



Website Professionals ( Client ID: 423-627-7908 )  
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 Manager ID: 795-439-873i

Campaign Management

Reports

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Campaign Summary | Tools | Conversion Tracking

Search

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

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

1 of 1 Ad Groups

Current maximum CPC: **USD \$1.00** [\[edit\]](#)

**Jun 8, 2005 to Jul 8, 2005**

Tools: [Add Keywords](#) | [Edit Keywords](#) | [Keyword Tool](#)

1 - 1 of 1 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](#)  
 133 Clicks | 4.5% CTR | \$0.62 CPC  
 Served - 87.4% [\[more info\]](#)  
[Edit](#) - [Delete](#)

all time

Jun 8 2005

Include deleted items that we

Delete

Edit CPCs/URLs

<input type="checkbox"/> Keyword	Status	Max. CPC	Destination URL	Clicks	Impr.	CTR	Avg. CPC	Cos
<b>Search Total</b>				<b>142</b>	3,341	4.2%	\$0.65	\$92.01
<b>Content Total [?] [?]</b>				<b>0</b>	0	-	-	
<input type="checkbox"/> [hearing aids]	Normal	\$1.00	<a href="http://www.enhancedh...gaid.html">http://www.enhancedh...gaid.html</a>	<b>140</b>	3,183	4.3%	\$0.65	\$90.41
(2 Deleted Keywords)				<b>2</b>	158	1.2%	\$0.80	\$1.60

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?](#)