



URL Performance

Business Name:

URL PERFORMANCE

	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Impressions	n/a	21627	28710	29949	47447	8176	8477					
CTR (%)	n/a	0.047302	0.056775	0.060002	0.038612	0.015533	0.013802					
Clicks	n/a	1023	1630	1797	1832	127	117					
Average CPC (\$)	n/a	0.264956	0.25554	0.214268	0.147724	1.735512	1.984701					
Cost (\$)	n/a	271.05	416.53	385.04	270.63	220.41	232.21					
Average Position	n/a	2.677764	2.573319	3.396407	4.83255	2.139799	2.015572					

July Detail

	Impressions	CTR	Clicks	CPC	Cost	Ave Position
Totals	8477	0.013802	117	1.984701	232.21	2.015571547
Stores page	414	0.009662	4	0.4025	1.61	3.557971014
Bellevue, Omaha & Lincoln	1728	0.015046	26	1.142308	29.7	1.809606481
Kansas City, Olathe & Topeka	6335	0.013733	87	2.309195	200.9	1.970955012
Council Bluffs						
Gladstone, Grandview & Independence						

Terms Descriptions

Impressions: The number of times an ad is displayed

CTR (%): The number of clicks received divided by the number of impressions generated.

Click: The action that occurs when an ad is selected.

Average CPC (\$): Average price you paid each time your ad was clicked.

Cost: Price you currently pay for a marketing activity

Ave Position: Average position of your ad relative to other ads within the sponsored search results.