

Name [xxxx]
 Date range Last 7 days
 Dates Jan 27, 2013-Feb 2, 2013

Account	Campaign	Ad group	Ad type	Destination URL	Clicks	Impressions	CTR	Avg. CPC	Avg. CPM	Cost	Avg. position	Bounce rate	Conv. (many	Cost / conv.	Conv. rate (n	Total conv. value
[xxxx]	[xxxx]	[xxxx]	Text ad	[xxxx]	1	28	3.57%	\$3.15	\$112.50	\$3.15	1.04	0.00%	0	0	0.00%	\$0.00
[xxxx]	[xxxx]	[xxxx]	Text ad	[xxxx]	0	15	0.00%	\$0.00	\$0.00	\$0.00	1	0.00%	0	0	0.00%	\$0.00
[xxxx]	[xxxx]	[xxxx]	Text ad	[xxxx]	71	1332	5.33%	\$3.21	\$170.95	\$227.71	1.06	0.00%	4	56.93	5.63%	\$800.00
[xxxx]	[xxxx]	[xxxx]	Text ad	[xxxx]	1	7	14.29%	\$0.73	\$104.29	\$0.73	1	0.00%	0	0	0.00%	\$0.00
[xxxx]	[xxxx]	[xxxx]	Display ad	[xxxx]	1	3	33.33%	\$1.72	\$573.33	\$1.72	2	0.00%	1	1.72	100.00%	\$200.00
[xxxx]	[xxxx]	[xxxx]	Display ad	[xxxx]	1	1	100.00%	\$1.48	\$1,480.00	\$1.48	1	0.00%	0	0	0.00%	\$0.00
Total	--	--	--	--	75	1386	5.41%	\$3.13	\$169.40	\$234.79	1.06	--	5	--	--	\$1,000.00