



Google AdWords Account Activity Report
 For Help Call Toll-Free 877.239.9610
 Email: Reports@JumpFly.com

Company: *** Sample Report ***
 Google - JumpFly Campaign
 Report Period: One Month

**THIS IS STRICTLY SAMPLE DATA, AND IS NOT INTENDED FOR ANALYSIS OF OUR SERVICES.
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		TOTALS									
		11,026	\$10,334.49	\$0.94	821,075	1.34%					
Campaign Name	Search Term	Match Type	Pos	Clicks	Cost	CPC	Impressions	CTR %	1125	10.20%	\$9.19
									Conversions	Conv. Rate %	Cost Per Conv.
Pet Tags	pet tags	Exact	1.7	1098	\$1,732.49	\$1.58	10773	10.19%	154	14.03%	\$11.25
Pet Tags	pet id tags	Exact	1.9	873	\$1,149.40	\$1.32	10449	8.35%	96	11.00%	\$11.97
Pet Tags	pet tags id	Broad	3.1	808	\$792.45	\$0.98	19808	4.08%	71	8.79%	\$11.16
Pet Tags	pet tags	Broad	3.6	863	\$769.76	\$0.89	42711	2.02%	57	6.60%	\$13.50
Pet Tags	dog id tags	Exact	3.5	419	\$445.40	\$1.06	6328	6.62%	43	10.26%	\$10.36
Pet Tags	personalized dog collars	Broad	4.6	444	\$432.65	\$0.97	28601	1.55%	22	4.95%	\$19.67
Pet Tags	dog tag	Exact	2.6	268	\$257.97	\$0.96	12369	2.17%	41	15.36%	\$6.28
Pet Tags	pet tags free shipping	Exact	1.3	216	\$183.66	\$0.85	742	29.11%	43	19.91%	\$4.27
Pet Tags	dog collar tags	Broad	3.3	203	\$162.50	\$0.80	6409	3.17%	14	6.90%	\$11.61
Pet Tags	pet id	Broad	3.3	212	\$160.16	\$0.76	13399	1.58%	17	8.02%	\$9.42
Pet Tags	dog name tags	Exact	3.1	144	\$141.76	\$0.98	1529	9.42%	9	6.25%	\$15.75
Pet Tags	dog collar tag	Broad	2.1	160	\$139.97	\$0.87	4565	3.50%	12	7.50%	\$11.66
Pet Tags	Total - content targeting	Content	4.8	209	\$138.15	\$0.66	280828	0.07%	10	4.78%	\$13.82
Pet Tags	pet id tags	Broad	3.8	191	\$116.74	\$0.61	5427	3.52%	12	6.28%	\$9.73
Pet Tags	pet id tags free shipping	Broad	2.7	149	\$115.90	\$0.78	1077	13.83%	16	10.74%	\$7.24
Pet Tags	pet tag	Exact	1.5	105	\$111.79	\$1.06	1893	5.55%	12	11.43%	\$9.32
Pet Tags	pet tags	Broad	4.1	162	\$111.16	\$0.69	6143	2.64%	2	1.23%	\$55.58
Pet Tags	pet id tag	Exact	2.2	99	\$106.04	\$1.07	1745	5.67%	19	19.19%	\$5.58
Pet Tags	dog tags for dogs	Broad	3.9	134	\$101.14	\$0.75	3028	4.43%	5	3.73%	\$20.23
Pet Tags	dog id tags engraved	Broad	3.4	89	\$88.60	\$1.00	1233	7.22%	10	11.24%	\$8.86
Pet Tags	cat id tags	Exact	2.6	102	\$83.88	\$0.82	1161	8.79%	8	7.84%	\$10.49
Pet Tags	plastic dog tags	Exact	2.1	74	\$80.13	\$1.08	525	14.10%	19	25.68%	\$4.22
Pet Tags	engraved pet tags	Broad	5.6	69	\$74.56	\$1.08	2394	2.88%	4	5.80%	\$18.64
Pet Tags	dog name tags	Broad	4.4	83	\$74.30	\$0.90	3432	2.42%	8	9.64%	\$9.29
Pet Tags	dog tags	Broad	5.1	114	\$71.87	\$0.63	9300	1.23%	4	3.51%	\$17.97
Pet Tags	steel pet tags	Broad	3.2	62	\$71.72	\$1.16	1759	3.52%	11	17.74%	\$6.52
Pet Tags	id tag for dogs	Broad	2.6	73	\$65.46	\$0.90	1672	4.37%	6	8.22%	\$10.91
Pet Tags	dog collar tags	Exact	1.5	71	\$63.63	\$0.90	570	12.46%	9	12.68%	\$7.07
Pet Tags	pet tags for dogs	Exact	3.3	77	\$63.55	\$0.83	716	10.75%	10	12.99%	\$6.36
Pet Tags	pet dog tags	Broad	3.7	99	\$59.10	\$0.60	4779	2.07%	3	3.03%	\$19.70
Pet Tags	dog id tag	Exact	3.1	68	\$57.87	\$0.85	1188	5.72%	12	17.65%	\$4.82
Pet Tags	dog tag	Phrase	5.2	93	\$57.54	\$0.62	19543	0.48%	2	2.15%	\$28.77
Pet Tags	stainless steel pet tags	Broad	3.2	56	\$56.37	\$1.01	1881	2.98%	9	16.07%	\$6.26
Pet Tags	collar tags	Broad	3	65	\$52.39	\$0.81	5969	1.09%	6	9.23%	\$8.73
Pet Tags	dog id tags engraved	Broad	3.4	54	\$51.69	\$0.96	869	6.21%	8	14.81%	\$6.46
Pet Tags	id tag dog	Broad	3.4	67	\$50.16	\$0.75	2703	2.48%	3	4.48%	\$16.72
Pet Tags	Total - content targeting	Content	6	110	\$48.64	\$0.44	125158	0.09%	2	1.82%	\$24.32
Pet Tags	pet name tags	Exact	3.8	55	\$47.32	\$0.86	721	7.63%	8	14.55%	\$5.92
Pet Tags	cat id tag	Broad	2.7	77	\$46.74	\$0.61	1567	4.91%	7	9.09%	\$6.68
Pet Tags	pet identification tags	Exact	2.1	45	\$45.43	\$1.01	413	10.90%	10	22.22%	\$4.54
Pet Tags	dog identification tags	Exact	3	52	\$44.80	\$0.86	497	10.46%	6	11.54%	\$7.47
Pet Tags	pet id	Exact	1.4	52	\$44.35	\$0.85	884	5.88%	6	11.54%	\$7.39
Pet Tags	dog id tag	Broad	3.6	66	\$44.25	\$0.67	3649	1.81%	2	3.03%	\$22.13
Pet Tags	dog collars tags	Broad	3.9	49	\$43.52	\$0.89	3361	1.46%	2	4.08%	\$21.76
Pet Tags	dog id	Exact	2	43	\$43.51	\$1.01	788	5.46%	11	25.58%	\$3.96
Pet Tags	stainless steel dog tags	Exact	2.9	35	\$43.38	\$1.24	773	4.53%	6	17.14%	\$7.23



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		TOTALS							11,026	\$10,334.49	\$0.94	821,075	1.34%	1125	10.20%	\$9.19
Campaign Name	Search Term	Match Type	Pos	Clicks	Cost	CPC	Impressions	CTR %	Conversions	Conv. Rate %	Cost Per Conv.					
Pet Tags	engraved dog tag	Broad	6	39	\$41.01	\$1.05	4235	0.92%	0	0.00%	\$0.00					
Pet Tags	cat tags	Exact	3.4	85	\$39.30	\$0.46	1067	7.97%	6	7.06%	\$6.55					
Pet Tags	plastic dog tags	Broad	3.3	45	\$38.47	\$0.85	842	5.34%	2	4.44%	\$19.24					
Pet Tags	engraved pet tags	Exact	2	33	\$37.08	\$1.12	516	6.40%	3	9.09%	\$12.36					
Pet Tags	dog name tags engraved	Phrase	3.2	30	\$36.87	\$1.23	262	11.45%	3	10.00%	\$12.29					
Pet Tags	engraved dog tags	Exact	5.1	32	\$35.22	\$1.10	1569	2.04%	0	0.00%	\$0.00					
Pet Tags	cat collars and tags	Exact	2.7	56	\$33.94	\$0.61	380	14.74%	5	8.93%	\$6.79					
Pet Tags	id tags	Phrase	5.4	43	\$32.66	\$0.76	3677	1.17%	2	4.65%	\$16.33					
Pet Tags	dog collars and tags	Broad	2.8	50	\$32.21	\$0.64	1423	3.51%	1	2.00%	\$32.21					
Pet Tags	pet name tags free shipping	Exact	2.1	51	\$31.72	\$0.62	150	34.00%	6	11.76%	\$5.29					
Pet Tags	plastic dog id tags	Broad	2.8	34	\$31.68	\$0.93	306	11.11%	5	14.71%	\$6.34					
Pet Tags	custom dog id tags	Exact	2	35	\$31.57	\$0.90	317	11.04%	2	5.71%	\$15.79					
Pet Tags	pet name tag	Broad	4.7	40	\$30.49	\$0.76	1581	2.53%	4	10.00%	\$7.62					
Pet Tags	plastic pet tags	Exact	2.5	28	\$29.16	\$1.04	222	12.61%	5	17.86%	\$5.83					
Pet Tags	engraved pet tag	Broad	5.1	32	\$27.56	\$0.86	981	3.26%	1	3.12%	\$27.56					
Pet Tags	pet name tag	Exact	1.5	18	\$23.83	\$1.32	170	10.59%	6	33.33%	\$3.97					
Pet Tags	id tag for dog	Broad	3.5	28	\$23.78	\$0.85	485	5.77%	1	3.57%	\$23.78					
Pet Tags	tags for dogs	Broad	4.2	47	\$23.73	\$0.50	1628	2.89%	5	10.64%	\$4.75					
Pet Tags	plastic dog tags	Phrase	2.2	24	\$23.39	\$0.97	267	8.99%	2	8.33%	\$11.70					
Pet Tags	pettags.com	Broad	3.2	26	\$22.83	\$0.88	986	2.64%	2	7.69%	\$11.42					
Pet Tags	dog id tags	Broad	4.4	38	\$21.28	\$0.56	1379	2.76%	4	10.53%	\$5.32					
Pet Tags	pet name tags	Broad	4.4	30	\$20.67	\$0.69	953	3.15%	4	13.33%	\$5.17					
Pet Tags	engraved pet id tags	Exact	3.4	20	\$20.30	\$1.02	377	5.31%	1	5.00%	\$20.30					
Pet Tags	id tag	Phrase	3.8	26	\$19.22	\$0.74	4586	0.57%	2	7.69%	\$9.61					
Pet Tags	stainless steel dog tag	Broad	4.5	15	\$18.59	\$1.24	1426	1.05%	2	13.33%	\$9.30					
Pet Tags	cat name tag	Broad	3.1	27	\$18.52	\$0.69	591	4.57%	6	22.22%	\$3.09					
Pet Tags	pet identity tag	Broad	2.1	16	\$16.10	\$1.01	228	7.02%	4	25.00%	\$4.03					
Pet Tags	collar tags	Exact	1.1	20	\$15.46	\$0.77	179	11.17%	4	20.00%	\$3.87					
Pet Tags	plastic dog tag	Broad	3.6	19	\$14.94	\$0.79	808	2.35%	1	5.26%	\$14.94					
Pet Tags	pet tags id	Exact	2.1	13	\$14.58	\$1.12	127	10.24%	2	15.38%	\$7.29					
Pet Tags	pet collar tags	Exact	2.3	14	\$14.54	\$1.04	136	10.29%	2	14.29%	\$7.27					
Pet Tags	engraved pet id tags	Broad	3.7	16	\$14.10	\$0.88	336	4.76%	0	0.00%	\$0.00					
Pet Tags	cat tag	Exact	1.6	20	\$14.07	\$0.70	469	4.26%	2	10.00%	\$7.04					
Pet Tags	petidtags.org	Placement targeted	4.3	20	\$13.36	\$0.67	5821	0.34%	5	25.00%	\$2.67					
Pet Tags	brass dog tags	Exact	3.2	15	\$13.01	\$0.87	188	7.98%	2	13.33%	\$6.51					
Pet Tags	kaboodle.com	Placement targeted	1.9	22	\$12.70	\$0.58	2995	0.73%	0	0.00%	\$0.00					
Pet Tags	dog tags paypal	Broad	2	12	\$12.69	\$1.06	75	16.00%	3	25.00%	\$4.23					
Pet Tags	personalized dog collar	Exact	5.7	14	\$12.04	\$0.86	1376	1.02%	1	7.14%	\$12.04					
Pet Tags	cat tags id	Exact	2.4	16	\$12.02	\$0.75	96	16.67%	1	6.25%	\$12.02					
Pet Tags	pet identity tags	Broad	2.6	11	\$11.84	\$1.08	166	6.63%	2	18.18%	\$5.92					
Pet Tags	pet id tags and collars	Broad	2.3	9	\$11.31	\$1.26	96	9.38%	1	11.11%	\$11.31					
Pet Tags	cat name tags	Broad	3.4	16	\$11.25	\$0.70	274	5.84%	0	0.00%	\$0.00					
Pet Tags	plastic dog id tags	Exact	2.2	14	\$11.21	\$0.80	110	12.73%	1	7.14%	\$11.21					
Pet Tags	Total - content targeting	Content	5.7	23	\$11.17	\$0.49	23959	0.10%	7	30.43%	\$1.60					
Pet Tags	cat pet tags	Broad	3.4	15	\$11.00	\$0.73	545	2.75%	2	13.33%	\$5.50					
Pet Tags	plastic dog tags for dogs	Phrase	2.8	11	\$10.54	\$0.96	115	9.57%	2	18.18%	\$5.27					



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		TOTALS	11,026	\$10,334.49	\$0.94	821,075	1.34%	1125	10.20%	\$9.19	
Campaign Name	Search Term	Match Type	Pos	Clicks	Cost	CPC	Impressions	CTR %	Conversions	Conv. Rate %	Cost Per Conv.
Pet Tags	collar dog tags	Broad	3.8	14	\$10.34	\$0.74	197	7.11%	2	14.29%	\$5.17
Pet Tags	plastic dog tag	Phrase	2.3	9	\$10.29	\$1.14	138	6.52%	0	0.00%	\$0.00
Pet Tags	petidtags.us	Placement targeted	3.8	14	\$10.06	\$0.72	5145	0.27%	2	14.29%	\$5.03
Pet Tags	pet tags for cats	Exact	4.3	13	\$9.88	\$0.76	96	13.54%	1	7.69%	\$9.88
Pet Tags	pet tag	Phrase	4.9	22	\$9.77	\$0.44	1634	1.35%	0	0.00%	\$0.00
Pet Tags	lovetoknow.com	Placement targeted	2.6	13	\$9.73	\$0.75	1930	0.67%	0	0.00%	\$0.00
Pet Tags	cat tags free shipping	Exact	1	12	\$9.40	\$0.78	35	34.29%	2	16.67%	\$4.70
Pet Tags	pet id tag	Broad	5.5	23	\$9.27	\$0.40	829	2.77%	2	8.70%	\$4.64
Pet Tags	cat collar tag	Broad	3.1	12	\$8.66	\$0.72	622	1.93%	2	16.67%	\$4.33
Pet Tags	stainless steel pet tags	Exact	1.7	7	\$8.19	\$1.17	103	6.80%	4	57.14%	\$2.05
Pet Tags	engraved dog id tag	Broad	3.8	8	\$8.17	\$1.02	232	3.45%	0	0.00%	\$0.00
Pet Tags	best dog tags	Phrase	1.4	8	\$8.10	\$1.01	84	9.52%	0	0.00%	\$0.00
Pet Tags	personalized cat collars	Exact	6	14	\$8.07	\$0.58	563	2.49%	0	0.00%	\$0.00
Pet Tags	dog collar	Exact	7.8	18	\$7.76	\$0.43	10353	0.17%	1	5.56%	\$7.76
Pet Tags	dog collar tag	Exact	1.7	11	\$7.75	\$0.70	222	4.95%	3	27.27%	\$2.58
Pet Tags	cat id tags and collars	Exact	3.7	12	\$7.74	\$0.65	88	13.64%	0	0.00%	\$0.00
Pet Tags	pet dog id tags	Broad	3.7	11	\$7.49	\$0.68	459	2.40%	0	0.00%	\$0.00
Pet Tags	brass dog tags	Broad	3.6	11	\$7.47	\$0.68	380	2.89%	2	18.18%	\$3.74
Pet Tags	brass dog tags	Phrase	2.9	10	\$7.32	\$0.73	162	6.17%	2	20.00%	\$3.66
Pet Tags	engractable pet tags	Exact	2.5	8	\$7.20	\$0.90	57	14.04%	0	0.00%	\$0.00
Pet Tags	custom pet tags	Exact	5.3	17	\$7.13	\$0.42	444	3.83%	0	0.00%	\$0.00
Pet Tags	dog tags paypal	Exact	1.5	8	\$6.59	\$0.82	14	57.14%	3	37.50%	\$2.20
Pet Tags	pet collar tag	Exact	1.8	7	\$6.58	\$0.94	57	12.28%	0	0.00%	\$0.00
Pet Tags	cat id tags free shipping	Exact	1.2	11	\$6.36	\$0.58	61	18.03%	1	9.09%	\$6.36
Pet Tags	order dog tags	Exact	4.1	6	\$5.76	\$0.96	278	2.16%	2	33.33%	\$2.88
Pet Tags	dog pet tags	Exact	1.7	5	\$5.67	\$1.13	81	6.17%	2	40.00%	\$2.84
Pet Tags	personalized dog collar	Broad	7.1	11	\$5.64	\$0.51	928	1.19%	1	9.09%	\$5.64
Pet Tags	dog identification tags	Phrase	2.4	5	\$5.54	\$1.11	88	5.68%	1	20.00%	\$5.54
Pet Tags	dogtags.ca	Placement targeted	2.2	8	\$5.53	\$0.69	1285	0.62%	2	25.00%	\$2.77
Pet Tags	animal id tags	Broad	4.3	8	\$5.52	\$0.69	332	2.41%	0	0.00%	\$0.00
Pet Tags	cat collar tags	Broad	6.8	11	\$5.50	\$0.50	518	2.12%	1	9.09%	\$5.50
Pet Tags	dog identification tag	Exact	1.4	5	\$5.34	\$1.07	112	4.46%	0	0.00%	\$0.00
Pet Tags	personalized pet tags	Exact	5.8	9	\$5.32	\$0.59	370	2.43%	1	11.11%	\$5.32
Pet Tags	animal id tags	Exact	3.6	9	\$5.24	\$0.58	139	6.47%	0	0.00%	\$0.00
Pet Tags	custom dog tag	Broad	7	7	\$5.05	\$0.72	438	1.60%	0	0.00%	\$0.00
Pet Tags	personalized dog tags	Exact	9.8	5	\$4.86	\$0.97	1033	0.48%	0	0.00%	\$0.00
Pet Tags	brass dog tag	Broad	3.5	7	\$4.79	\$0.68	274	2.55%	0	0.00%	\$0.00
Pet Tags	boomerang pet tags	Broad	1.3	18	\$4.77	\$0.27	55	32.73%	6	33.33%	\$0.80
Pet Tags	pet identification tags	Phrase	2.1	4	\$4.72	\$1.18	71	5.63%	0	0.00%	\$0.00
Pet Tags	dog identification tag	Broad	3	5	\$4.70	\$0.94	259	1.93%	0	0.00%	\$0.00
Pet Tags	id tags for dogs	Broad	5.7	11	\$4.53	\$0.41	161	6.83%	0	0.00%	\$0.00
Pet Tags	plastic dog tag	Exact	3	6	\$4.44	\$0.74	204	2.94%	1	16.67%	\$4.44
Pet Tags	dog collars	Exact	13.5	9	\$4.22	\$0.47	1379	0.65%	1	11.11%	\$4.22
Pet Tags	cat collars and id tags	Exact	2.3	6	\$4.18	\$0.70	31	19.35%	0	0.00%	\$0.00
Pet Tags	pet collar tag	Broad	3.6	7	\$4.02	\$0.57	408	1.72%	2	28.57%	\$2.01
Pet Tags	silent pet tags	Exact	2	6	\$4.01	\$0.67	22	27.27%	1	16.67%	\$4.01



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Campaign Name	Search Term	Match Type	Pos	Clicks	Cost	CPC	Impressions	CTR %	Conversions	Conv. Rate %	Cost Per Conv.
Pet Tags	collartags.com	Broad	1	9	\$3.95	\$0.44	26	34.62%	3	33.33%	\$1.32
Pet Tags	slide on pet tags	Exact	2.2	5	\$3.95	\$0.79	51	9.80%	2	40.00%	\$1.98
Pet Tags	cat id	Exact	1.2	7	\$3.86	\$0.55	187	3.74%	1	14.29%	\$3.86
Pet Tags	plastic pet id tags	Exact	3.9	5	\$3.85	\$0.77	147	3.40%	3	60.00%	\$1.28
Pet Tags	dog nametags	Broad	4.6	4	\$3.77	\$0.94	381	1.05%	0	0.00%	\$0.00
Pet Tags	ezinearticles.com	Placement targeted	5.2	5	\$3.77	\$0.75	3369	0.15%	0	0.00%	\$0.00
Pet Tags	steel dog tags	Broad	5.8	6	\$3.76	\$0.63	582	1.03%	1	16.67%	\$3.76
Pet Tags	order dog tags	Broad	5.1	5	\$3.65	\$0.73	309	1.62%	1	20.00%	\$3.65
Pet Tags	pet tag silencers	Exact	2.6	11	\$3.59	\$0.33	95	11.58%	0	0.00%	\$0.00
Pet Tags	plastic pet tag	Broad	3.5	5	\$3.57	\$0.71	182	2.75%	0	0.00%	\$0.00
Pet Tags	cat name tags	Exact	5.2	8	\$3.48	\$0.44	249	3.21%	0	0.00%	\$0.00
Pet Tags	dogup.com	Placement targeted	1.9	5	\$3.46	\$0.69	340	1.47%	0	0.00%	\$0.00
Pet Tags	pet identification	Exact	1.4	5	\$3.46	\$0.69	93	5.38%	0	0.00%	\$0.00
Pet Tags	id tags	Exact	8.3	5	\$3.41	\$0.68	850	0.59%	0	0.00%	\$0.00
Pet Tags	personalized pet tags	Broad	5.1	6	\$3.27	\$0.55	99	6.06%	2	33.33%	\$1.64
Pet Tags	dog id collars	Exact	2.7	6	\$3.24	\$0.54	149	4.03%	2	33.33%	\$1.62
Pet Tags	quiet pet tags	Exact	1.2	5	\$3.08	\$0.62	29	17.24%	0	0.00%	\$0.00
Pet Tags	metal dog tags	Broad	6.9	4	\$3.06	\$0.77	350	1.14%	0	0.00%	\$0.00
Pet Tags	cat tag	Broad	4.4	7	\$3.05	\$0.44	1308	0.54%	0	0.00%	\$0.00
Pet Tags	cat collar and tag	Exact	2.2	5	\$3.04	\$0.61	17	29.41%	1	20.00%	\$3.04
Pet Tags	pet collars	Exact	7	5	\$3.03	\$0.61	1319	0.38%	0	0.00%	\$0.00
Pet Tags	plastic pet id tags	Broad	3.8	4	\$3.00	\$0.75	68	5.88%	0	0.00%	\$0.00
Pet Tags	engraved cat tag	Broad	4.9	3	\$2.97	\$0.99	311	0.96%	0	0.00%	\$0.00
Pet Tags	cat tags	Broad	8.3	9	\$2.93	\$0.33	616	1.46%	0	0.00%	\$0.00
Pet Tags	boomerang tags	Broad	1.1	30	\$2.77	\$0.09	136	22.06%	6	20.00%	\$0.46
Pet Tags	dog tag	Broad	5.9	7	\$2.76	\$0.39	969	0.72%	0	0.00%	\$0.00
Pet Tags	thedogtagauthority.com	Placement targeted	2.1	4	\$2.74	\$0.69	929	0.43%	0	0.00%	\$0.00
Pet Tags	engraved dog id tags	Exact	4.2	4	\$2.68	\$0.67	114	3.51%	0	0.00%	\$0.00
Pet Tags	tag cat	Phrase	2	4	\$2.67	\$0.67	330	1.21%	0	0.00%	\$0.00
Pet Tags	personalized pet id tags	Exact	7.6	4	\$2.64	\$0.66	245	1.63%	1	25.00%	\$2.64
Pet Tags	pet tag silencer	Exact	3.8	11	\$2.62	\$0.24	306	3.59%	0	0.00%	\$0.00
Pet Tags	dog name tag	Exact	5.9	6	\$2.60	\$0.43	297	2.02%	1	16.67%	\$2.60
Pet Tags	pet tags paypal	Phrase	1.5	2	\$2.54	\$1.27	2	100.00%	0	0.00%	\$0.00
Pet Tags	boomerang dog tags	Broad	1.3	14	\$2.52	\$0.18	72	19.44%	7	50.00%	\$0.36
Pet Tags	pet tags online	Exact	3.2	3	\$2.48	\$0.83	66	4.55%	0	0.00%	\$0.00
Pet Tags	pet tag	Broad	5.3	6	\$2.44	\$0.41	482	1.24%	1	16.67%	\$2.44
Pet Tags	engractable dog tags	Broad	8.5	4	\$2.43	\$0.61	467	0.86%	0	0.00%	\$0.00
Pet Tags	dog id name tags	Exact	2.1	2	\$2.38	\$1.19	7	28.57%	0	0.00%	\$0.00
Pet Tags	pet dog tag	Broad	4.2	5	\$2.38	\$0.48	366	1.37%	0	0.00%	\$0.00
Pet Tags	boomerang collars	Broad	1.4	21	\$2.30	\$0.11	138	15.22%	3	14.29%	\$0.77
Pet Tags	brass pet id tags	Broad	4.6	3	\$2.30	\$0.77	81	3.70%	0	0.00%	\$0.00
Pet Tags	pet tags paypal	Exact	1.4	2	\$2.30	\$1.15	19	10.53%	0	0.00%	\$0.00
Pet Tags	boomerang dog collars	Broad	1.3	12	\$2.27	\$0.19	39	30.77%	3	25.00%	\$0.76
Pet Tags	pet identification tag	Exact	3	3	\$2.26	\$0.75	51	5.88%	0	0.00%	\$0.00
Pet Tags	engractable pet id tags	Exact	2.7	3	\$2.22	\$0.74	34	8.82%	0	0.00%	\$0.00
Pet Tags	customized pet tags	Exact	3.2	3	\$2.21	\$0.74	80	3.75%	0	0.00%	\$0.00



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 Report Period: One Month

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 THIS IS JUST A SAMPLE TO SHOW DATA PROVIDED IN OUR REPORTS.**

		TOTALS	11,026	\$10,334.49	\$0.94	821,075	1.34%	1125	10.20%	\$9.19	
Campaign Name	Search Term	Match Type	Pos	Clicks	Cost	CPC	Impressions	CTR %	Conversions	Conv. Rate %	Cost Per Conv.
Pet Tags	engraved cat tags	Broad	4.8	3	\$2.18	\$0.73	104	2.88%	0	0.00%	\$0.00
Pet Tags	custom cat tag	Exact	1.2	3	\$2.10	\$0.70	12	25.00%	0	0.00%	\$0.00
Pet Tags	dog tag collar	Broad	2.8	4	\$2.10	\$0.53	103	3.88%	0	0.00%	\$0.00
Pet Tags	about.com	Placement targeted	4.5	3	\$2.09	\$0.70	10193	0.03%	0	0.00%	\$0.00
Pet Tags	pet id tag silencers	Exact	1.8	3	\$2.03	\$0.68	11	27.27%	0	0.00%	\$0.00
Pet Tags	pet tags in bulk	Exact	1.8	3	\$2.00	\$0.67	8	37.50%	0	0.00%	\$0.00
Pet Tags	brass dog id tags	Exact	4.4	3	\$1.98	\$0.66	44	6.82%	1	33.33%	\$1.98
Pet Tags	double sided pet id tags	Exact	3.2	4	\$1.96	\$0.49	39	10.26%	1	25.00%	\$1.96
Pet Tags	dog collar name tags	Exact	4.1	2	\$1.93	\$0.97	38	5.26%	1	50.00%	\$1.93
Pet Tags	tag for cats	Exact	3.1	3	\$1.91	\$0.64	45	6.67%	0	0.00%	\$0.00
Pet Tags	www.boomerangtags.com	Broad	1.1	9	\$1.87	\$0.21	28	32.14%	5	55.56%	\$0.37
Pet Tags	cat name tag	Exact	4	3	\$1.85	\$0.62	129	2.33%	1	33.33%	\$1.85
Pet Tags	dog id collar	Exact	3	3	\$1.80	\$0.60	195	1.54%	1	33.33%	\$1.80
Pet Tags	dog identification tags	Broad	3.2	2	\$1.80	\$0.90	99	2.02%	1	50.00%	\$1.80
Pet Tags	brass pet tags	Exact	3.6	3	\$1.79	\$0.60	76	3.95%	0	0.00%	\$0.00
Pet Tags	dog cat tags	Exact	2.2	3	\$1.77	\$0.59	13	23.08%	0	0.00%	\$0.00
Pet Tags	pet id collars	Exact	3.4	3	\$1.77	\$0.59	118	2.54%	0	0.00%	\$0.00
Pet Tags	engraved pet tag	Exact	3	2	\$1.75	\$0.88	195	1.03%	1	50.00%	\$1.75
Pet Tags	cat id tags collars	Exact	3.7	3	\$1.74	\$0.58	29	10.34%	0	0.00%	\$0.00
Pet Tags	brass pet tag	Phrase	1.2	2	\$1.73	\$0.87	5	40.00%	0	0.00%	\$0.00
Pet Tags	pet id collar tags	Exact	2.5	3	\$1.72	\$0.57	17	17.65%	0	0.00%	\$0.00
Pet Tags	brass pet tags	Broad	3.4	3	\$1.68	\$0.56	86	3.49%	1	33.33%	\$1.68
Pet Tags	boomer tags	Broad	1.7	4	\$1.66	\$0.42	268	1.49%	1	25.00%	\$1.66
Pet Tags	double sided pet tags	Exact	5.1	4	\$1.65	\$0.41	51	7.84%	0	0.00%	\$0.00
Pet Tags	pet id tag silencer	Exact	4.6	5	\$1.65	\$0.33	16	31.25%	0	0.00%	\$0.00
Pet Tags	pet tags online	Broad	3.7	2	\$1.64	\$0.82	126	1.59%	0	0.00%	\$0.00
Pet Tags	metal pet tags	Exact	2.4	2	\$1.61	\$0.81	50	4.00%	0	0.00%	\$0.00
Pet Tags	boomerang tags coupon	Exact	1	19	\$1.58	\$0.08	51	37.25%	7	36.84%	\$0.23
Pet Tags	boomerang tags	Broad	1	12	\$1.52	\$0.13	21	57.14%	6	50.00%	\$0.25
Pet Tags	collar tag	Broad	3.3	4	\$1.52	\$0.38	404	0.99%	0	0.00%	\$0.00
Pet Tags	cat identification tags	Exact	3.1	2	\$1.46	\$0.73	91	2.20%	0	0.00%	\$0.00
Pet Tags	pet dog id tag	Broad	3.9	2	\$1.43	\$0.72	155	1.29%	0	0.00%	\$0.00
Pet Tags	pet tags for less	Exact	3.4	2	\$1.43	\$0.72	75	2.67%	0	0.00%	\$0.00
Pet Tags	tags for cat	Exact	2.9	2	\$1.38	\$0.69	10	20.00%	0	0.00%	\$0.00
Pet Tags	boomerangtags	Broad	1	10	\$1.37	\$0.14	19	52.63%	3	30.00%	\$0.46
Pet Tags	brass pet tag	Exact	2.9	2	\$1.37	\$0.69	33	6.06%	0	0.00%	\$0.00
Pet Tags	plastic pet tag	Exact	3.4	2	\$1.36	\$0.68	67	2.99%	0	0.00%	\$0.00
Pet Tags	boomerang pet tags coupon code	Broad	1	6	\$1.34	\$0.22	18	33.33%	4	66.67%	\$0.34
Pet Tags	boomerang pet id tags	Broad	1.1	8	\$1.32	\$0.17	21	38.10%	3	37.50%	\$0.44
Pet Tags	plastic pet id tags	Phrase	2.3	1	\$1.32	\$1.32	22	4.55%	0	0.00%	\$0.00
Pet Tags	plastic pet tags	Broad	5.9	3	\$1.30	\$0.43	22	13.64%	0	0.00%	\$0.00
Pet Tags	collar tag	Exact	2	2	\$1.29	\$0.65	119	1.68%	0	0.00%	\$0.00
Pet Tags	dog license tags	Broad	7.1	3	\$1.27	\$0.42	645	0.47%	1	33.33%	\$1.27
Pet Tags	boomerang tag	Exact	1	13	\$1.25	\$0.10	45	28.89%	4	30.77%	\$0.31
Pet Tags	dog name tag	Broad	4	3	\$1.24	\$0.41	231	1.30%	0	0.00%	\$0.00
Pet Tags	custom dog id tag	Exact	3.2	2	\$1.23	\$0.62	27	7.41%	0	0.00%	\$0.00



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		TOTALS	11,026	\$10,334.49	\$0.94	821,075	1.34%	1125	10.20%	\$9.19	
Campaign Name	Search Term	Match Type	Pos	Clicks	Cost	CPC	Impressions	CTR %	Conversions	Conv. Rate %	Cost Per Conv.
Pet Tags	cat pet tag	Broad	3.4	2	\$1.22	\$0.61	93	2.15%	0	0.00%	\$0.00
Pet Tags	engraved dog tag	Exact	9.2	2	\$1.22	\$0.61	166	1.20%	0	0.00%	\$0.00