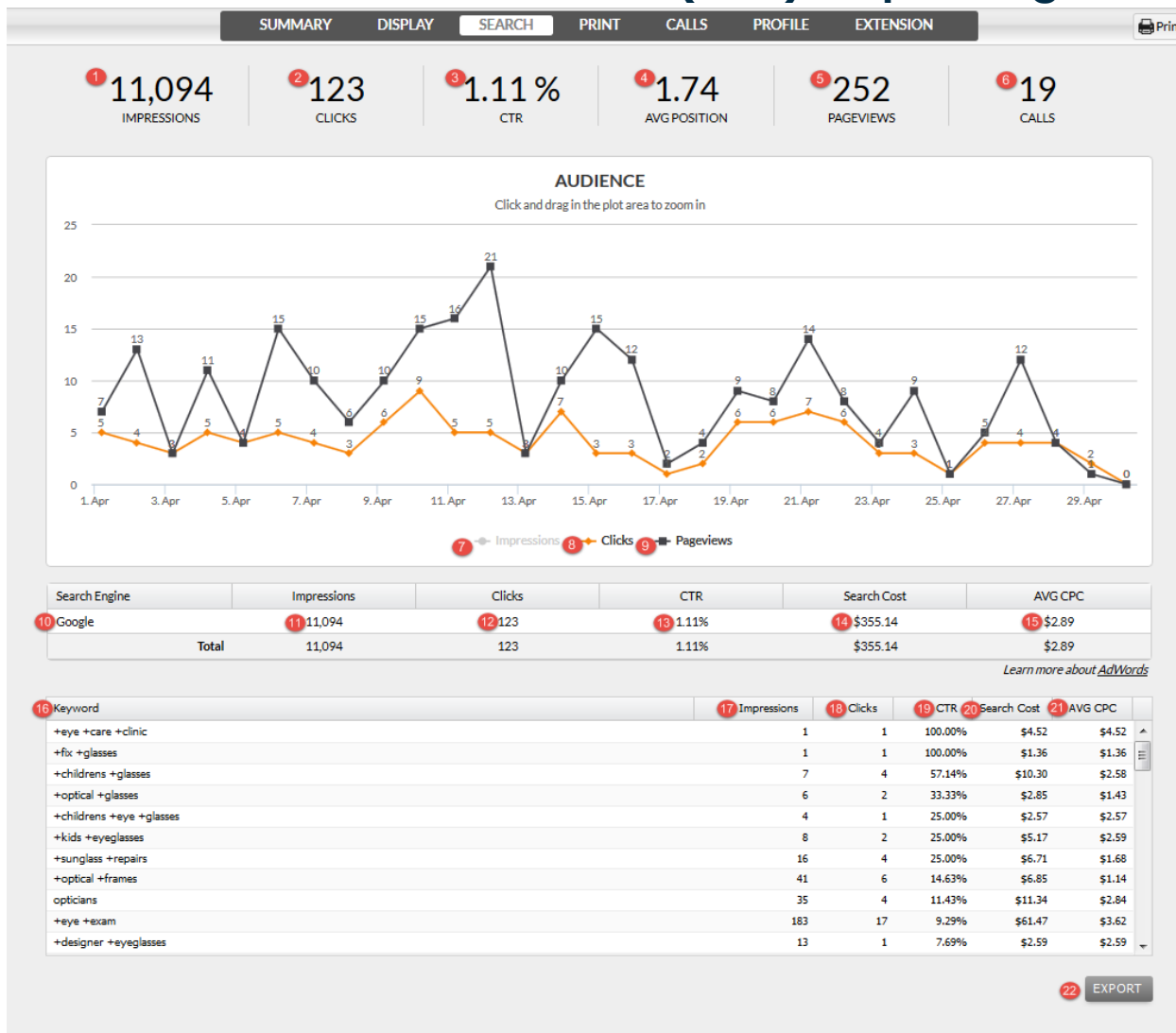


SEARCH ENGINE MARKETING (SEM): Report Legend



#	Displayed on report	Description
1	Impressions	Total number of impressions ads received
2	Clicks	Total number of clicks generated by ads
3	CTR	Total number of clicks divided by number of impressions, times 100
4	Avg. Position	Describes how your ad typically ranks against other ads. This rank determines in which order ads appear on the page.
5	Pageviews	Total number of pageviews logged by Proxy. If the advertiser does not have a Proxy, this metric will be hidden.
6	Calls	Total number of calls tracked by a call tracking number. If the advertiser does not have a call tracking number, this metric will be hidden.
7	Impressions	Total number of search Impressions served
8	Clicks	Total number of clicks generated by search ads
9	Pageviews	Total number of pageviews logged by Proxy
10	Search Engine	The search engine that served the ad
11	Impressions	Total impressions served by each Search Engine
12	Clicks	Total clicks served by each Search Engine
13	CTR	Total number of clicks, divided by number of impressions, times 100
14	Search Cost	Keyword bids by Search Engine
15	Average CPC	The average cost-per-click for a given search engine or the average cost-per-click for the search campaign,
16	Keyword	Keyword, or keyword combination, used in the search campaign
17	Impressions	Ad impressions triggered by that keyword
18	Click	Clicks on ads triggered by that keyword
19	CTR	Number of clicks on ads generated by that keyword, divided by the number of impressions of ads generated by that keyword, multiplied by 100.
20	Search Cost	Keyword or keyword combination spend
21	Average CPC	Average cost of a click on an ad generated by that keyword.
22	Export	Click to export data to a spreadsheet