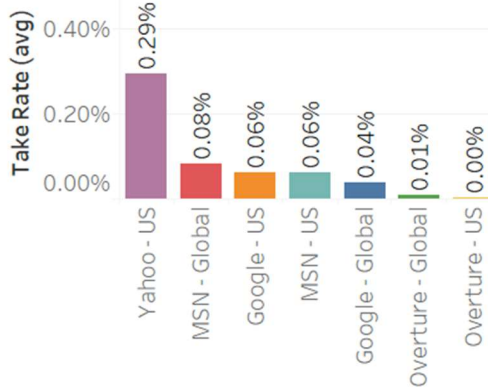
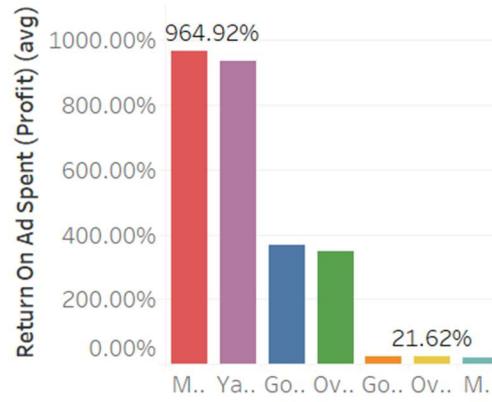


Take Rate



Return



Publisher Name

- ☒ (All)
- ☒ Google -...
- ☒ Google -...
- ☒ MSN - G...
- ☒ MSN - US

Publisher Name

- ☒ Google - ..
- ☒ Google - ..
- ☒ MSN - Glo..
- ☒ MSN - US
- ☒ Overture ..

Publisher Name

- ☒ (All)
- ☒ Google -...
- ☒ Google -...
- ☒ MSN - G...
- ☒ MSN - US

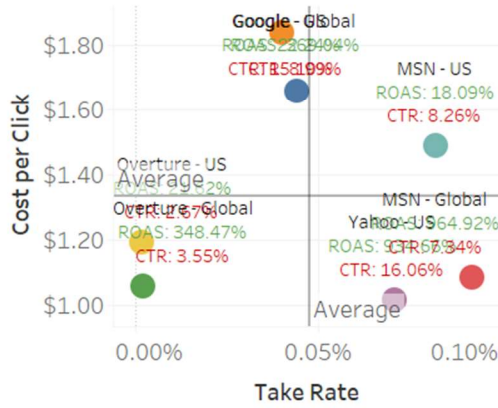
Count of Match ..

- ☒ 3
- ☒ 500
- ☒ 1,000
- ☒ 1,500
- ☒ 2,011

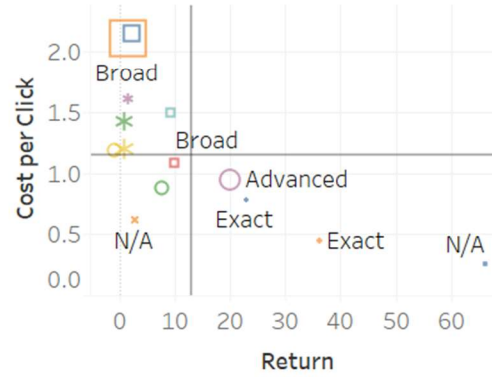
Match Type

- ☒ Advanced
- ☒ Broad
- ☒ Exact
- ☒ N/A
- ☒ Standard

CPC vs Conversions



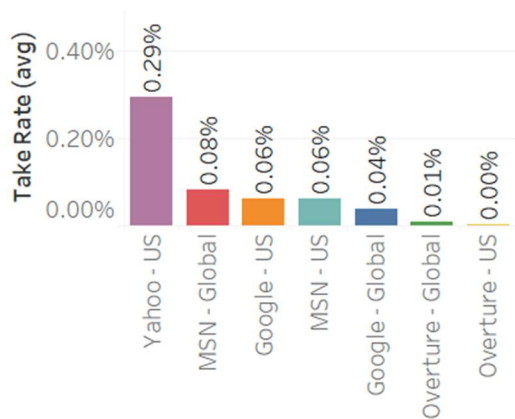
CVC vs Return by Publisher by Match Type



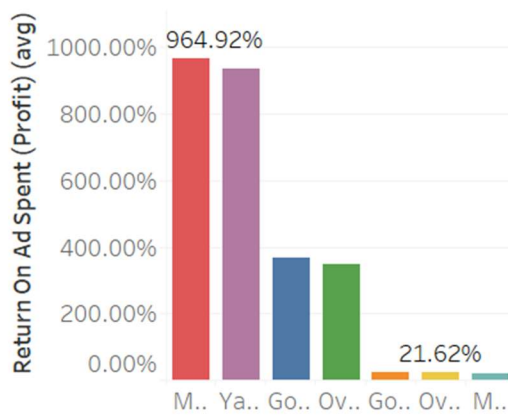
Story 3

Add a caption

Take Rate



Return



Publisher Name

- ☒ (All)
- ☒ Google -...
- ☒ Google -...
- ☒ MSN - G...
- ☒ MSN - US

Publisher Name

- ☒ Google - ..
- ☒ Google - ..
- ☒ MSN - Glo..
- ☒ MSN - US
- ☒ Overture ..

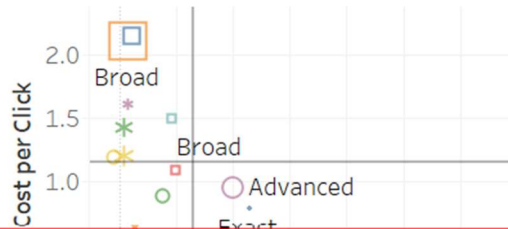
Publisher Name

- ☒ (All)
- ☒ Google -...
- ☒ Google -...
- ☒ MSN - G...
- ☒ MSN - US

CPC vs Conversions



CVC vs Return by Publisher by Match Type



Count of Match

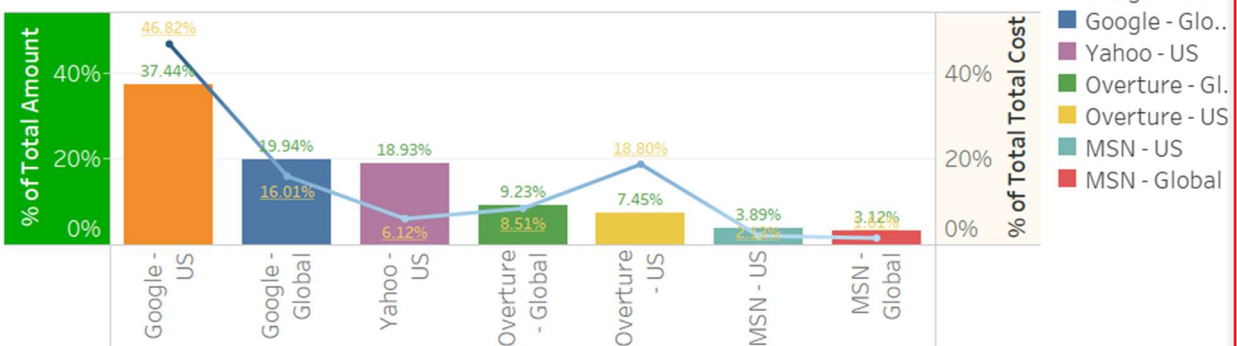
- 3
- 500
- 1,000
- 1,500
- 2,011

Match Type

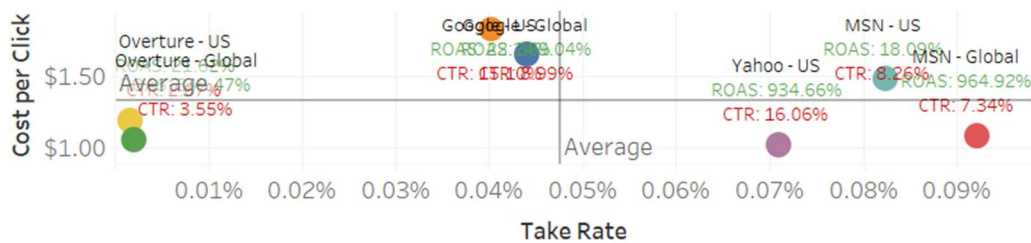
Digital Marketing KPI

3: Which publisher should get less marketing dollars? (Google - US)	3: Which publisher should get less marketing dollars? Should any be	4: Which publisher v most from improv
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% Amount Earned vs % of Total Cost

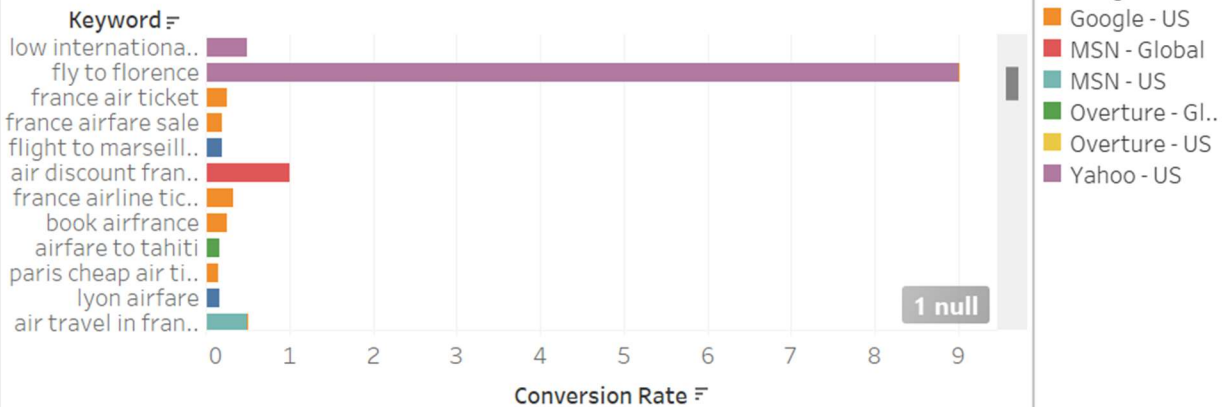


CPC vs Conversions



Overture - US has the 2nd largest budget allocation of ~18.8% but it only contributes to 7.5% of overall revenue. We see that **Overture - US** is also the second publisher that has an expenditure % higher than revenue % (first being **Google - US**), which indicates capital inefficiency.

AR: Keyword Prob



CTR vs Take Rate

