33	0.00%	\$0.00	0	4.12
			Google	0	1	0.00%	\$0.00	0	9.00
			Yahoo	0	32	0.00%	\$0.00	0	2.90
		volkswagen passat 2010		0	6	0.00%	\$0.00	0	3.80
			Google	0	6	0.00%	\$0.00	0	3.80
		volkswagen rabbit 2009		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		volvo s40 2009		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		volvo s60 2008		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		volvo s60 2010		0	5	0.00%	\$0.00	0	3.13
			Google	0	4	0.00%	\$0.00	0	3.17
			MSN	0	1	0.00%	\$0.00	0	3.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		volvo xc90 2009		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		buick lucerne 2010		0	2	0.00%	\$0.00	0	5.00
			Yahoo	0	2	0.00%	\$0.00	0	5.00
		chevy astro 2008		0	2	0.00%	\$0.00	0	8.50
			Google	0	2	0.00%	\$0.00	0	8.50
		chevy equinox 2010		0	7	0.00%	\$0.00	0	5.11
			Google	0	7	0.00%	\$0.00	0	5.11
		chevy express 2009		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00
		chevy impala 2010		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		chevy malibu 2008		0	4	0.00%	\$0.00	0	6.00
			Google	0	4	0.00%	\$0.00	0	6.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		chevy tahoe 2009		0	2	0.00%	\$0.00	0	6.00
			Google	0	2	0.00%	\$0.00	0	6.00
		chevy tahoe 2010		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		chrysler crossfire 2008		0	3	0.00%	\$0.00	0	4.00
			Google	0	2	0.00%	\$0.00	0	5.50
			Ask	0	1	0.00%	\$0.00	0	1.00
		dodge durango 2008		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		dodge ram 2008		0	3	0.00%	\$0.00	0	9.50
			Google	0	3	0.00%	\$0.00	0	9.50
		dodge ram 2010		0	2	0.00%	\$0.00	0	2.00
			Google	0	2	0.00%	\$0.00	0	2.00
		ford escape 2008		0	2	0.00%	\$0.00	0	7.00
			Google	0	2	0.00%	\$0.00	0	7.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		ford expedition 2010		1	5	20.00%	\$1.71	\$1.71	1.88
			Google	1	4	25.00%	\$1.71	\$1.71	2.17
			MSN	0	1	0.00%	\$0.00	0	1.00
		gmc envoy 2008		0	1	0.00%	\$0.00	0	4.00
			MSN	0	1	0.00%	\$0.00	0	4.00
		honda element 2010		0	2	0.00%	\$0.00	0	2.50
			MSN	0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	3.00
		honda fit 2008		0	3	0.00%	\$0.00	0	2.75
			MSN	0	2	0.00%	\$0.00	0	2.50
			Google	0	1	0.00%	\$0.00	0	3.00
		honda ridgeline 2009		0	1	0.00%	\$0.00	0	4.00
			MSN	0	1	0.00%	\$0.00	0	4.00
		jeep commander 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: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		jeep grand cherokee 2009		0	1	0.00%	\$0.00	0	3.00
			MSN	0	1	0.00%	\$0.00	0	3.00
		mitsubishi galant 2008		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		mitsubishi galant 2009		0	2	0.00%	\$0.00	0	6.00
			Google	0	2	0.00%	\$0.00	0	6.00
		nissan frontier 2010		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		scion tc 2010		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		subaru baja 2009		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		subaru forester 2008		0	2	0.00%	\$0.00	0	8.50
			Google	0	2	0.00%	\$0.00	0	8.50
		suzuki sx4 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: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		suzuki sx4 2010		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		toyota rav4 2009		0	2	0.00%	\$0.00	0	8.50
			Google	0	2	0.00%	\$0.00	0	8.50
		chevy silverado 2010		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		chrysler town and country 2009		0	2	0.00%	\$0.00	0	5.50
			Google	0	2	0.00%	\$0.00	0	5.50
		dodge caravan 2009		0	2	0.00%	\$0.00	0	13.50
			Google	0	2	0.00%	\$0.00	0	13.50
		ford edge 2008		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		ford f250 2010		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		infiniti fx35 2010		0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	1.00

Keyword Detail Report

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End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		mercedes c class 2009		0	1	0.00%	\$0.00	0	2.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		nissan pathfinder 2009		0	2	0.00%	\$0.00	0	5.50
			Google	0	2	0.00%	\$0.00	0	5.50
		pontiac grand prix 2009		0	3	0.00%	\$0.00	0	2.25
			Yahoo	0	3	0.00%	\$0.00	0	2.25
		saturn aura 2010		0	1	0.00%	\$0.00	0	1.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		saturn ion 2009		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		toyota camry 2009		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		toyota yaris 2008		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		trucks 2008		0	10	0.00%	\$0.00	0	6.67
			Ask	0	8	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Google	0	2	0.00%	\$0.00	0	9.50
		trucks 2010		0	1	0.00%	\$0.00	0	1.00
			Google	0	1	0.00%	\$0.00	0	1.00
		volkswagen rabbit 2008		0	1	0.00%	\$0.00	0	3.00
			Google	0	1	0.00%	\$0.00	0	3.00
		volvo s40 2008		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		volvo s80 2008		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		cadillac srx 2008		0	1	0.00%	\$0.00	0	4.00
			Google	0	1	0.00%	\$0.00	0	4.00
		dodge dakota 2008		0	1	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	3.00
		ford f250 2009		0	1	0.00%	\$0.00	0	5.00
			Google	0	1	0.00%	\$0.00	0	5.00
		honda ridgeline 2010		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00

Keyword Detail Report

Start Date: 5/26/2009

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		toyota sienna 2010		0	3	0.00%	\$0.00	0	1.00
			Ask	0	3	0.00%	\$0.00	0	1.00
	Used- PreOwned			52	4406	1.18%	\$52.71	\$1.01	4.14
		hyundai used		1	7	14.29%	\$2.30	\$2.30	4.90
			Google	1	7	14.29%	\$2.30	\$2.30	4.90
		used car		6	1195	0.50%	\$13.92	\$2.32	4.78
			Google	2	130	1.54%	\$3.29	\$1.65	6.60
			MSN	0	22	0.00%	\$0.00	0	3.28
			Yahoo	4	1043	0.38%	\$10.63	\$2.66	3.80
		yamaha used		1	35	2.86%	\$1.39	\$1.39	3.52
			Google	1	33	3.03%	\$1.39	\$1.39	4.08
			MSN	0	2	0.00%	\$0.00	0	1.00
		acura used		0	75	0.00%	\$0.00	0	3.52
			Google	0	8	0.00%	\$0.00	0	6.22
			Yahoo	0	67	0.00%	\$0.00	0	2.62
		audi used		0	8	0.00%	\$0.00	0	5.36
			Google	0	7	0.00%	\$0.00	0	6.08
			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
		bmw used		1	33	3.03%	\$2.74	\$2.74	5.22
			Google	1	23	4.35%	\$2.74	\$2.74	6.50
			Ask	0	9	0.00%	\$0.00	0	1.07
			MSN	0	1	0.00%	\$0.00	0	2.00
		buick used		0	10	0.00%	\$0.00	0	3.00
			Google	0	6	0.00%	\$0.00	0	4.00
			MSN	0	1	0.00%	\$0.00	0	2.00
			Ask	0	3	0.00%	\$0.00	0	1.00
		cadillac used		0	7	0.00%	\$0.00	0	2.47
			Google	0	6	0.00%	\$0.00	0	2.83
			Ask	0	1	0.00%	\$0.00	0	1.00
		chevrolet used		1	17	5.88%	\$2.62	\$2.62	5.38
			Google	1	14	7.14%	\$2.62	\$2.62	6.75
			MSN	0	2	0.00%	\$0.00	0	1.50
			Ask	0	1	0.00%	\$0.00	0	1.00
		chrysler used		1	41	2.44%	\$1.64	\$1.64	3.05
			Google	0	8	0.00%	\$0.00	0	5.42
			MSN	1	2	50.00%	\$1.64	\$1.64	3.00
			Yahoo	0	31	0.00%	\$0.00	0	1.48

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End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		dodge pre owned		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		dodge used		0	27	0.00%	\$0.00	0	2.82
			Google	0	15	0.00%	\$0.00	0	4.95
			Yahoo	0	11	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	1.00
		ferrari used		0	29	0.00%	\$0.00	0	1.64
			Google	0	14	0.00%	\$0.00	0	1.81
			Yahoo	0	14	0.00%	\$0.00	0	1.46
			Ask	0	1	0.00%	\$0.00	0	1.00
		ford used		0	43	0.00%	\$0.00	0	5.68
			Google	0	40	0.00%	\$0.00	0	6.22
			MSN	0	2	0.00%	\$0.00	0	5.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		honda used		0	63	0.00%	\$0.00	0	4.17
			Google	0	56	0.00%	\$0.00	0	4.81
			MSN	0	4	0.00%	\$0.00	0	3.50
			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
		jeep used		0	48	0.00%	\$0.00	0	4.34
			Google	0	39	0.00%	\$0.00	0	6.13
			Yahoo	0	6	0.00%	\$0.00	0	1.13
			Ask	0	3	0.00%	\$0.00	0	1.00
		kawasaki used		0	11	0.00%	\$0.00	0	3.64
			Google	0	11	0.00%	\$0.00	0	3.64
		kia used		0	8	0.00%	\$0.00	0	4.00
			Google	0	5	0.00%	\$0.00	0	5.50
			Yahoo	0	3	0.00%	\$0.00	0	2.00
		lincoln used		0	3	0.00%	\$0.00	0	3.00
			Google	0	2	0.00%	\$0.00	0	4.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		mercedes used		0	27	0.00%	\$0.00	0	4.75
			Google	0	24	0.00%	\$0.00	0	5.60
			Yahoo	0	2	0.00%	\$0.00	0	2.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		mercury used		0	13	0.00%	\$0.00	0	3.17
			Google	0	13	0.00%	\$0.00	0	3.17
		mitsubishi used		0	11	0.00%	\$0.00	0	5.00
			Google	0	11	0.00%	\$0.00	0	5.00

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		nissan used		0	25	0.00%	\$0.00	0	3.92
			Google	0	13	0.00%	\$0.00	0	5.25
			MSN	0	2	0.00%	\$0.00	0	3.00
			Ask	0	10	0.00%	\$0.00	0	1.13
		oldsmobile used		0	2	0.00%	\$0.00	0	1.50
			Google	0	2	0.00%	\$0.00	0	1.50
		plymouth used		0	7	0.00%	\$0.00	0	2.75
			Google	0	7	0.00%	\$0.00	0	2.75
		saturn used		0	6	0.00%	\$0.00	0	4.50
			Google	0	6	0.00%	\$0.00	0	4.50
		smart used		0	7	0.00%	\$0.00	0	2.13
			Google	0	5	0.00%	\$0.00	0	2.50
			Yahoo	0	2	0.00%	\$0.00	0	1.00
		subaru used		0	10	0.00%	\$0.00	0	4.25
			Google	0	7	0.00%	\$0.00	0	4.71
			Ask	0	3	0.00%	\$0.00	0	1.00
		suzuki used		0	30	0.00%	\$0.00	0	3.84
			Google	0	30	0.00%	\$0.00	0	3.84
		toyota used		0	26	0.00%	\$0.00	0	3.47
			Google	0	18	0.00%	\$0.00	0	5.45

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Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
			Ask	0	4	0.00%	\$0.00	0	1.00
			MSN	0	4	0.00%	\$0.00	0	1.33
		used cars		35	1900	1.84%	\$21.19	\$0.61	3.60
			Google	2	391	0.51%	\$4.39	\$2.20	5.92
			MSN	3	93	3.23%	\$7.01	\$2.34	2.35
			Ask	30	1416	2.12%	\$9.79	\$0.33	1.03
		used truck		0	55	0.00%	\$0.00	0	4.30
			Google	0	39	0.00%	\$0.00	0	5.60
			Yahoo	0	10	0.00%	\$0.00	0	4.28
			MSN	0	6	0.00%	\$0.00	0	2.00
		used trucks		6	421	1.43%	\$6.91	\$1.15	3.87
			Google	1	52	1.92%	\$1.94	\$1.94	6.32
			MSN	2	20	10.00%	\$4.00	\$2.00	2.07
			Ask	3	349	0.86%	\$0.97	\$0.32	1.00
		bmw pre owned		0	7	0.00%	\$0.00	0	6.70
			Google	0	7	0.00%	\$0.00	0	6.70
		Content Only		0	16	0.00%	\$0.00	0	1.06
			Ask	0	16	0.00%	\$0.00	0	1.06

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		hummer used		0	5	0.00%	\$0.00	0	5.33
			Google	0	5	0.00%	\$0.00	0	5.33
		land rover used		0	12	0.00%	\$0.00	0	4.88
			Google	0	7	0.00%	\$0.00	0	6.13
			Yahoo	0	5	0.00%	\$0.00	0	3.63
		lexus used		0	10	0.00%	\$0.00	0	5.07
			Ask	0	1	0.00%	\$0.00	0	1.00
			Google	0	8	0.00%	\$0.00	0	5.90
			MSN	0	1	0.00%	\$0.00	0	5.00
		mazda used		0	39	0.00%	\$0.00	0	4.33
			Google	0	23	0.00%	\$0.00	0	5.69
			Ask	0	15	0.00%	\$0.00	0	1.00
			MSN	0	1	0.00%	\$0.00	0	2.00
		mini cooper used		0	9	0.00%	\$0.00	0	3.53
			Google	0	7	0.00%	\$0.00	0	4.56
			Yahoo	0	2	0.00%	\$0.00	0	2.00
		pontiac pre owned		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		porsche used		0	10	0.00%	\$0.00	0	5.21
			Google	0	8	0.00%	\$0.00	0	6.90
			MSN	0	1	0.00%	\$0.00	0	1.00
			Ask	0	1	0.00%	\$0.00	0	1.00
		pre owned cars		0	2	0.00%	\$0.00	0	9.50
			Google	0	2	0.00%	\$0.00	0	9.50
		saab used		0	5	0.00%	\$0.00	0	7.20
			Google	0	5	0.00%	\$0.00	0	7.20
		scion used		0	12	0.00%	\$0.00	0	2.07
			Yahoo	0	9	0.00%	\$0.00	0	1.00
			Google	0	3	0.00%	\$0.00	0	4.75
		subaru pre owned		0	3	0.00%	\$0.00	0	2.67
			MSN	0	2	0.00%	\$0.00	0	3.00
			Yahoo	0	1	0.00%	\$0.00	0	2.00
		used car dealership		0	39	0.00%	\$0.00	0	3.14
			Google	0	1	0.00%	\$0.00	0	8.00
			Yahoo	0	37	0.00%	\$0.00	0	2.60
			Ask	0	1	0.00%	\$0.00	0	1.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		volvo used		0	6	0.00%	\$0.00	0	6.20
			Google	0	6	0.00%	\$0.00	0	6.20
		acura pre owned		0	1	0.00%	\$0.00	0	11.00
			Google	0	1	0.00%	\$0.00	0	11.00
		certified pre owned cars		0	2	0.00%	\$0.00	0	5.50
			Google	0	1	0.00%	\$0.00	0	10.00
			Yahoo	0	1	0.00%	\$0.00	0	1.00
		ford pre owned		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		gmc used		0	3	0.00%	\$0.00	0	6.00
			Google	0	3	0.00%	\$0.00	0	6.00
		infiniti used		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		jaguar pre owned		0	1	0.00%	\$0.00	0	9.00
			Google	0	1	0.00%	\$0.00	0	9.00
		mazda pre owned		0	1	0.00%	\$0.00	0	6.00
			Google	0	1	0.00%	\$0.00	0	6.00

Keyword Detail Report

Start Date: 5/26/2009

End Date: 5/31/2009

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		used auto dealership		0	1	0.00%	\$0.00	0	15.00
			Google	0	1	0.00%	\$0.00	0	15.00
		honda pre owned		0	1	0.00%	\$0.00	0	7.00
			Google	0	1	0.00%	\$0.00	0	7.00
		jeep pre owned		0	1	0.00%	\$0.00	0	2.00
			Google	0	1	0.00%	\$0.00	0	2.00
		lexus pre owned		0	3	0.00%	\$0.00	0	7.00
			Google	0	3	0.00%	\$0.00	0	7.00
		preowned cars		0	2	0.00%	\$0.00	0	2.00
			MSN	0	2	0.00%	\$0.00	0	2.00
		volvo pre owned		0	6	0.00%	\$0.00	0	4.50
			Google	0	6	0.00%	\$0.00	0	4.50
		jaguar used		0	5	0.00%	\$0.00	0	1.00
			MSN	0	5	0.00%	\$0.00	0	1.00