

# Campaign report

1 Jul 2015-31 Jul 2015

| Campaign state                           | Campaign        | Budget      | Status   | Campaign Type                      | Campaign sub-type | Clicks    | Impressions  | CTR          | Avg. CPC    | Cost        | Avg. position | Labels |
|------------------------------------------|-----------------|-------------|----------|------------------------------------|-------------------|-----------|--------------|--------------|-------------|-------------|---------------|--------|
| Enabled                                  | V1000           | 1.00        | eligible | Search Network with Display Select | All features      | 2         | 1425         | 0.14%        | 0.18        | 0.36        | 3.6           | --     |
| Enabled                                  | Posey Products  | 1.00        | eligible | Search Network with Display Select | All features      | 22        | 8109         | 0.27%        | 0.18        | 4.03        | 3.4           | --     |
| Enabled                                  | Oxygen Hoods    | 3.00        | eligible | Search Network with Display Select | Standard          | 0         | 71           | 0.00%        | 0.00        | 0.00        | 3.7           | --     |
| Enabled                                  | Radiant Warmers | 1.00        | eligible | Search Network with Display Select | All features      | 5         | 6850         | 0.07%        | 0.19        | 0.96        | 5.0           | --     |
| Enabled                                  | VersaStream     | 1.00        | eligible | Search Network with Display Select | All features      | 0         | 1774         | 0.00%        | 0.00        | 0.00        | 3.9           | --     |
| <b>Total – all but removed campaigns</b> | --              | --          | --       | --                                 | --                | <b>29</b> | <b>18229</b> | <b>0.16%</b> | <b>0.18</b> | <b>5.35</b> | <b>4.0</b>    | --     |
| <b>Total - search</b>                    | --              | --          | --       | --                                 | --                | <b>28</b> | <b>11251</b> | <b>0.25%</b> | <b>0.19</b> | <b>5.26</b> | <b>3.6</b>    | --     |
| <b>Total - Display Network</b>           | --              | --          | --       | --                                 | --                | <b>1</b>  | <b>6978</b>  | <b>0.01%</b> | <b>0.09</b> | <b>0.09</b> | <b>4.8</b>    | --     |
| <b>Total</b>                             | --              | <b>7.00</b> | --       | --                                 | --                | <b>29</b> | <b>18229</b> | <b>0.16%</b> | <b>0.18</b> | <b>5.35</b> | <b>4.0</b>    | --     |