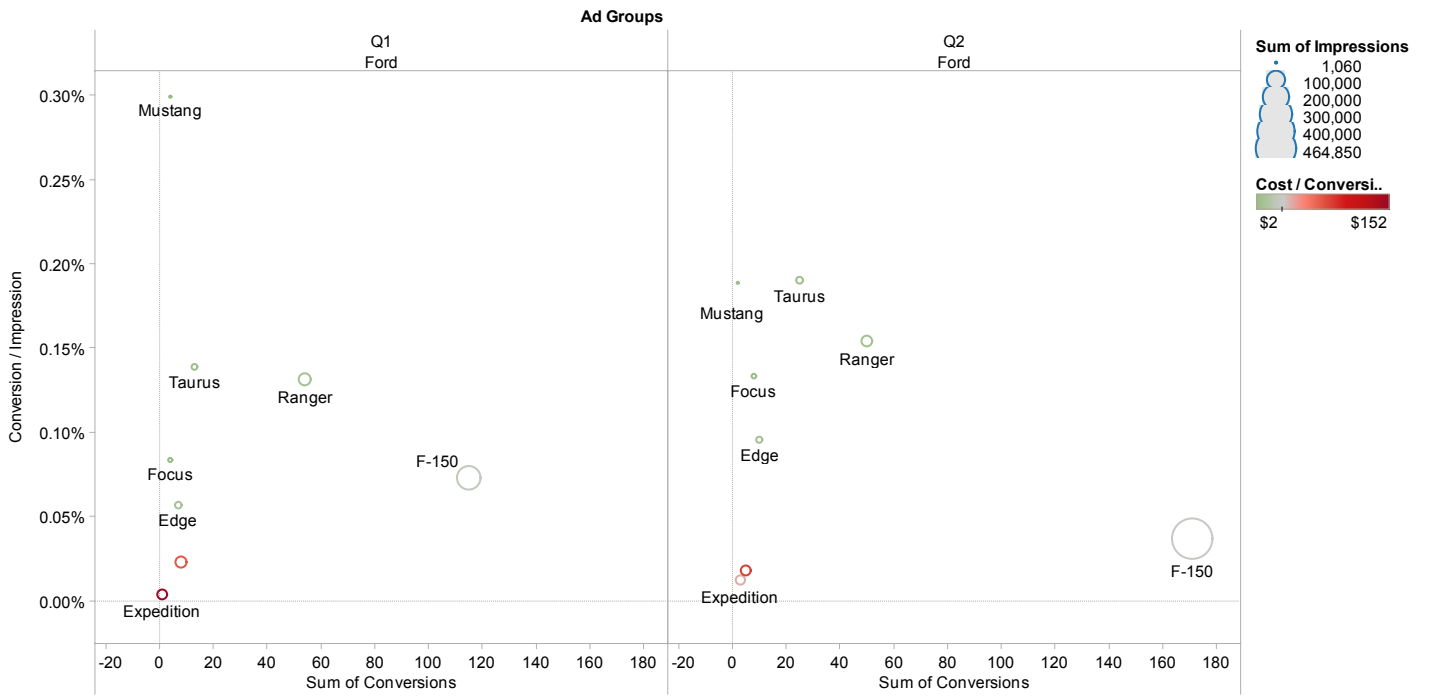
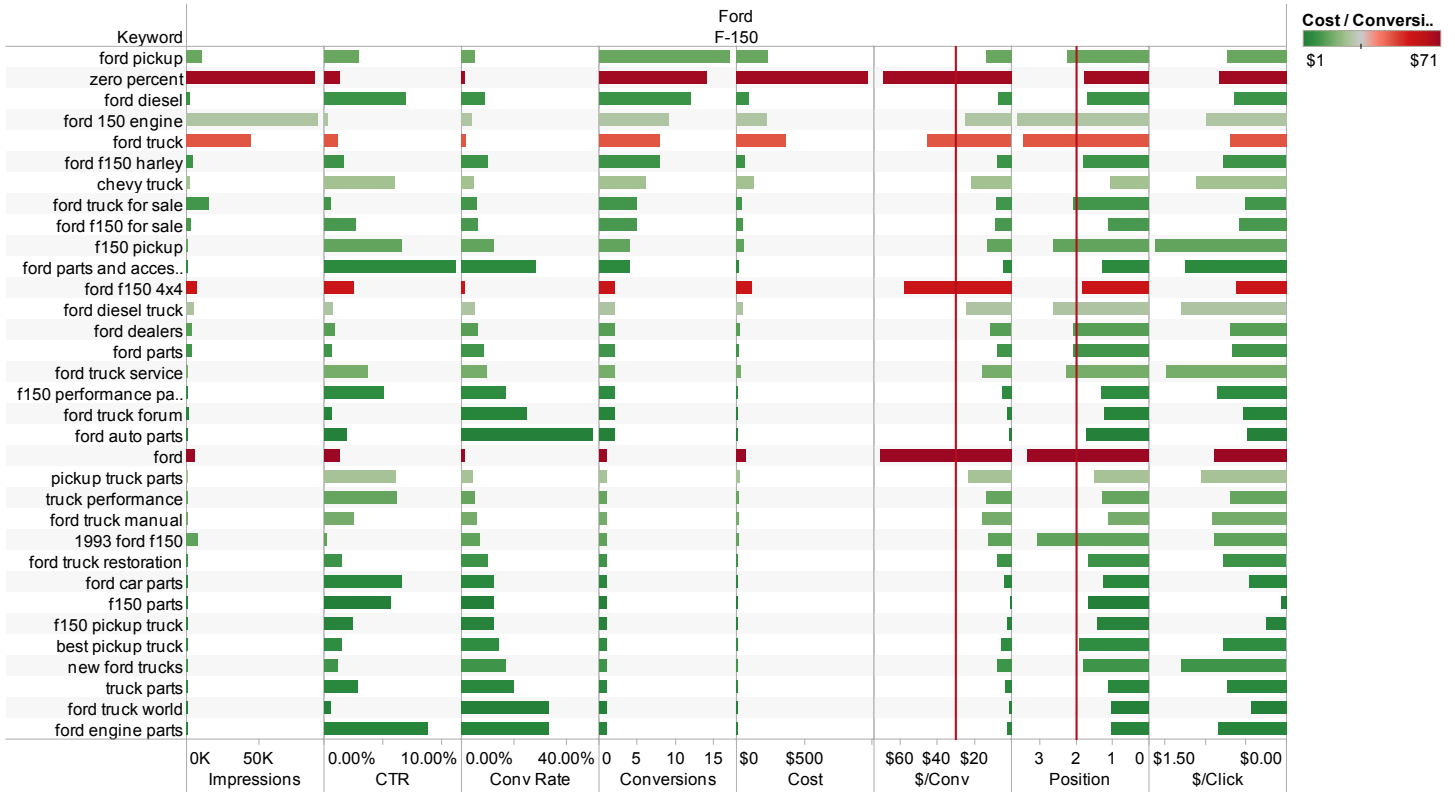


Sum of Conversions for each Campaigns broken down by Date (group). Color shows Cost / Conversion. Details are shown for Keyword. The view is filtered on Campaigns, which keeps Chevy, Nissan, Dodge, Ford and Toyota.

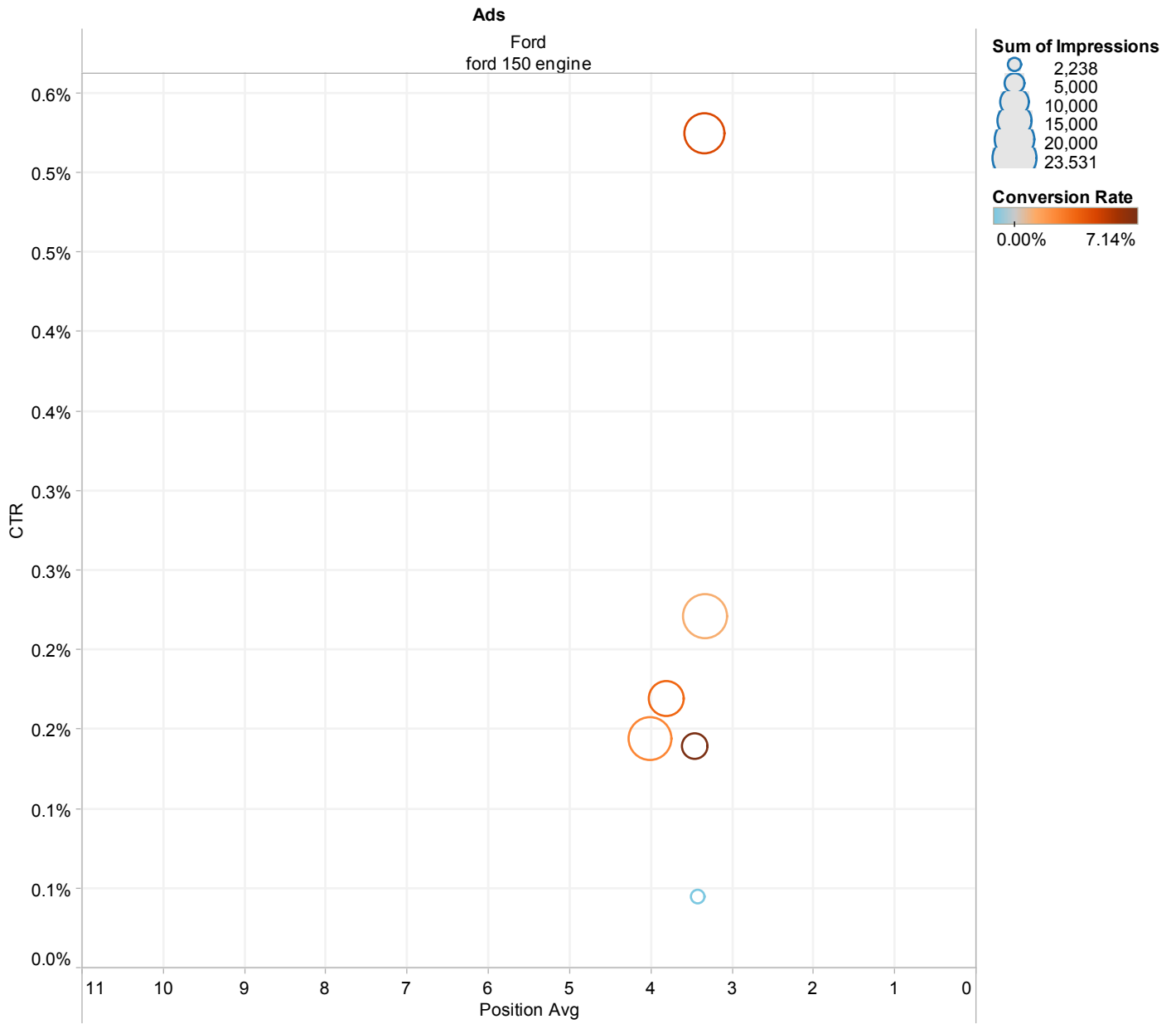


Sum of Conversions vs. Conversion / Impression broken down by Date (group) and Campaigns. Color shows Cost / Conversion. Size shows sum of Impressions. Details are shown for Ad Group. The view is filtered on SheetLink (Campaigns), which specifies a set. The marks are labeled by Ad Group.

Keywords



Sum of Impressions, CTR, Conversion Rate, sum of Conversions, sum of Cost, Cost / Conversion, Position Avg and CPC Avg for each Keyword broken down by Campaigns and Ad Group. Color shows Cost / Conversion. The data is filtered on Sheet Link (Ad Group), which specifies a set. The view is filtered on sum of Conversions, which ranges from 1 to 18.



Position Avg vs. CTR broken down by Campaigns, Ad Group and Keyword. Color shows Conversion Rate. Size shows sum of Impressions. Details are shown for Complete Ad. The data is filtered on Sheet Link (Keyword), which specifies a set. The marks are labeled by Conversion Rate.