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 Customer ID: 400-271-8258

Account Report

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Jan 1, 2008 - Jul 31, 2008

Value / Cost

- Total Value
- Avg Value
- Conversion Rate
- Impressions
- Clicks
- CTR
- Avg CPC
- Value / Cost

View: Monthly

Impressions 4,123,760		Clicks 75,529		CTR 1.83%		Avg CPC \$0.93		Conversion Rate 1.57%		Total Value 1,163,821.06		Avg Value 994.72		Value / Cost 1,680.98%	
<u>Month</u>	<u>Account</u>	<u>Customer Id</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>					
Jan 2008	Beach Cove	7738832839	179,558	695	0.39%	\$0.85	0.40%	2,023.5	1,011.8	519.8%					
Jan 2008	Ocean Creek	3855276837	729,286	1,647	0.23%	\$0.53	1.96%	23,759.7	848.6	3,398.8%					
Jan 2008	Endless Fun (Hotel)	1785575438	885,356	4,349	0.49%	\$2.20	0.46%	12,055.9	602.8	125.9%					

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<u>Month</u>	<u>Account</u>	<u>Customer Id</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Jan 2008	Caravelle Resort	8486145237	350,453	3,347	0.96%	\$0.60	1.79%	44,780.3	878.0	3,048.1%
Jan 2008	Sea Watch	9351630484	97,598	1,033	1.06%	\$1.02	0.70%	10,129.6	1,688.3	1,156.8%
Feb 2008	Beach Cove	7738832839	14,761	966	6.54%	\$0.67	1.55%	12,151.1	810.1	1,868.3%
Feb 2008	Ocean Creek	3855276837	30,068	1,850	6.15%	\$0.73	2.22%	45,566.9	1,111.4	3,384.3%
Feb 2008	Endless Fun (Hotel)	1785575438	71,994	1,207	1.68%	\$2.01	0.66%	5,851.7	731.5	240.6%
Feb 2008	Caravelle Resort	8486145237	70,625	2,361	3.34%	\$0.93	2.03%	31,121.6	648.4	1,415.3%
Feb 2008	Sea Watch	9351630484	18,259	1,040	5.70%	\$0.94	0.77%	9,586.6	1,198.3	984.3%
Mar 2008	Beach Cove	7738832839	53,915	2,107	3.91%	\$1.06	1.33%	23,091.5	824.7	1,034.1%
Mar 2008	Ocean Creek	3855276837	26,877	1,192	4.44%	\$0.87	2.10%	19,839.8	793.6	1,920.1%
Mar 2008	Caravelle Resort	8486145237	65,801	2,721	4.14%	\$1.12	1.98%	46,489.0	860.9	1,529.8%
Mar 2008	Sea Watch	9351630484	19,561	1,960	10.02%	\$0.54	0.97%	21,588.9	1,136.3	2,037.1%
Apr 2008	Beach Cove	7738832839	49,883	2,567	5.15%	\$0.85	1.21%	31,650.5	1,021.0	1,451.8%
Apr 2008	Ocean Creek	3855276837	66,594	2,648	3.98%	\$0.87	1.51%	44,450.3	1,111.3	1,923.9%
Apr 2008	Caravelle Resort	8486145237	63,347	2,910	4.59%	\$1.02	2.54%	48,964.8	661.7	1,648.4%
Apr 2008	Sea Watch	9351630484	22,997	2,113	9.19%	\$0.76	1.04%	27,231.4	1,237.8	1,690.5%
May 2008	Beach Cove	7738832839	64,313	3,003	4.67%	\$0.87	2.10%	69,558.0	1,104.1	2,671.0%
May 2008	Ocean Creek	3855276837	77,766	2,858	3.68%	\$0.94	1.96%	60,155.5	1,074.2	2,246.1%
May 2008	Caravelle Resort	8486145237	62,160	2,986	4.80%	\$0.92	2.51%	76,388.7	1,018.5	2,772.9%
May 2008	Sea Watch	9351630484	27,401	2,676	9.77%	\$0.76	0.97%	23,933.2	920.5	1,174.7%

Show rows:

<u>Month</u>	<u>Account</u>	<u>Customer Id</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>	<u>Avg CPC</u>	<u>Conversion Rate</u>	<u>Total Value</u>	<u>Avg Value</u>	<u>Value / Cost</u>
Jun 2008	Beach Cove	7738832839	72,294	3,570	4.94%	\$0.90	1.54%	112,211.9	2,040.2	3,481.1%
Jun 2008	Ocean Creek	3855276837	74,874	3,585	4.79%	\$0.77	2.04%	101,650.6	1,392.5	3,661.5%
Jun 2008	Caravelle Resort	8486145237	267,735	3,257	1.22%	\$0.95	1.93%	38,925.5	617.9	1,255.1%

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