

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

Keyword matching: Limit data to

Campaign names: Limit data to

Options for Campaign names: All Campaigns, Only Active Campaigns, Only Paused Campaigns