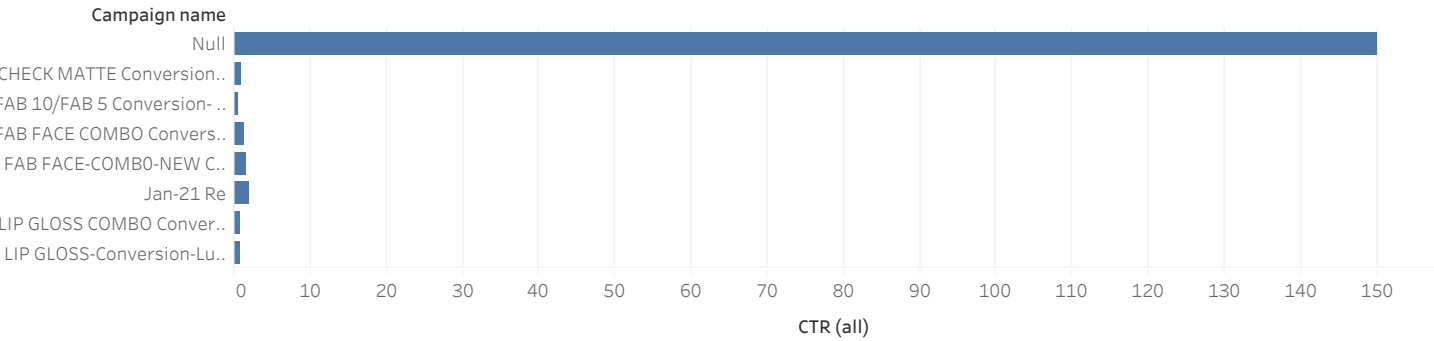
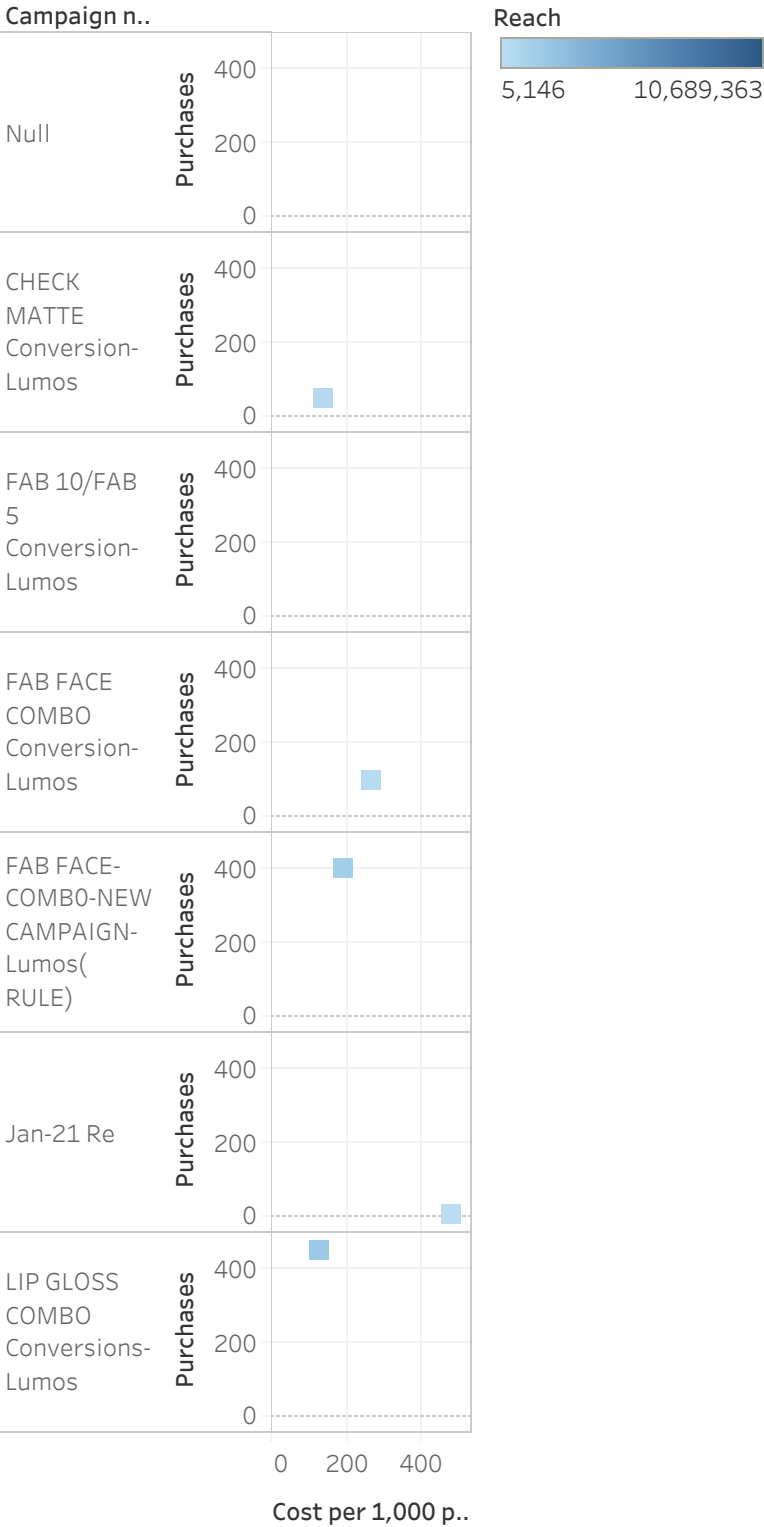


Sheet 1



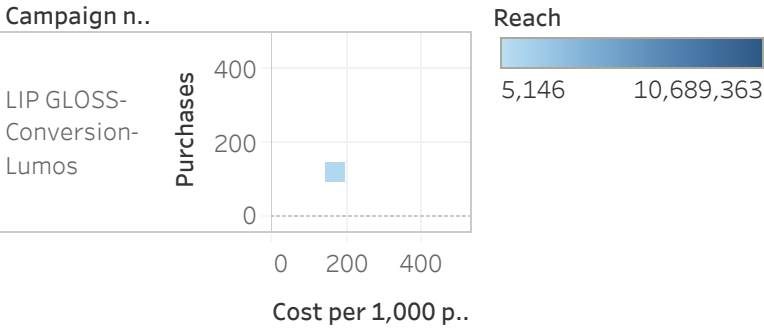
Sum of CTR (all) for each Campaign name.

Sheet 2



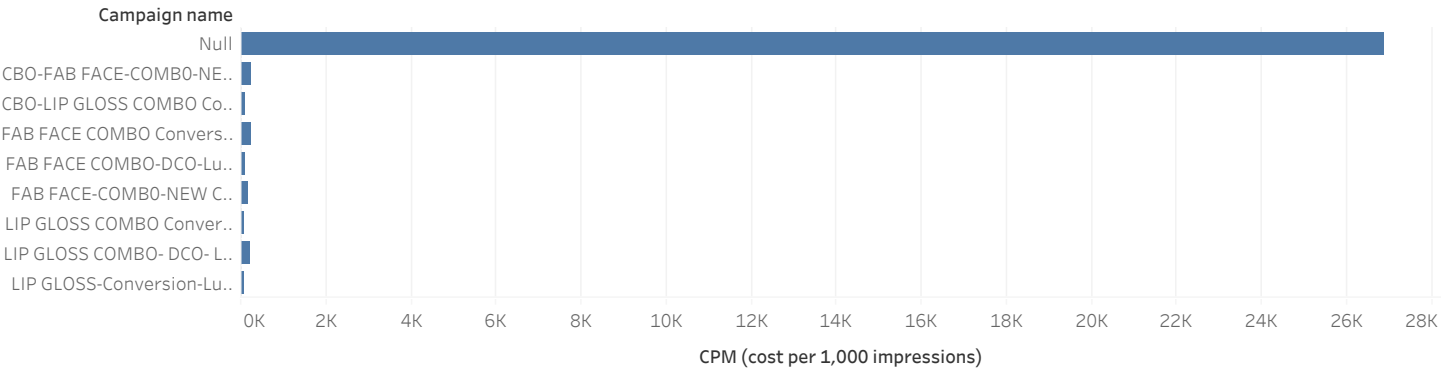
Sum of Cost per 1,000 people reached vs. sum of Purchases broken down by Campaign name. Color shows sum of Reach.

Sheet 2



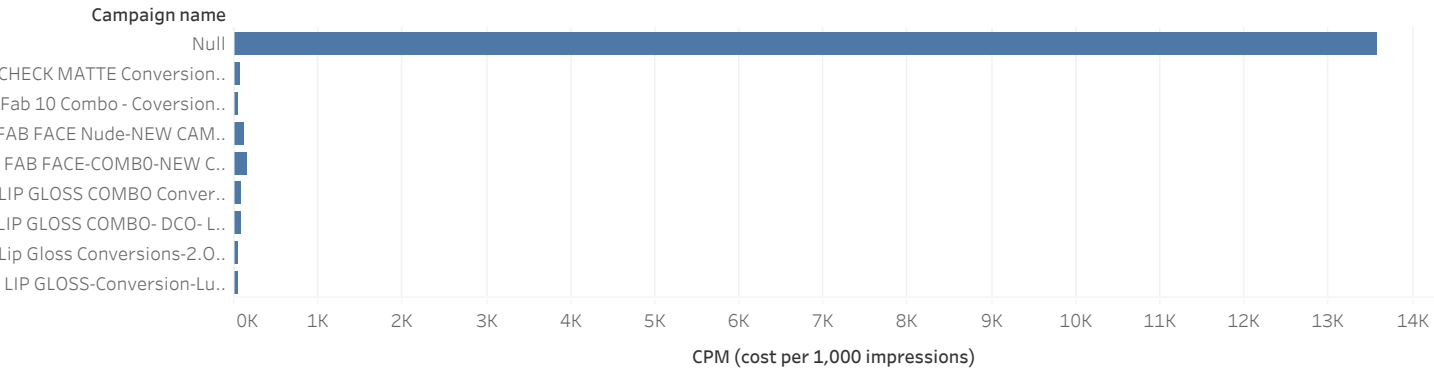
Sum of Cost per 1,000 people reached vs.
sum of Purchases broken down by
Campaign name. Color shows sum of
Reach.

Sheet 3



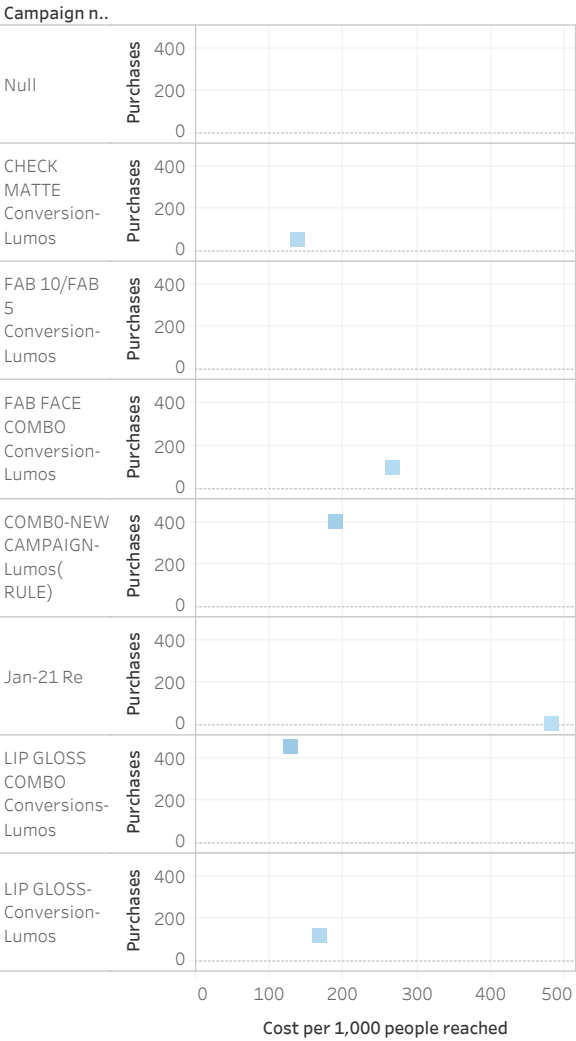
Sum of CPM (cost per 1,000 impressions) for each Campaign name.

Sheet 5

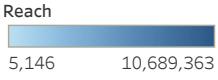
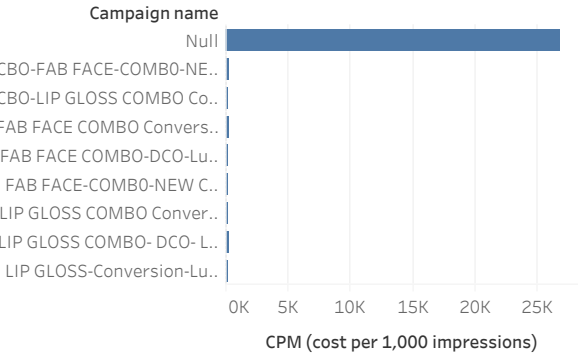


Sum of CPM (cost per 1,000 impressions) for each Campaign name.

Sheet 2



Sheet 3



Sheet 4

Sheet 1

