158 Part II: Creating and Managing an AdWords Campaign _____

<u>Eile</u> Edit	<u>V</u> iew F <u>a</u> vorites <u>T</u> ools <u>H</u> elp			
⇒ • Back •	⇔ 🥝 🔄 🚮 🧿 😹 🐨 orward Stop Refresh Home Search Favorites Media	- 3 History Mail	Drint Edr	
Address 🖉 http:	://adwords.google.com/select/main?cmd=ReportPrefs&reportType=aw_custom		→ ∂Go	
Values	Clicks	🗖 Cost		
	Impressions	🗖 Maximum CP	с	
	CTR CTR	Budget	Budget	
	Avg CPC	Avg Position		
Ad text	Headline	🗖 Display URL		
	Description Line 1	🗖 Destination U	Destination URL	
	Description Line 2	Ad Status		
Conversions	Conversions (which conversions are included?)	🗖 Value / Cost		
	Conversion Rate	🗖 Value / Click	🗖 Value / Click	
	Cost / Conversion	🗖 Sales (Count	Sales (Count and Value)	
	Transactions	Leads (Count and Value)		
-	Cost / Transaction	Signups (Count and Value)		
	Total Value	Page Views (Count and Value)		
	Avg Value	🗖 Default (Count	t and Value)	
Graph	Include graph of average CPC x only for daily metrics			
Format	View online (.html) C Downloadable (.csv)			
Save and	Save this report as			
email	and email it to me as an attachment never 💌 *			
		1		
ie'i			Internet	

6

In addition to arranging for reports to be e-mailed on a preset schedule (bottom of Figure 8-13), you may save the report as a CSV database file. A CSV (comma-separated value) file can be imported to spreadsheet programs and then displayed in various ways for statistical analysis.