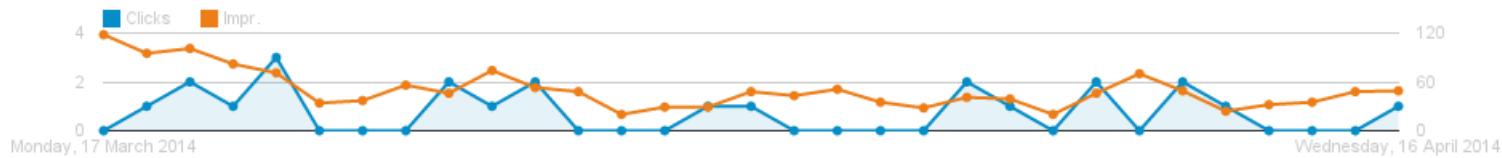


# Report

17 Mar 2014-16 Apr 2014



| State            | Keyword ID  | Campaign | Campaign Type | Campaign subtype   | Ad group | Status   | Max. CPC | Clicks | Impressions | CTR    | Avg. CPC | Cost  |
|------------------|-------------|----------|---------------|--------------------|----------|----------|----------|--------|-------------|--------|----------|-------|
| enabled          | 19959388920 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 3      | 286         | 1.05%  | 0.15     | 0.46  |
| enabled          | 47973108273 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 9      | 388         | 2.32%  | 0.15     | 1.32  |
| enabled          | 48053655161 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 2      | 596         | 0.34%  | 0.17     | 0.34  |
| enabled          | 48053655281 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 1      | 110         | 0.91%  | 0.18     | 0.18  |
| enabled          | 48053655401 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 26          | 0.00%  | 0.00     | 0.00  |
| enabled          | 48053655521 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 0           | 0.00%  | 0.00     | 0.00  |
| enabled          | 48053655641 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 2      | 6           | 33.33% | 0.16     | 0.32  |
| enabled          | 48053655761 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 43          | 0.00%  | 0.00     | 0.00  |
| enabled          | 48053655881 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 3           | 0.00%  | 0.00     | 0.00  |
| enabled          | 50823634481 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 0           | 0.00%  | 0.00     | 0.00  |
| enabled          | 50823635081 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 1           | 0.00%  | 0.00     | 0.00  |
| enabled          | 50827952321 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 0           | 0.00%  | 0.00     | 0.00  |
| enabled          | 50828634401 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 1      | 70          | 1.43%  | 0.20     | 0.20  |
| enabled          | 50828866241 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 0           | 0.00%  | 0.00     | 0.00  |
| enabled          | 51445251587 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 5      | 22          | 22.73% | 0.18     | 0.92  |
| Total - filtered | --          | --       | --            | --                 | --       | --       | --       | 23     | 1551        | 1.48%  | 0.16     | 3.74  |
| Total            | --          | --       | --            | --                 | --       | --       | --       | 117    | 10155       | 1.15%  | 0.22     | 25.56 |