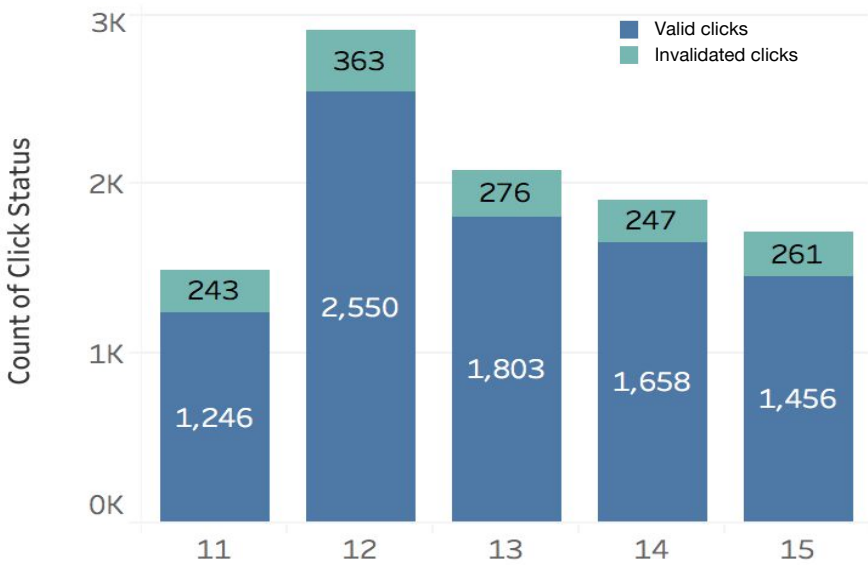


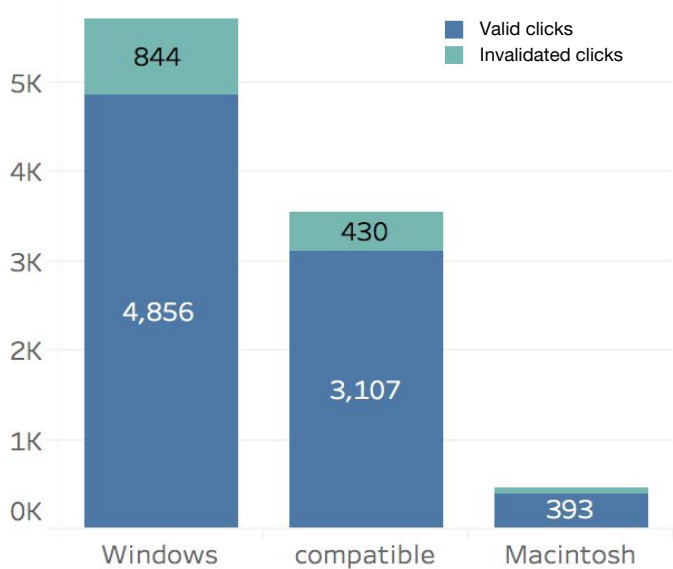
Overview

86% Clicks were valid with Avg. CPC at \$.37 and Conversion rate 15.8%

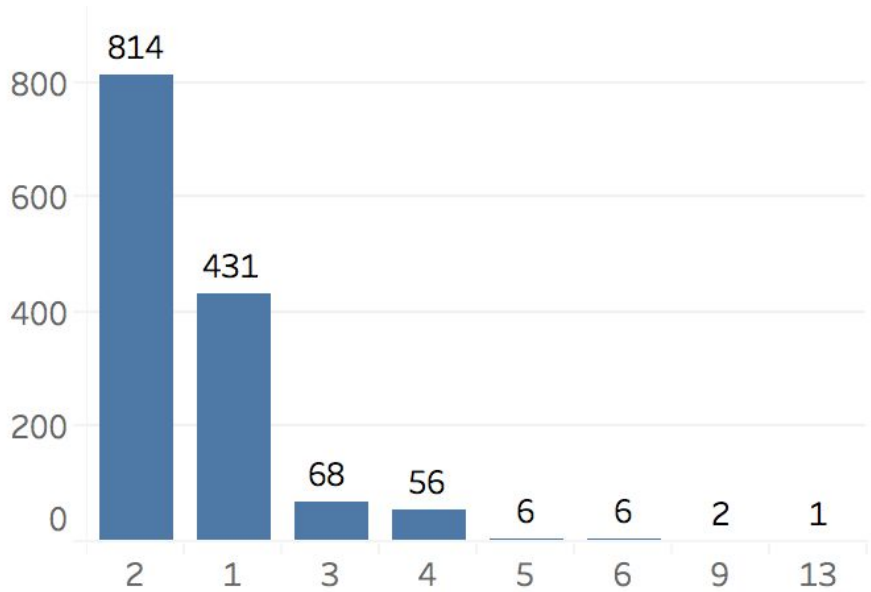
Number of Clicks by Hour



Number of Clicks by User Agent (Top 3 only)



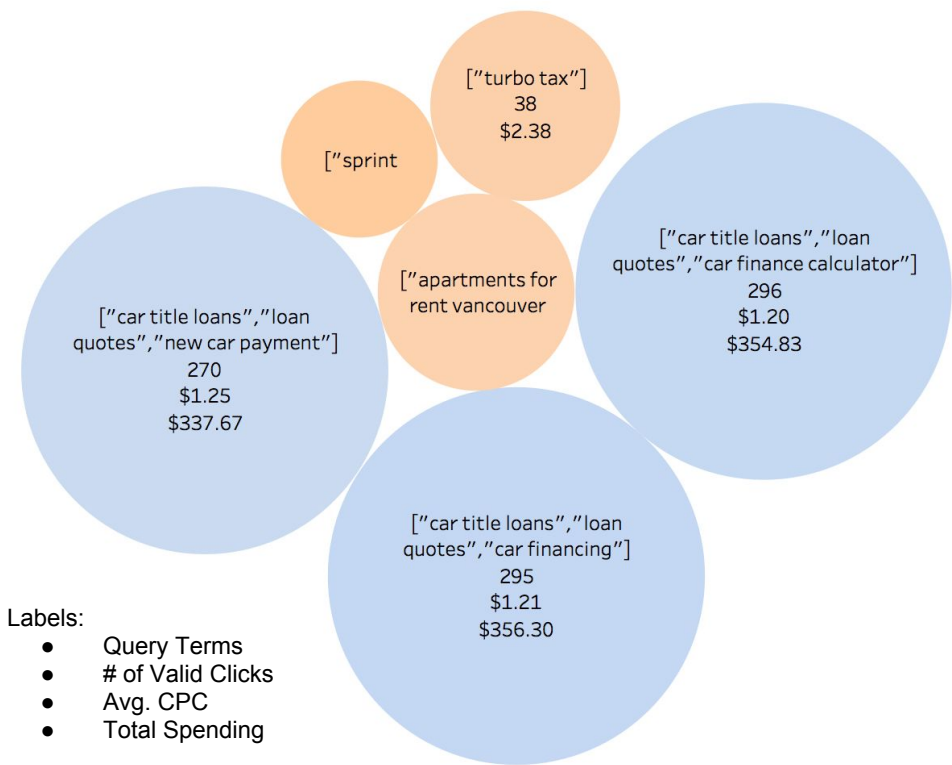
Number of Conversions by Type



Query Terms

Query Terms had an average 3.6 Valid Clicks with the Maximum at 296

Top Spending Query Terms (Valid Clicks Only)



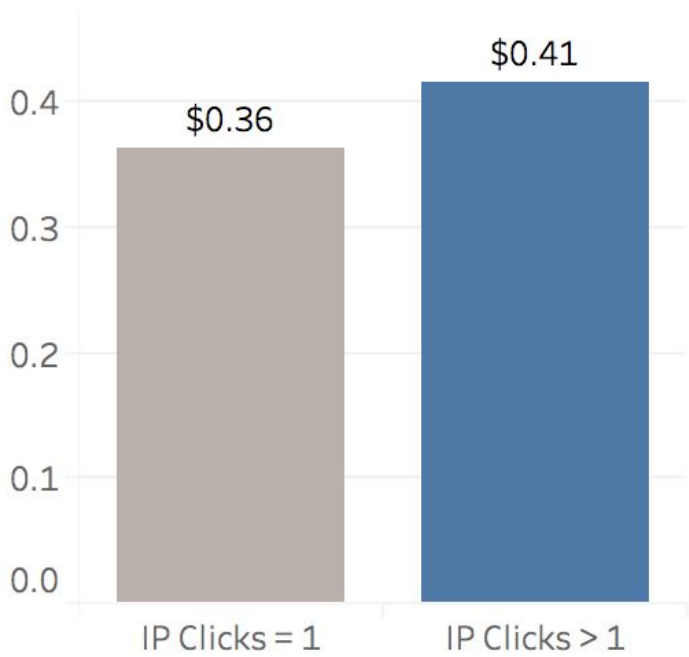
Avg. CPC by Clicks of Query Terms



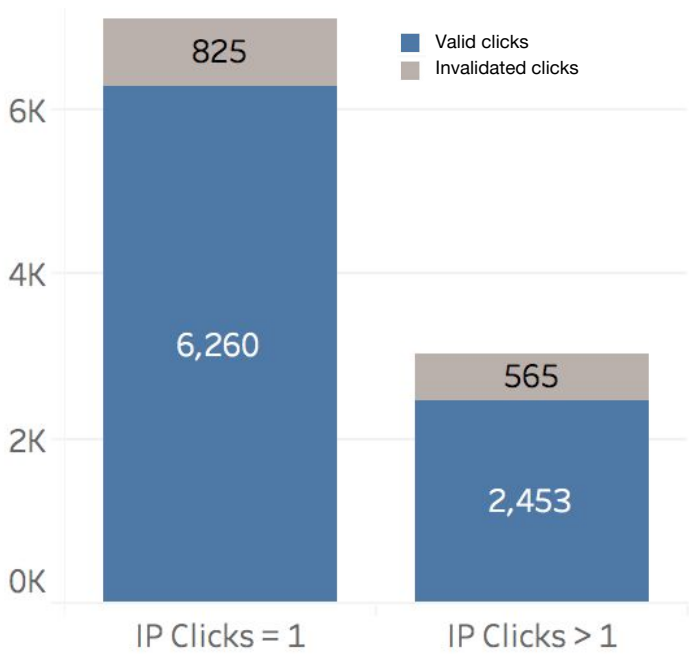
IP Address

30% IPs had more than 1 Click with 62% of them used the same query term

Avg. CPC by IP Type



Number of Clicks by IP Type



Total # of IPs by # of Unique Query Terms

