



Website Professionals ( Customer ID: 423-627-7908 ) [Log Out](#) - [Contact Us](#) - [Help](#)

[My Client Center](#) Jump to client

Campaign Management

Reports

My Account

Campaign Summary | Tools | Conversion Tracking

Search my campaigns:  keywords, ad text, etc.

[Campaign Summary](#) > [EHC](#) > **ehc 1**

**ehc 1** Active | [Pause Ad Group](#) | [Delete Ad Group](#)

1 of 1 Ad Groups

Budget Optimizer enabled [\[?\]](#)

Jun 8, 2005 to Jun 17, 2005

Tools: [Filter Keywords](#) | [Add Keywords](#) | [Edit Keywords](#) | [Keyword Tool](#) 1 - 2 of 2 keywords .

[Low Cost Hearing Aids](#)  
Quality Hearing Aids for Less  
Siemens, Electone & more - Same-Day  
[www.enhancedhearingcenter.com](http://www.enhancedhearingcenter.com)

+ Create New [Text Ad](#) | [Image Ad](#)  
30 Clicks | 4.8% CTR | \$0.68 CPC  
Served - 59.2% [\[more info\]](#)  
[Edit](#) - [Delete](#)

Jun
8
2005

Include deleted items that were

<input type="checkbox"/> Keyword	Status	Max. CPC <a href="#">[?]</a>	Clicks ▼	Impr.	CTR	Avg. CPC	Cost
<b>Search Total</b>			<b>39</b>	1,035	3.7%	\$0.79	\$30.71
<b>Content Total <a href="#">[?]</a></b>			<b>0</b>	0	-	-	-
<input type="checkbox"/> [hearing aids]	Normal	Auto: \$0.38	<b>37</b>	889	4.1%	\$0.79	\$29.11
<input type="checkbox"/> [cheap hearing aids]	Normal	Auto: \$0.05	<b>2</b>	75	2.6%	\$0.80	\$1.60
(1 Deleted Keywords)			<b>0</b>	71	0.0%	-	-

Lower CTRs for content ads will not adversely affect your campaign. [\[more info\]](#)  
Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.

**What do the labels in the [status column](#) mean?** (Note: These values are determined by your keyword's clickthrough rate (CTR) on Google search pages only.)

**Normal** - The ad(s) for this keyword are showing at full delivery.

**In trial** - The ad(s) for this keyword are showing but don't meet our quality threshold and may be slowed or disabled. [What do I do?](#)

**On hold** - The ad(s) for this keyword are not being shown and don't meet our quality threshold. They will be shown in trial when more space becomes available. [What do I do?](#)

**Disabled** - The ad(s) for this keyword aren't showing any longer. [What do I do?](#)