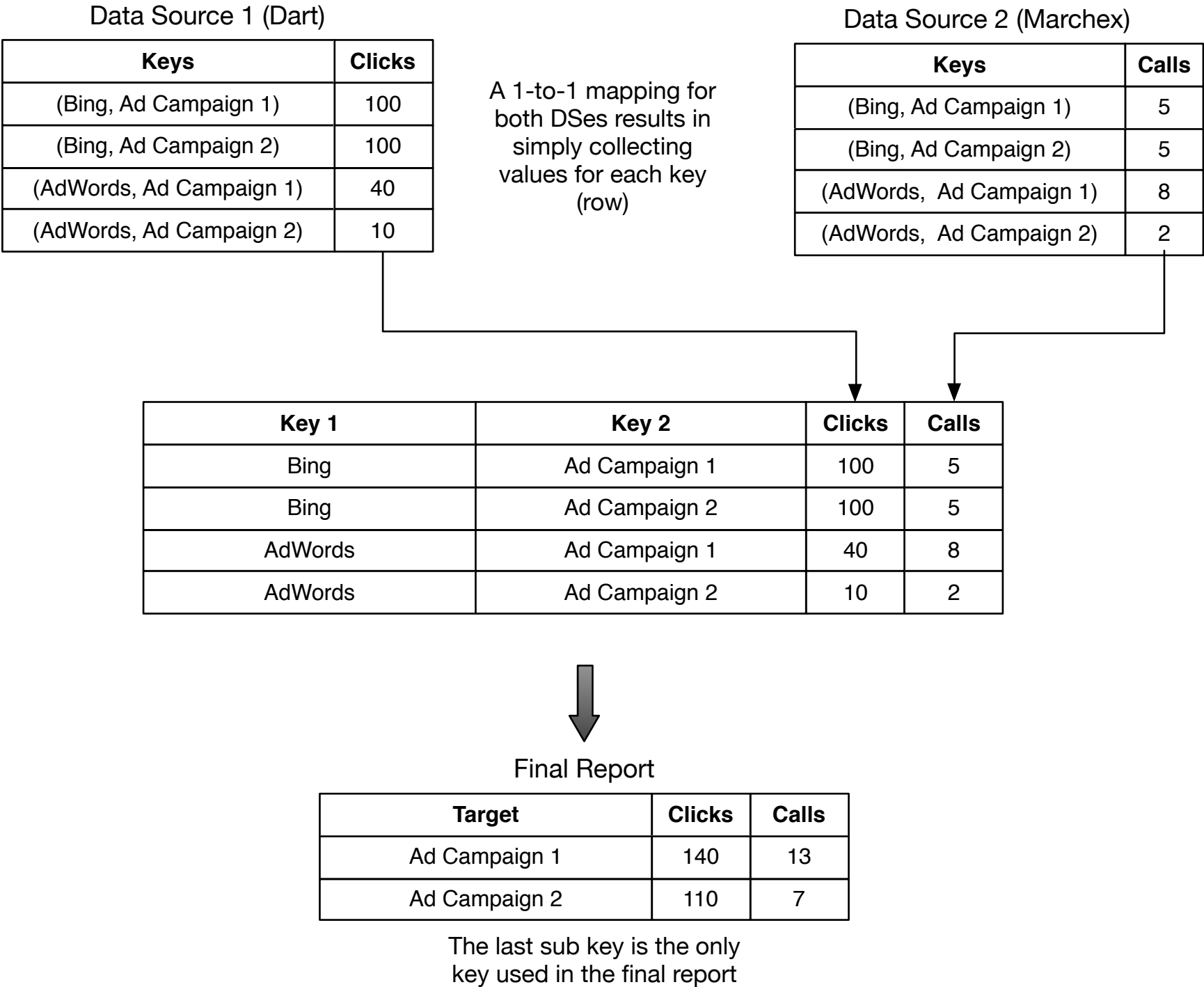
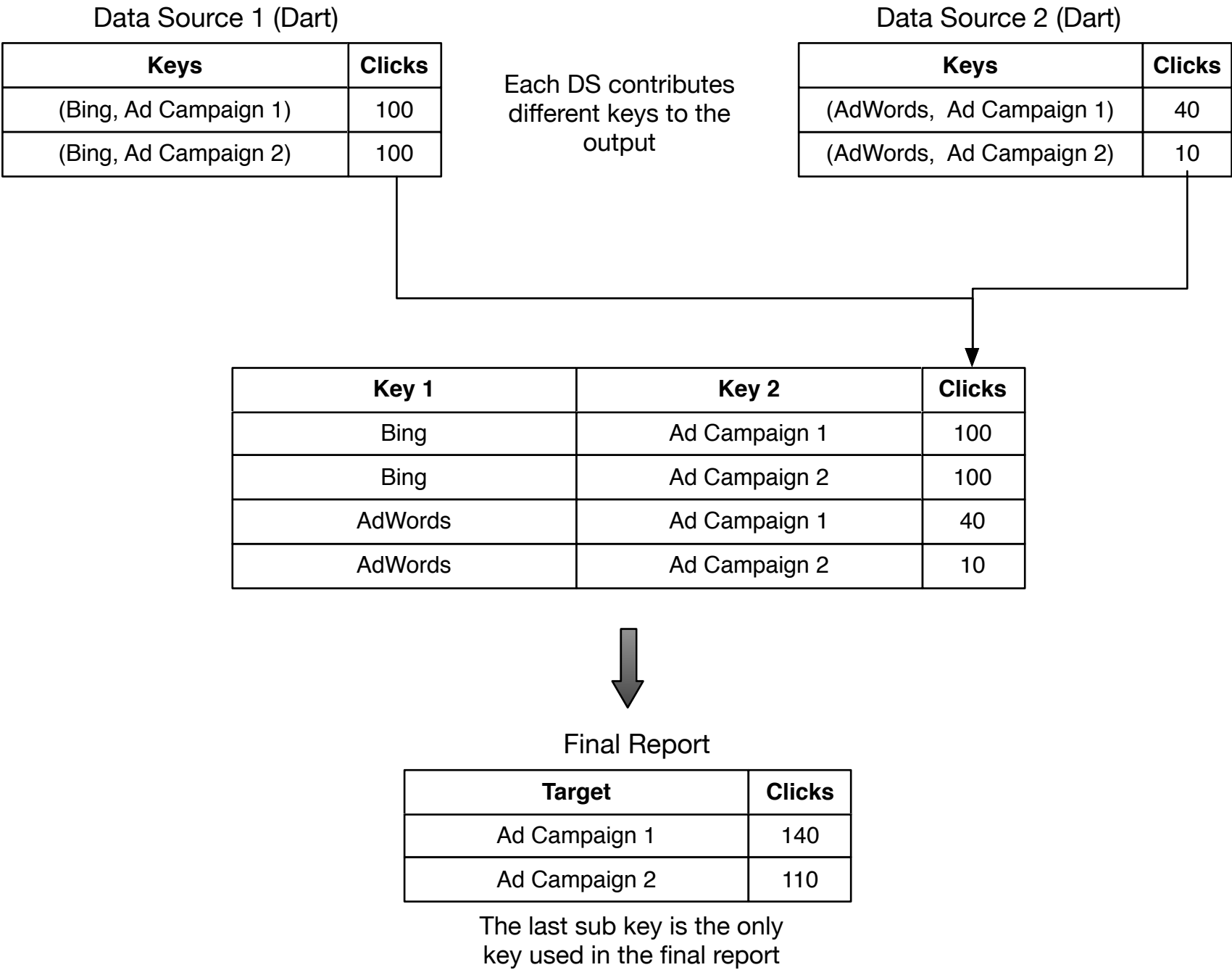


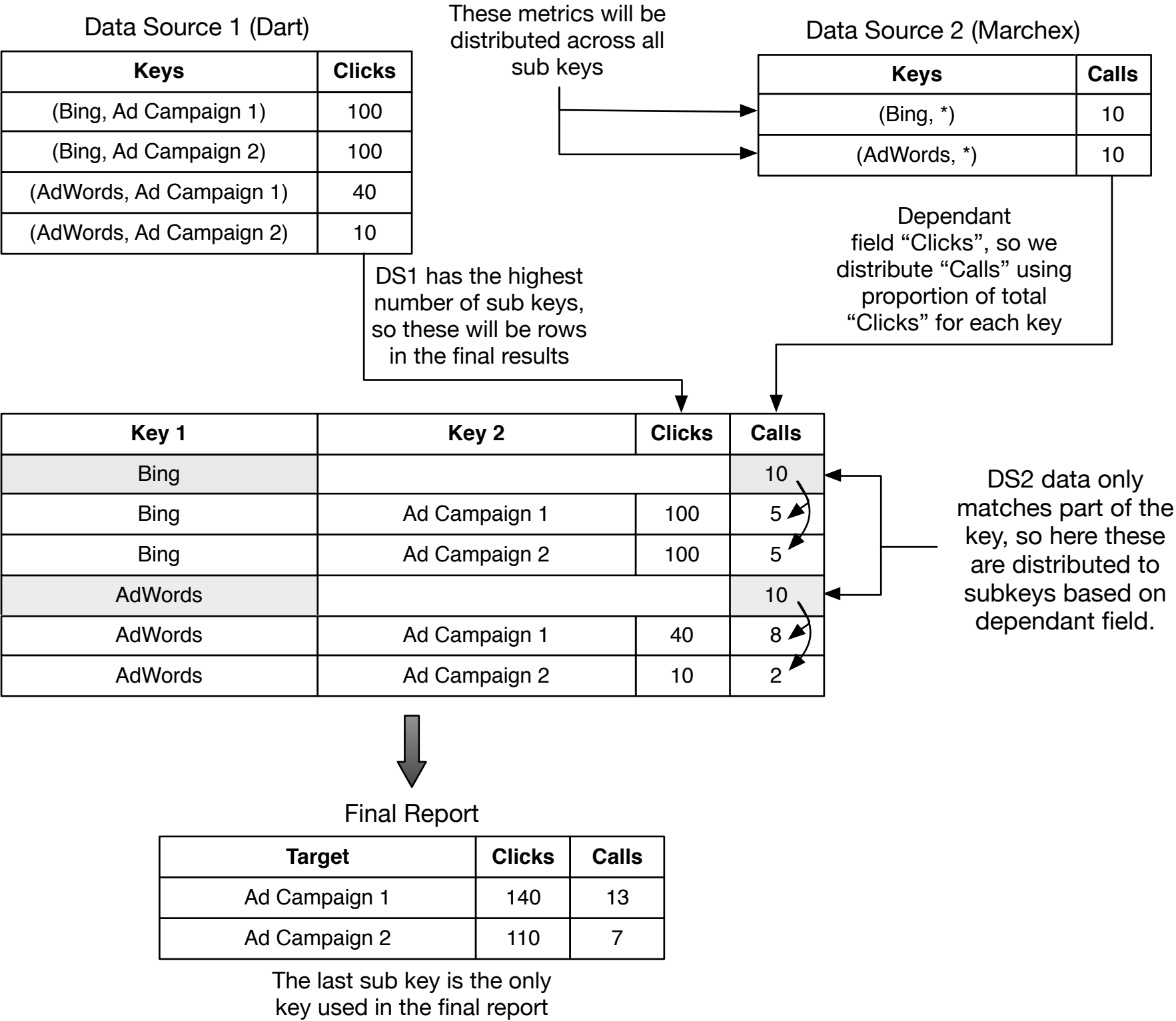
Multiple data sources



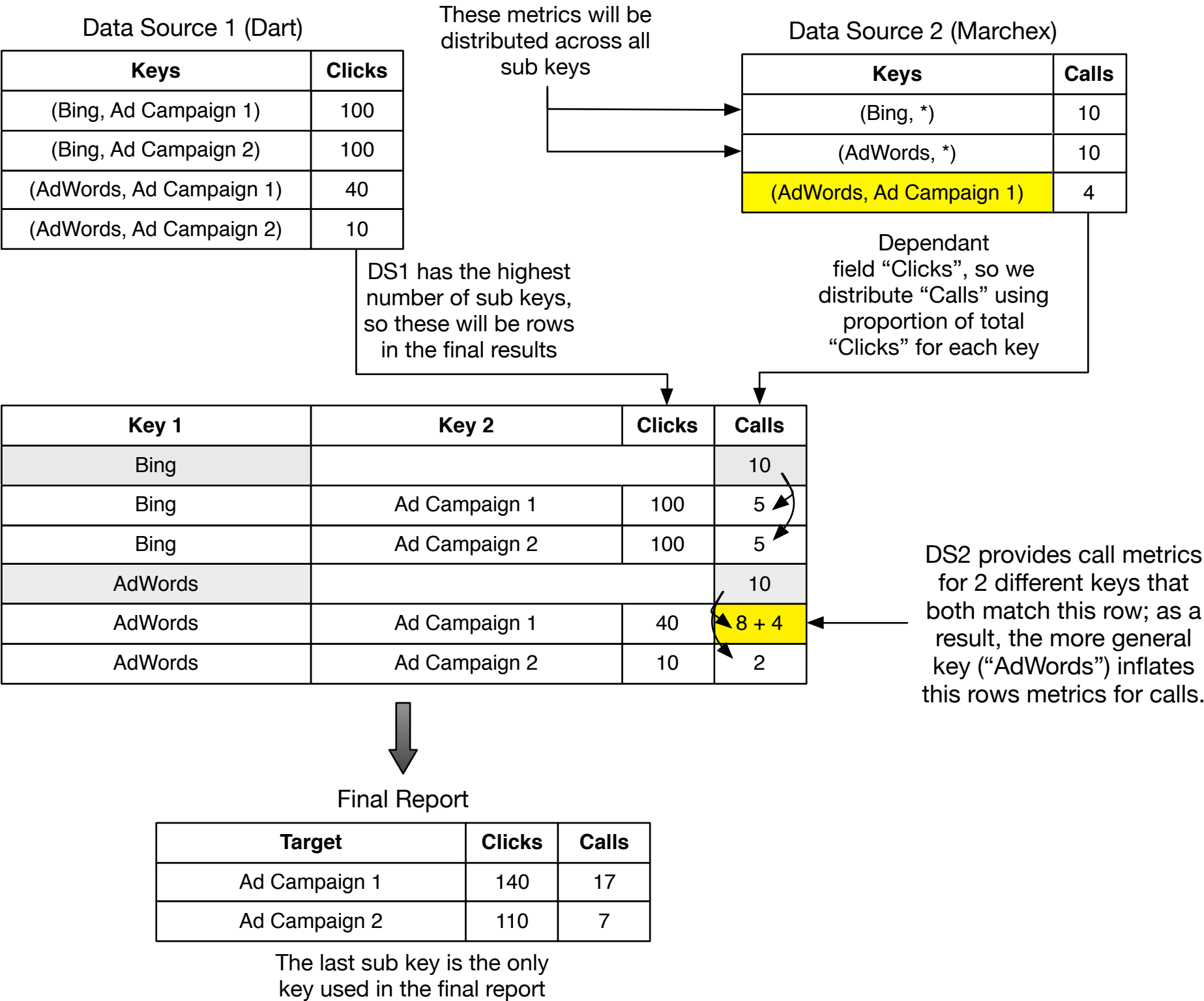
Multiple data sources 2



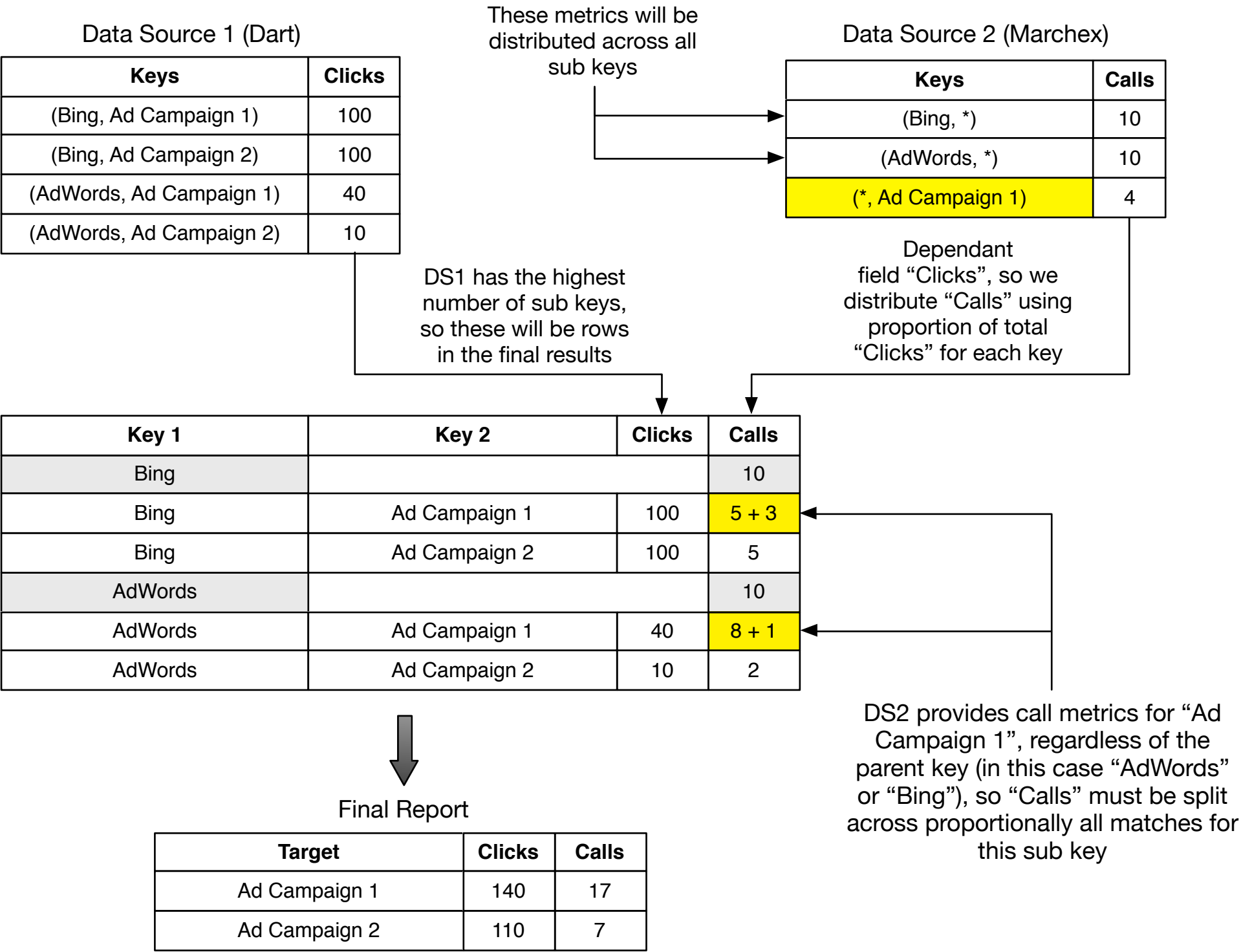
Parent key values distributed across subkeys



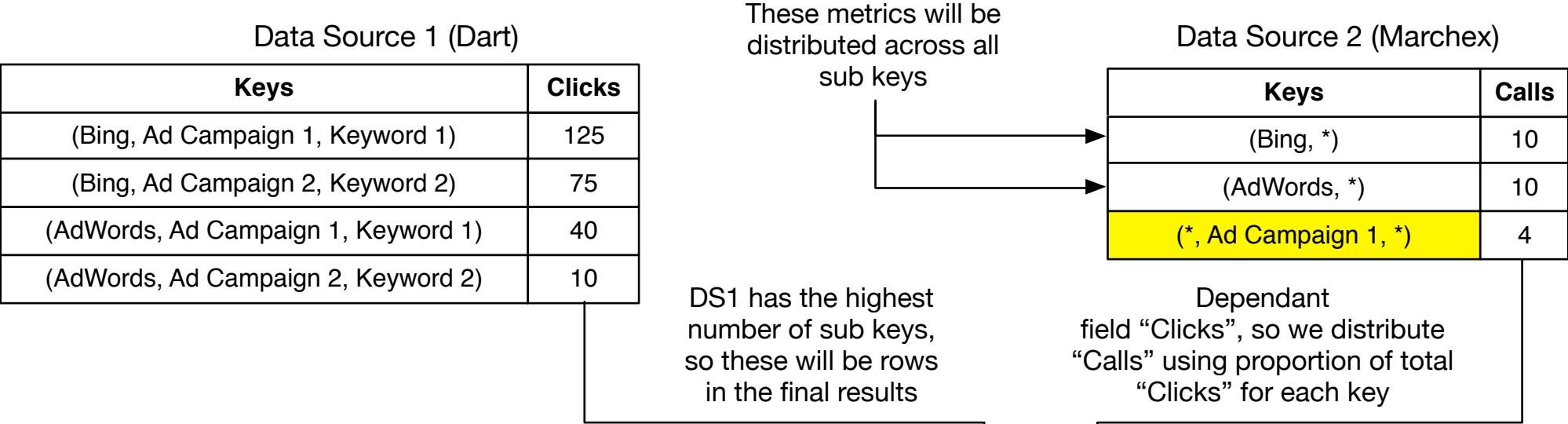
Multiple values for a single row



Multiple matches for a subkey across 1+ parent keys



Multipart-keys that only partially match



| Key 1   | Key 1         | Key 3     | Clicks | Calls |
|---------|---------------|-----------|--------|-------|
| Bing    |               |           |        | 10    |
|         | Ad Campaign 1 |           |        | 3     |
| Bing    | Ad Campaign 1 | Keyword 1 | 125    | 5 + 2 |
| Bing    | Ad Campaign 2 | Keyword 2 | 75     | 5 + 1 |
| AdWords |               |           |        | 10    |
|         | Ad Campaign 1 |           |        | 1     |
| AdWords | Ad Campaign 1 | Keyword 1 | 40     | 8 + 1 |
| AdWords | Ad Campaign 2 | Keyword 2 | 10     | 2 + 0 |

DS2 provides a key that doesn't have a parent key or a final sub key ("(\*, Ad Campaign 1, \*)"), so we must split its metrics across all rows that have a matching key pattern, and then further distribute within each.

Final Report

| Target    | Clicks | Calls |
|-----------|--------|-------|
| Keyword 1 | 140    | 15    |
| Keyword 2 | 110    | 8     |