

Algebrahelp.com Advertiser Range Report

A daily breakdown of advertising performance on algebrahelp.com

Report Parameters

Username: user@example.net
Report Generation Time: Jun 4, 2005 5:28:58 PM
Start Date: Sun 05.01.2005
End Date: Wed 05.04.2005
Selected Accounts: [All Accessible Accounts]

Sun 05.01.2005

Id	Ad	Views	Clicks	CTR	CPC	Cost
44130	Pilot HTML Ad - Summer Sale Promo.	1,234	37	3.00%	0.033	1.23400
10625	Skyscraper Image (Branding Campaign)	5,944	77	1.30%	0.200	15.40000
	<i>Totals</i>	7,178	114			16.63400
	<i>Averages</i>			1.59%	0.146	

Mon 05.02.2005

Id	Ad	Views	Clicks	CTR	CPC	Cost
44130	Pilot HTML Ad - Summer Sale Promo.	2,345	66	2.81%	0.036	2.34500
10625	Skyscraper Image (Branding Campaign)	4,444	78	1.76%	0.200	15.60000
	<i>Totals</i>	6,789	144			17.94500
	<i>Averages</i>			2.12%	0.125	

Tue 05.03.2005

Id	Ad	Views	Clicks	CTR	CPC	Cost
44130	Pilot HTML Ad - Summer Sale Promo.	2,555	68	2.66%	0.038	2.55500
10625	Skyscraper Image (Branding Campaign)	4,545	79	1.74%	0.200	15.80000
	<i>Totals</i>	7,100	147			18.35500
	<i>Averages</i>			2.07%	0.125	