



Ad Report

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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

| <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> |
|----------------|-----------------|--|--------------|------------------|--------------------|---------------|------------|--------------------|-------------|----------------------------|------------------------|----------------------|-------------------------|
| | | 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:

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|----------------|-----------------|---|--------------|------------------|--------------------|---------------|------------|--------------------|-------------|----------------------------|------------------------|----------------------|-------------------------|
| 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:

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|----------------|-----------------|--|--------------|------------------|--------------------|---------------|------------|--------------------|-------------|----------------------------|------------------------|----------------------|-------------------------|
| 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:

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|----------------|-----------------|--|--------------|------------------|--------------------|---------------|------------|----------------|-------------|------------------------|--------------------|------------------|---------------------|
| 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% |

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|----------------|-----------------|--|--------------|------------------|--------------------|---------------|------------|--------------------|-------------|----------------------------|------------------------|----------------------|-------------------------|
| 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:

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|------------------|-----------------|--|--------------|------------------|--------------------|---------------|------------|--------------------|-------------|----------------------------|------------------------|----------------------|-------------------------|
| 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:

| Account | Ad Group | Ad Preview | Ad Id | Ad Status | Impressions | Clicks | CTR | Avg CPC | Cost | Conversion Rate | Total Value | Avg Value | Value / Cost |
|------------------|------------|--|------------|-------------|-------------|--------|-------|------------|------------|--------------------|----------------|--------------|-----------------|
| 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:

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|------------------|-----------------|--|--------------|------------------|--------------------|---------------|------------|--------------------|-------------|----------------------------|------------------------|----------------------|-------------------------|
| 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:

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|------------------|-----------------|--|--------------|------------------|--------------------|---------------|------------|--------------------|-------------|----------------------------|------------------------|----------------------|-------------------------|
| 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