



Ad Report

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Jan 1, 2008 - Jul 31, 2008

View: Summary

Impressions		Clicks		CTR		Avg CPC		Cost		Conversion Rate		Total Value		Avg Value		Value / Cost	
3,166,410		69,973		2.21%		\$0.83		\$58,335.81		1.66%		1,145,913.44		1,003.43		2,002.31%	
Account	Ad Group	Ad Preview			Ad Id	Ad Status	Impressions	Clicks	CTR	Avg CPC	Cost	Conversion Rate	Total Value	Avg Value	Value / Cost		
Ocean Creek	OC NMB OC	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com			2646852588	Active	3,333	75	2.25%	\$2.96	\$222.14	1.33%	1,314.3	1,314.3	591.7%		
Ocean Creek	OC NMB OC	Ocean Creek Resort Oceanfront accomodations. This Summer your 4th night is free! www.OceanCreek.com			2646852768	Active	3,342	90	2.69%	\$2.83	\$254.49	1.11%	552.8	552.8	217.2%		
Ocean Creek	OC NMB OC	Ocean Creek Resort Oceanfront accomodations this Summer from \$87 per night! www.OceanCreek.com			2646853128	Active	3,248	117	3.60%	\$3.03	\$354.11	0.85%	486.2	486.2	137.3%		
Ocean Creek	OC OC Golf	{Keyword:Myrtle Beach Golf Resort} Myrtle Beach golf packages at oceanfront resort from \$41 a day! www.OceanCreek.com/Golf			2211586458	Deleted	7,298	159	2.18%	\$3.13	\$497.55	0.00%	0.0	0.0	0.0%		
Ocean Creek	OC OC Golf	{Keyword:Myrtle Beach Golf Resort} Myrtle Beach Golf Packages and Luxury Resort Accommodations. www.OceanCreek.com/Golf			2211588978	Deleted	2,911	41	1.41%	\$3.02	\$123.95	0.00%	0.0	0.0	0.0%		

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Ocean Creek	OC OC Golf	{Keyword:Myrtle Beach Golf Resort} Myrtle Beach golf packages at oceanfront resort from \$41 a day! www.OceanCreek.com/Golf	2291947278	Active	159	2	1.26%	\$2.36	\$4.73	0.00%	0.0	0.0	0.0%
Ocean Creek	Ocean Creek	Ocean Creek Resort Leave the demands of everyday life Immerse yourself in relaxation... www.oceancreek.com	2083428858	Deleted	372	2	0.54%	\$0.24	\$0.49	0.00%	0.0	0.0	0.0%
Ocean Creek	Ocean Creek	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2083429098	Deleted	347	6	1.73%	\$0.48	\$2.85	0.00%	0.0	0.0	0.0%
Ocean Creek	Ocean Creek	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2099163138	Deleted	170,334	104	0.06%	\$0.82	\$85.74	0.00%	0.0	0.0	0.0%
Ocean Creek	Ocean Creek	Ocean Creek Resort Leave the demands of everyday life Immerse yourself in relaxation... www.oceancreek.com	2099163258	Deleted	172,362	110	0.06%	\$0.88	\$96.98	0.00%	0.0	0.0	0.0%
Ocean Creek	Ocean Creek	Ocean Creek Resort Leave the demands of everyday life Immerse yourself in relaxation... www.oceancreek.com	2103808938	Deleted	191,818	650	0.34%	\$0.48	\$314.71	1.23%	6,626.4	828.3	2,105.5%
Ocean Creek	Ocean Creek	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2103808998	Deleted	209,979	3,130	1.49%	\$0.34	\$1,048.55	2.72%	81,555.8	959.5	7,778.0%

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Ocean Creek	Ocean Creek	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2291947938	Deleted	11,526	1,585	13.75%	\$0.29	\$464.31	1.96%	36,928.4	1,191.2	7,953.4%
Ocean Creek	Ocean Creek	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2350735488	Deleted	4,060	516	12.71%	\$0.31	\$162.43	2.13%	10,981.4	998.3	6,760.7%
Ocean Creek	Ocean Creek	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2459152638	Active	18,051	2,679	14.84%	\$0.30	\$796.03	2.02%	78,684.5	1,457.1	9,884.6%
Ocean Creek	Ocean Creek	Ocean Creek Resort Save up to 25% this summer on oceanfront accomodations. www.OceanCreek.com	2459156238	Deleted	718	112	15.60%	\$0.32	\$36.12	0.00%	0.0	0.0	0.0%
Ocean Creek	Ocean Creek	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2476028178	Paused	7,071	1,039	14.69%	\$0.33	\$347.30	2.41%	27,822.2	1,112.9	8,011.0%
Ocean Creek	Ocean Creek	Ocean Creek Resort 57 acre gated Oceanfront property Tennis, Walking trails, Pools, WiFi www.oceancreek.com	2476028268	Paused	7,062	1,002	14.19%	\$0.36	\$360.21	2.50%	22,697.3	907.9	6,301.1%
Ocean Creek	Ocean Creek	Ocean Creek Resort 57 acre gated Oceanfront property Save up to 25% This Summer. www.oceancreek.com	2476028358	Active	17,459	2,533	14.51%	\$0.30	\$755.58	2.49%	69,809.4	1,108.1	9,239.2%

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Sea Watch	Sea Watch	Sea Watch Resort Luxury rooms, Dazzling amenities, Magnificent service. www.seawatchresort.com	2083429578	Deleted	27,955	85	0.30%	\$0.90	\$76.53	0.00%	0.0	0.0	0.0%
Sea Watch	Sea Watch	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers www.seawatchresort.com	2083429758	Deleted	27,545	94	0.34%	\$1.05	\$98.40	0.00%	0.0	0.0	0.0%
Sea Watch	Sea Watch	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers www.seawatchresort.com	2103806238	Deleted	15,789	236	1.49%	\$0.67	\$158.52	0.42%	2,084.6	2,084.6	1,315.0%
Sea Watch	Sea Watch	Sea Watch Resort Luxury rooms, Dazzling amenities, Magnificent service. www.seawatchresort.com	2103806298	Deleted	18,361	510	2.78%	\$0.59	\$302.64	0.78%	5,627.8	1,406.9	1,859.6%
Sea Watch	Sea Watch	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers www.SeaWatchResort.com	2120538378	Deleted	17,493	2,309	13.20%	\$0.45	\$1,029.41	0.95%	27,212.8	1,236.9	2,643.5%
Sea Watch	Sea Watch	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers www.SeaWatchResort.com	2291950578	Deleted	9,125	1,491	16.34%	\$0.35	\$519.18	1.88%	29,886.1	1,067.4	5,756.4%
Sea Watch	Sea Watch	Sea Watch Resort Save up to 20% this summer on oceanfront accomodations. www.SeaWatchResort.com	2350615698	Deleted	3,766	534	14.18%	\$0.39	\$209.17	0.56%	1,758.2	586.1	840.6%

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Sea Watch	Sea Watch	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers www.SeaWatchResort.com	2473064028	Active	7,434	1,293	17.39%	\$0.30	\$387.11	1.16%	21,984.7	1,465.6	5,679.2%
Sea Watch	Sea Watch	Sea Watch Resort Save up to 20% this summer on oceanfront accomodations. www.SeaWatchResort.com	2473064298	Deleted	124	15	12.10%	\$0.44	\$6.65	0.00%	0.0	0.0	0.0%
Sea Watch	Sea Watch	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers www.SeaWatchResort.com	2475994518	Active	7,131	1,281	17.96%	\$0.30	\$386.23	1.25%	17,892.2	1,118.3	4,632.5%
Sea Watch	Sea Watch	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers www.SeaWatchResort.com	2475994608	Active	7,065	1,344	19.02%	\$0.30	\$402.61	1.34%	20,574.2	1,143.0	5,110.2%
Sea Watch	Sea Watch	Sea Watch Resort Oceanfront, 6 Pools, 10 Hot Tubs, 2 Lazy Rivers, from \$95 per night! www.SeaWatchResort.com	2475994698	Active	6,944	1,328	19.12%	\$0.30	\$403.75	1.43%	13,282.9	699.1	3,289.9%
Sea Watch	Sea Watch	Sea Watch Resort Oceanfront, 6 pools, 10 hot tubs, 2 lazy rivers, Save up to 20% www.SeaWatchResort.com	2475994788	Active	6,972	1,413	20.27%	\$0.31	\$437.92	1.06%	11,129.4	742.0	2,541.4%
Sea Watch	SWMBSW	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers SeaWatchResort.com	2120744238	Deleted	2,141	52	2.43%	\$1.93	\$100.42	1.92%	2,120.1	2,120.1	2,111.2%

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Sea Watch	SWMBSW	Sea Watch Resort Oceanfront Resort with 6 Pools 10 Hot Tubs and 2 Lazy Rivers SeaWatchResort.com	2121246978	Deleted	20,188	538	2.66%	\$1.84	\$992.59	0.56%	2,152.3	717.4	216.8%
Sea Watch	SWMBSW	Sea Watch Resort Oceanfront, 6 Pools, 10 Hot Tubs, 2 Lazy Rivers, from \$95 per night! SeaWatchResort.com	2211710898	Deleted	6,158	174	2.83%	\$1.86	\$323.15	0.00%	0.0	0.0	0.0%
Sea Watch	SWMBSW	Sea Watch Resort Oceanfront, 6 Pools, 10 Hot Tubs, 2 Lazy Rivers, from \$95 per night! SeaWatchResort.com	2291951538	Active	24,442	1,160	4.75%	\$1.95	\$2,266.97	0.43%	7,768.5	1,553.7	342.7%
Sea Watch	SWMBSW	Sea Watch Resort Save up to 20% this summer on oceanfront accomodations. SeaWatchResort.com	2350609758	Paused	1,431	32	2.24%	\$1.62	\$51.80	0.00%	0.0	0.0	0.0%
Sea Watch	SWMBSW	Sea Watch Resort Save up to 20%! Oceanfront, 6 pools, 10 hot tubs, 2 lazy rivers www.SeaWatchResort.com	2475984438	Deleted	15	0	0.00%	\$0.00	\$0.00	0.00%	0.0	0.0	0.0%
Sea Watch	SWMBSW	Sea Watch Resort Oceanfront, 6 Pools, 10 Hot Tubs, 2 Lazy Rivers, from \$95 per night! www.SeaWatchResort.com	2475997758	Active	8,024	425	5.30%	\$2.14	\$908.39	0.47%	873.6	436.8	96.2%
Sea Watch	SWMBSW	Sea Watch Resort Oceanfront, 6 Pools, 10 Hot Tubs, 2 Lazy Rivers, from \$95 per night! www.SeaWatchResort.com	2475997848	Active	8,156	428	5.25%	\$2.11	\$901.14	0.00%	0.0	0.0	0.0%

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Sea Watch	SWMBSW	Sea Watch Resort Oceanfront, 6 pools, 10 hot tubs, 2 lazy rivers, Save up to 20% www.SeaWatchResort.com	2475997938	Paused	5,692	230	4.04%	\$1.92	\$442.61	0.43%	323.0	323.0	73.0%
Sea Watch	SWMBSW	Sea Watch Resort Oceanfront, 6 Pools, 10 Hot Tubs, 2 Lazy Rivers, from \$95 per night! www.SeaWatchResort.com	2646846468	Active	2,400	144	6.00%	\$2.37	\$341.73	0.69%	1,500.7	1,500.7	439.2%
Sea Watch	SWMBSW	Sea Watch Resort Oceanfront, 6 Pools, 10 Hot Tubs, Summer rates from \$124 per night! www.SeaWatchResort.com	2646846558	Active	2,425	110	4.54%	\$2.21	\$243.13	0.00%	0.0	0.0	0.0%
Sea Watch	SWMBSW	Sea Watch Resort Oceanfront, 6 Pools, 10 Hot Tubs... Save up up to 25% off Summer rates! www.SeaWatchResort.com	2646846828	Active	2,442	103	4.22%	\$2.27	\$233.54	0.00%	0.0	0.0	0.0%

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