

Figure 8-11:
A keyword report showing statistics of disabled keywords across several campaigns.

Keyword	Keyword Matching	Keyword Status	Destination URL	Ad Group	Campaign	Maximum CPC	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
Totals and Overall Averages:							11,231	150	1.34%	\$0.05	\$7.50	1.4
blink 182	Phrase	Disabled	default URL	blink 182	Rhapsody: direct link	\$0.05	4,002	58	1.45%	\$0.05	\$2.90	1.3
gary jules	Phrase	Disabled	default URL	Gary Jules	CD Baby	\$0.05	2,955	41	1.39%	\$0.05	\$2.05	1.5
jack johnson	Phrase	Disabled	default URL	Jack Johnson	CD Baby	\$0.05	1,522	9	0.59%	\$0.05	\$0.45	1.2
maroon 5	Phrase	Disabled	default URL	Maroon 5	Rhapsody: via DS	\$0.05	2,000	34	1.70%	\$0.05	\$1.70	1.2
outkast	Broad	Disabled	default URL	Outkast	Rhapsody: direct link	\$0.05	752	8	1.06%	\$0.05	\$0.40	2.7
Totals and Overall Averages:							11,231	150	1.34%	\$0.05	\$7.50	1.4

Figure 8-12:
Part of the Custom Report form, where you may specify keywords.

Detail level Click 'Show options' to further define the level of detail in your reports. Please note that the more selections you make, the longer it will take to run your report. For faster downloads and multiple views, we suggest that you select only necessary fields and create multiple reports

▼ Hide options

Show:

Keyword names

Include all keywords Include information on only these keywords

Enter keywords, one on each line (max: 100).

Keyword status: Limit data to Any status

Keyword matching: Limit data to Any type

Campaign names: Limit data to All Campaigns
Only Active Campaigns
Only Paused Campaigns