



Ad Report

Report Generated: Aug 8, 2008 12:12:44 PM [Show report detail](#)

[Export Report](#) [Create Another Report Like This](#)

Jan 1, 2008 - Jun 30, 2008

View: **Summary**

Impressions 2,536,970		Clicks 56,530		CTR 2.23%		Avg CPC \$0.85		Cost \$47,813.45		Conversion Rate 1.69%		Total Value 959,118.03		Avg Value 1,025.79		Value / Cost 2,053.47%	
<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>				<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>	
Beach Cove	Barefoot Landing/HOB	Hotel at Barefoot Landing All Oceanfront Resort, Poolscape, Restaurants, WiFi, from \$70 a day! BeachCove.com/BarefootLanding				2212774458	Deleted	723	22	3.04%	\$1.15	\$25.29	0.00%	0.0	0.0	0.0%	
Beach Cove	Barefoot Landing/HOB	Stay at Barefoot Landing Oceanfront Resort a block from Barefoot Landing- from \$70 a day! BeachCove.com/BarefootLanding				2212775238	Deleted	686	29	4.23%	\$1.10	\$31.88	0.00%	0.0	0.0	0.0%	
Beach Cove	Barefoot Landing/HOB	Hotel at Barefoot Landing All Oceanfront Resort, Poolscape, Restaurants, WiFi, from \$70 a day! BeachCove.com/BarefootLanding				2241238458	Deleted	4,194	124	2.96%	\$0.99	\$122.86	0.00%	0.0	0.0	0.0%	
Beach Cove	Barefoot Landing/HOB	Stay at Barefoot Landing Oceanfront Resort a block from Barefoot Landing- from \$70 a day! BeachCove.com/BarefootLanding				2241238518	Deleted	4,028	157	3.90%	\$1.02	\$160.24	0.00%	0.0	0.0	0.0%	
Beach Cove	Barefoot Landing/HOB	Stay at Barefoot Landing Oceanfront Resort a block from Barefoot Landing- from \$70 a day! BeachCove.com/BarefootLanding				2291493678	Deleted	1,744	92	5.28%	\$0.90	\$82.57	0.00%	0.0	0.0	0.0%	
Beach Cove	Barefoot Landing/HOB	Hotel at Barefoot Landing				2291493918	Paused	1,389	40	2.88%	\$0.92	\$36.96	0.00%	0.0	0.0	0.0%	

Show rows: 1 - 100 of 141

Account	Ad Group	Ad Preview	Ad Id	Ad Status	Impressions	Clicks	CTR	Avg CPC	Cost	Conversion Rate	Total Value	Avg Value	Value / Cost
		All Oceanfront Resort, Poolscape, Restaurants, WiFi, from \$70 a day! BeachCove.com/BarefootLanding											
Beach Cove	BC EF Golf	{Keyword:Myrtle Beach Golf} Golf and Oceanfront Resort Packages from \$59 per Night EndlessFunResortsGolf.com	2212311618	Deleted	952	19	2.00%	\$2.92	\$55.44	0.00%	0.0	0.0	0.0%
Beach Cove	BC EF Golf	{Keyword:Myrtle Beach Golf} Golf and Resort Packages and Deals from \$59 per Night EndlessFunResortsGolf.com	2212311678	Deleted	844	18	2.13%	\$2.97	\$53.42	0.00%	0.0	0.0	0.0%
Beach Cove	BC EF Golf	{Keyword:Myrtle Beach Golf} Golf and Resort Packages and Deals from \$59 per Night EndlessFunResortsGolf.com	2241238218	Deleted	3,596	58	1.61%	\$2.90	\$168.25	0.00%	0.0	0.0	0.0%
Beach Cove	BC EF Golf	{Keyword:Myrtle Beach Golf} Golf and Oceanfront Resort Packages from \$59 per Night EndlessFunResortsGolf.com	2241238278	Deleted	6,673	96	1.44%	\$2.88	\$276.80	0.00%	0.0	0.0	0.0%
Beach Cove	BC EF Golf	{Keyword:Myrtle Beach Golf} Golf and Resort Packages and Deals from \$59 per Night EndlessFunResortsGolf.com	2291489178	Deleted	6,558	113	1.72%	\$2.76	\$312.17	0.00%	0.0	0.0	0.0%
Beach Cove	BC EF Golf	{Keyword:Myrtle Beach Golf} Golf and Resort Packages and Deals from \$59 per Night EndlessFunResortsGolf.com	2458879848	Active	9,183	122	1.33%	\$2.84	\$345.92	0.00%	0.0	0.0	0.0%
Beach Cove	BC EF Golf	{Keyword:Myrtle Beach Golf} Golf and Oceanfront Resort Packages from \$59 per Night EndlessFunResortsGolf.com	2458880118	Active	9,152	115	1.26%	\$2.64	\$303.26	0.00%	0.0	0.0	0.0%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort with Tropical Poolscap, Restaurants, Free WiFi www.beachcove.com	2269278258	Deleted	11,183	274	2.45%	\$1.61	\$440.31	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscap, Restaurants, WiFi, from \$70 a day! www.beachcove.com	2269306578	Deleted	7,234	183	2.53%	\$1.61	\$295.02	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscap, Restaurants, WiFi, from \$70 a day! www.beachcove.com	2291489538	Deleted	9,546	282	2.95%	\$1.61	\$454.05	0.35%	712.6	712.6	156.9%
Beach Cove	BC MB	Beach Cove Resort Save up to 25% this summer on oceanfront accomodations. www.BeachCove.com	2350802718	Deleted	7,270	132	1.82%	\$1.66	\$218.91	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscap, Restaurants, WiFi, from \$70 a day! www.beachcove.com	2472831018	Paused	6,106	187	3.06%	\$1.71	\$319.29	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort Save up to 25% this summer on oceanfront accomodations. www.BeachCove.com	2472832098	Deleted	527	9	1.71%	\$1.75	\$15.77	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscap, Restaurants, WiFi, from \$70 a day! www.beachcove.com	2476023048	Paused	5,804	202	3.48%	\$1.72	\$346.92	0.50%	205.4	205.4	59.2%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscap, Restaurants, WiFi, from \$70 a day! www.beachcove.com	2476023138	Paused	5,731	178	3.11%	\$1.71	\$304.49	0.00%	0.0	0.0	0.0%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscape, Restaurants, WiFi, Save Up to 25% www.beachcove.com	2476023228	Active	6,371	178	2.79%	\$1.73	\$308.60	0.56%	1,276.5	1,276.5	413.6%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscape, Restaurants, WiFi, Save Up to 25% www.beachcove.com	2646849618	Active	672	21	3.12%	\$1.88	\$39.42	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscape, Restaurants, WiFi, Save Up to 25% www.beachcove.com	2646849708	Active	670	19	2.84%	\$1.81	\$34.45	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscape, Restaurants, WiFi, Save Up to 25% www.beachcove.com	2646849798	Active	684	24	3.51%	\$1.88	\$45.16	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort All Oceanfront Resort, Poolscape, Restaurants, WiFi, 4th Night Free! www.beachcove.com	2646849978	Active	684	22	3.22%	\$1.75	\$38.59	0.00%	0.0	0.0	0.0%
Beach Cove	BC MB	Beach Cove Resort Oceanfront Resort, Poolscape, WiFi Summer rates from \$142 per night! www.beachcove.com	2646850158	Active	706	31	4.39%	\$1.76	\$54.44	0.00%	0.0	0.0	0.0%
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort with Tropical Poolscape, Restaurants, Free WiFi www.BeachCove.com	2211636558	Deleted	2,838	69	2.43%	\$1.53	\$105.75	0.00%	0.0	0.0	0.0%
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort, Poolscape, Restaurants, WiFi, from \$70 a day! www.BeachCove.com	2211636738	Deleted	2,861	69	2.41%	\$1.54	\$106.32	0.00%	0.0	0.0	0.0%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort, Poolscape, Restaurants, WiFi, from \$70 a day! www.BeachCove.com	2241238338	Deleted	8,875	229	2.58%	\$1.60	\$366.98	0.44%	256.6	256.6	69.9%
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort with Tropical Poolscape, Restaurants, Free WiFi www.BeachCove.com	2241238398	Deleted	6,697	179	2.67%	\$1.64	\$293.15	0.56%	777.0	777.0	265.1%
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort with Tropical Poolscape, Restaurants, Free WiFi www.BeachCove.com	2291489718	Deleted	9,163	231	2.52%	\$1.60	\$369.77	0.43%	777.0	777.0	210.1%
Beach Cove	BC NMB BC	Beach Cove Resort Save up to 25% this summer on oceanfront accomodations. www.BeachCove.com	2350813878	Deleted	6,844	143	2.09%	\$1.60	\$228.90	0.00%	0.0	0.0	0.0%
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort with Tropical Poolscape, Restaurants, Free WiFi www.BeachCove.com	2472774048	Active	17,891	414	2.31%	\$1.61	\$664.64	1.21%	5,678.8	1,135.8	854.4%
Beach Cove	BC NMB BC	Beach Cove Resort Save up to 25% this summer on oceanfront accomodations. www.BeachCove.com	2472775668	Paused	16,553	396	2.39%	\$1.64	\$649.80	0.51%	1,545.1	772.6	237.8%
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort with Tropical Poolscape, Restaurants, Free WiFi www.BeachCove.com	2646850788	Active	1,102	19	1.72%	\$1.56	\$29.71	0.00%	0.0	0.0	0.0%
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort with Tropical Poolscape, Restaurants, Free WiFi www.BeachCove.com	2646850878	Active	1,152	34	2.95%	\$1.69	\$57.42	0.00%	0.0	0.0	0.0%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Beach Cove	BC NMB BC	Beach Cove Resort All Oceanfront Resort with Tropical Poolscap, Restaurants, Free WiFi www.BeachCove.com	2646850968	Active	1,126	25	2.22%	\$1.66	\$41.39	0.00%	0.0	0.0	0.0%
Beach Cove	BC NMB BC	Beach Cove Resort Oceanfront Resort, Poolscap, WiFi, Restaurant. 4th Night is Free! www.BeachCove.com	2646851058	Active	1,193	25	2.10%	\$1.71	\$42.72	0.00%	0.0	0.0	0.0%
Beach Cove	BC NMB BC	Beach Cove Resort Oceanfront Resort, Poolscap, WiFi, Restaurant. From \$142 per Night. www.BeachCove.com	2646851148	Active	1,157	23	1.99%	\$1.62	\$37.21	0.00%	0.0	0.0	0.0%
Beach Cove	Beach Cove	Beach Cove Resort The perfect tropical retreat for your next beach getaway. www.beachcove.com	2083426218	Deleted	236	1	0.42%	\$1.89	\$1.89	0.00%	0.0	0.0	0.0%
Beach Cove	Beach Cove	Beach Cove Resort All Oceanfront Resort with Tropical Poolscap, Restaurants, Free WiFi www.beachcove.com	2083426998	Deleted	283	4	1.41%	\$0.42	\$1.69	0.00%	0.0	0.0	0.0%
Beach Cove	Beach Cove	Beach Cove Resort All Oceanfront Resort with Tropical Poolscap, Restaurants, Free WiFi www.beachcove.com	2099162478	Deleted	47,290	94	0.20%	\$0.97	\$90.93	0.00%	0.0	0.0	0.0%
Beach Cove	Beach Cove	Beach Cove Resort The perfect tropical retreat for your next beach getaway. www.beachcove.com	2099162538	Deleted	47,214	100	0.21%	\$1.08	\$108.01	0.00%	0.0	0.0	0.0%
Beach Cove	Beach Cove	Beach Cove Resort The perfect tropical retreat for your next beach getaway. www.beachcove.com	2103810498	Deleted	47,123	758	1.61%	\$0.55	\$416.22	0.92%	5,464.5	780.6	1,312.9%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Beach Cove	Beach Cove	Beach Cove Resort All Oceanfront Resort with Tropical Poolscapes, Restaurants, Free WiFi www.beachcove.com	2103810558	Deleted	57,666	2,073	3.59%	\$0.44	\$909.66	2.32%	47,156.1	982.4	5,183.9%
Beach Cove	Beach Cove	Beach Cove Resort All Oceanfront Resort, Poolscapes, Restaurants, WiFi, from \$70 a day! www.beachcove.com	2250372138	Deleted	2,781	366	13.16%	\$0.38	\$138.43	2.46%	6,690.1	743.3	4,832.8%
Beach Cove	Beach Cove	Beach Cove Resort All Oceanfront Resort, Poolscapes, Restaurants, WiFi, from \$70 a day! www.beachcove.com	2291497578	Deleted	2,977	435	14.61%	\$0.35	\$154.35	0.92%	3,114.7	778.7	2,017.9%
Beach Cove	Beach Cove	Beach Cove Resort Save up to 25% this summer on oceanfront accommodations. www.BeachCove.com	2350825668	Deleted	4,605	543	11.79%	\$0.40	\$216.22	2.76%	13,547.6	903.2	6,265.6%
Beach Cove	Beach Cove	Beach Cove Resort All Oceanfront Resort with Tropical Poolscapes, Restaurants, Free WiFi www.beachcove.com	2458873728	Active	16,971	2,052	12.09%	\$0.40	\$815.30	2.24%	64,885.7	1,410.6	7,958.5%
Beach Cove	Beach Cove	Beach Cove Resort Save up to 25% this summer on oceanfront accommodations. www.BeachCove.com	2458873998	Active	17,216	1,879	10.91%	\$0.40	\$744.18	2.77%	98,598.9	1,896.1	13,249.3%
Caravelle Resort	Ca Ca Golf	{Keyword:Myrtle Beach Golf Resort} Golf packages, specials, discounts, Jacuzzi suites, any size golf party TheCaravelleGolf.com	2211540198	Deleted	11,049	58	0.52%	\$1.99	\$115.20	1.72%	488.4	488.4	424.0%
Caravelle Resort	Ca Ca Golf	{Keyword:Myrtle Beach Golf Resort} Golf packages, specials, discounts, Jacuzzi suites, any size golf party www.TheCaravelleGolf.com	2226902478	Deleted	32,074	318	0.99%	\$3.56	\$1,133.64	0.31%	963.5	963.5	85.0%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Caravelle Resort	Ca Ca Golf	{Keyword:Myrtle Beach Golf Resort} Golf packages, specials, discounts, Jacuzzi suites, any size golf party www.TheCaravelleGolf.com	2291514678	Deleted	10,040	165	1.64%	\$3.93	\$647.89	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca Ca Golf	{Keyword:Myrtle Beach Golf Resort} Golf packages, specials, discounts, Jacuzzi suites, any size golf party www.TheCaravelleGolf.com	2473057728	Disapproved	1	0	0.00%	\$0.00	\$0.00	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca MB Ca	Caravelle Resort Newly renovated oceanfront resort On the Golden Mile of Myrtle Beach www.TheCaravelle.com	2211505458	Deleted	56,501	1,125	1.99%	\$1.85	\$2,085.83	1.07%	6,715.3	559.6	321.9%
Caravelle Resort	Ca MB Ca	Caravelle Resort Newly renovated oceanfront resort On the Golden Mile from \$89 www.TheCaravelle.com	2211505758	Deleted	530	11	2.08%	\$1.98	\$21.78	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca MB Ca	Caravelle Resort Newly renovated oceanfront resort On the Golden Mile from \$69 www.TheCaravelle.com	2211723798	Deleted	8	0	0.00%	\$0.00	\$0.00	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca MB Ca	Caravelle Resort Enjoy the finer side of Myrtle Beach from just \$69 a night! www.TheCaravelle.com	2211724038	Deleted	32,513	709	2.18%	\$1.90	\$1,347.78	0.71%	2,831.4	566.3	210.1%
Caravelle Resort	Ca MB Ca	Caravelle Resort Enjoy the finer side of Myrtle Beach from just \$69 a night! www.TheCaravelle.com	2291516178	Deleted	9,471	239	2.52%	\$1.94	\$463.73	2.09%	1,365.3	273.1	294.4%
Caravelle Resort	Ca MB Ca	Caravelle Resort Rates all summer long From \$119 per night www.TheCaravelle.com	2350768068	Deleted	13,941	269	1.93%	\$1.86	\$500.43	0.74%	691.5	345.8	138.2%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Caravelle Resort	Ca MB Ca	Caravelle Resort Newly renovated oceanfront resort On the Golden Mile of Myrtle Beach www.TheCaravelle.com	2459077578	Paused	78,263	1,739	2.22%	\$1.82	\$3,173.47	1.27%	13,262.5	602.8	417.9%
Caravelle Resort	Ca MB Ca	Caravelle Resort Rates all summer long From \$119 per night www.TheCaravelle.com	2459077668	Deleted	1,764	22	1.25%	\$1.42	\$31.17	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca MB Ca	Caravelle Resort Newly renovated oceanfront resort On the Golden Mile of Myrtle Beach www.TheCaravelle.com	2646844668	Active	1,816	39	2.15%	\$1.93	\$75.43	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca MB Ca	Caravelle Resort Newly renovated oceanfront resort On the Golden Mile of Myrtle Beach www.TheCaravelle.com	2646844758	Paused	1,875	44	2.35%	\$1.92	\$84.36	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca MB Ca	Caravelle Resort Newly renovated oceanfront resort On the Golden Mile of Myrtle Beach www.TheCaravelle.com	2646845028	Paused	1,846	41	2.22%	\$1.89	\$77.56	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca MB Ca	Caravelle Resort Newly renovated oceanfront resort Summer rates from \$119 per night! www.TheCaravelle.com	2646845118	Paused	1,904	40	2.10%	\$1.85	\$74.02	0.00%	0.0	0.0	0.0%
Caravelle Resort	Ca MB Ca	Caravelle Resort Summer rates from \$119 per night! Hard Rock Park Tix w/ 3 night stay www.TheCaravelle.com	2646845298	Active	1,952	51	2.61%	\$1.83	\$93.46	0.00%	0.0	0.0	0.0%
Caravelle Resort	Caravelle	Caravelle Resort Newly Renovated Oceanfront Resort On the Golden Mile of Myrtle Beach www.thecaravelle.com	2083425438	Deleted	93,109	287	0.31%	\$1.09	\$313.07	0.00%	0.0	0.0	0.0%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Caravelle Resort	Caravelle	Caravelle Resort Enjoy the finer side of Myrtle Beach at this spectacular resort www.thecaravelle.com	2083425618	Deleted	92,441	241	0.26%	\$1.09	\$263.60	0.00%	0.0	0.0	0.0%
Caravelle Resort	Caravelle	Caravelle Resort Enjoy the finer side of Myrtle Beach at this spectacular resort www.thecaravelle.com	2103812358	Deleted	75,505	696	0.92%	\$0.60	\$415.76	2.16%	20,662.1	1,377.5	4,969.7%
Caravelle Resort	Caravelle	Caravelle Resort Newly Renovated Oceanfront Resort On the Golden Mile of Myrtle Beach www.thecaravelle.com	2103812418	Deleted	87,745	2,113	2.41%	\$0.48	\$1,022.25	1.75%	24,669.3	666.7	2,413.2%
Caravelle Resort	Caravelle	Caravelle Resort Enjoy the finer side of Myrtle Beach at this spectacular resort www.TheCaravelle.com	2120538918	Deleted	27,165	3,287	12.10%	\$0.42	\$1,375.29	2.62%	68,959.5	801.9	5,014.2%
Caravelle Resort	Caravelle	Caravelle Resort Enjoy the finer side of Myrtle Beach at this spectacular resort www.TheCaravelle.com	2291518818	Deleted	13,978	1,749	12.51%	\$0.43	\$746.36	3.20%	41,203.0	735.8	5,520.5%
Caravelle Resort	Caravelle	Caravelle Resort Rates all summer long From \$119 per night www.TheCaravelle.com	2350778418	Deleted	5,844	640	10.95%	\$0.49	\$312.33	2.50%	20,916.8	1,307.3	6,697.0%
Caravelle Resort	Caravelle	Caravelle Resort Enjoy the finer side of Myrtle Beach at this spectacular resort www.TheCaravelle.com	2473057188	Active	21,864	3,465	15.85%	\$0.36	\$1,248.86	3.09%	83,941.2	784.5	6,721.4%
Caravelle Resort	Caravelle	Caravelle Resort Rates all summer long From \$119 per night www.TheCaravelle.com	2473057278	Deleted	162	20	12.35%	\$0.53	\$10.65	0.00%	0.0	0.0	0.0%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Caravelle Resort	Content	Caravelle Resort Enjoy the finer side of Myrtle Beach at this spectacular resort www.TheCaravelle.com	2622366918	Active	206,760	214	0.10%	\$2.10	\$449.02	0.00%	0.0	0.0	0.0%
Ocean Creek	Barefoot Landing HOB	Stay at Barefoot Landing Oceanfront pools, walking, tennis, WiFi, from only \$55 per night! www.OceanCreek.com	2212776138	Deleted	5,448	140	2.57%	\$1.01	\$140.78	0.00%	0.0	0.0	0.0%
Ocean Creek	Barefoot Landing HOB	Resort Near Barefoot Oceanfront resort a block from Barefoot Landing- only \$55 a night! www.OceanCreek.com	2212776258	Deleted	2,560	34	1.33%	\$0.94	\$31.94	0.00%	0.0	0.0	0.0%
Ocean Creek	Barefoot Landing HOB	Resort Near Barefoot Oceanfront resort a block from Barefoot Landing- only \$55 a night! www.OceanCreek.com	2291945778	Deleted	1,181	13	1.10%	\$0.84	\$10.98	0.00%	0.0	0.0	0.0%
Ocean Creek	OC MB OC	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2269287798	Deleted	28,753	290	1.01%	\$1.72	\$497.92	0.00%	0.0	0.0	0.0%
Ocean Creek	OC MB OC	Ocean Creek Resort Oceanfront pools, walking, tennis, WiFi, from only \$55 per night! www.oceancreek.com	2269307778	Deleted	3,670	63	1.72%	\$1.64	\$103.44	1.59%	984.4	984.4	951.6%
Ocean Creek	OC MB OC	Ocean Creek Resort Oceanfront pools, walking, tennis, WiFi, from only \$55 per night! www.oceancreek.com	2291944218	Deleted	8,826	158	1.79%	\$1.73	\$273.66	0.00%	0.0	0.0	0.0%
Ocean Creek	OC MB OC	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2350714248	Deleted	16,748	198	1.18%	\$1.77	\$350.44	0.00%	0.0	0.0	0.0%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Ocean Creek	OC MB OC	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2459145528	Active	39,598	360	0.91%	\$1.90	\$684.32	0.00%	0.0	0.0	0.0%
Ocean Creek	OC MB OC	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2459145618	Active	40,137	456	1.14%	\$1.94	\$885.13	0.00%	0.0	0.0	0.0%
Ocean Creek	OC MB OC	Ocean Creek Resort Save up to 25% this summer From \$87 per night! www.OceanCreek.com	2646851688	Active	1,276	37	2.90%	\$2.40	\$88.90	0.00%	0.0	0.0	0.0%
Ocean Creek	OC MB OC	Ocean Creek Resort Oceanfront Resort, Pools, WiFi. This Summer your 4th night is free! www.OceanCreek.com	2646852138	Active	1,336	35	2.62%	\$2.45	\$85.88	0.00%	0.0	0.0	0.0%
Ocean Creek	OC NMB OC	Ocean Creek Resort 57-acre gated Oceanfront property Tennis, Walking Trails, Pools, WiFi www.OceanCreek.com	2211636018	Deleted	10,858	172	1.58%	\$3.02	\$518.74	0.58%	121.7	121.7	23.5%
Ocean Creek	OC NMB OC	Ocean Creek Resort Oceanfront pools, walking, tennis, WiFi, from only \$55 per night! www.OceanCreek.com	2211636258	Deleted	8,444	156	1.85%	\$3.15	\$490.80	0.00%	0.0	0.0	0.0%
Ocean Creek	OC NMB OC	Ocean Creek Resort Oceanfront pools, walking, tennis, WiFi, from only \$55 per night! www.OceanCreek.com	2291945058	Deleted	7,060	184	2.61%	\$3.15	\$580.30	0.54%	294.2	294.2	50.7%
Ocean Creek	OC NMB OC	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2350721268	Deleted	4,079	98	2.40%	\$3.15	\$308.51	1.02%	1,350.9	1,350.9	437.9%

Show rows:

<u>Account</u>	<u>Ad Group</u>	<u>Ad Preview</u>	<u>Ad Id</u>	<u>Ad Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Cost</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Ocean Creek	OC NMB OC	Ocean Creek Resort Oceanfront pools, walking, tennis, WiFi, from only \$55 per night! www.OceanCreek.com	2473062678	Deleted	144	6	4.17%	\$2.90	\$17.38	0.00%	0.0	0.0	0.0%
Ocean Creek	OC NMB OC	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2473062858	Active	20,377	488	2.39%	\$2.96	\$1,442.64	1.02%	4,096.1	819.2	283.9%
Ocean Creek	OC NMB OC	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2646852408	Active	596	12	2.01%	\$3.16	\$37.87	0.00%	0.0	0.0	0.0%
Ocean Creek	OC NMB OC	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2646852498	Active	582	14	2.41%	\$3.13	\$43.83	0.00%	0.0	0.0	0.0%
Ocean Creek	OC NMB OC	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2646852588	Active	609	12	1.97%	\$2.33	\$27.96	0.00%	0.0	0.0	0.0%
Ocean Creek	OC NMB OC	Ocean Creek Resort Oceanfront accomodations. This Summer your 4th night is free! www.OceanCreek.com	2646852768	Active	607	19	3.13%	\$2.88	\$54.76	5.26%	552.8	552.8	1,009.5%
Ocean Creek	OC NMB OC	Ocean Creek Resort Oceanfront accomodations this Summer from \$87 per night! www.OceanCreek.com	2646853128	Active	587	17	2.90%	\$3.12	\$53.11	5.88%	486.2	486.2	915.4%

Show rows: 100 1 - 100 of 141