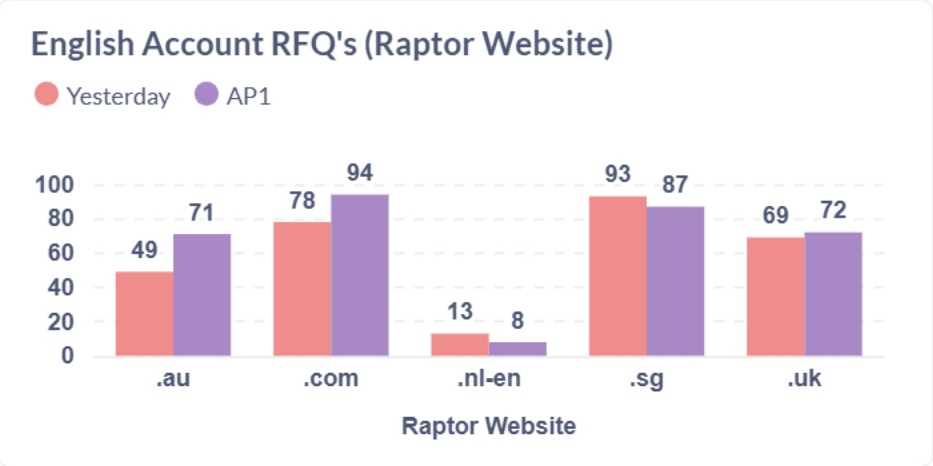


Daily Report

Date	Spend	RFQs	CPL
Yesterday	4,803.17	436	11.02
AP1	6,431.38	454	14.17



Campaign Type	Spend - AP	Spend - AP1	% Change-Spend
PMax	1,252.73	2,092.97	-40.15%
Search	2,704.21	3,616.16	-25.22%
Shopping	846.24	722.25	17.17%
3 rows			

PMax

Overall Brands - Daily Report - PMax										
Account	AP Clicks	AP1 Clicks	Abs Change Clicks	% Change Clicks	AP Spend	AP1 Spend	Abs Change Spend	% Change Spend	CPC AP	CPC AP1
AUSTRALIA	673	986	-313	-31.74%	443.1	670.44	-227.34	-33.91%	0.66	0.68
COM	524	836	-312	-37.32%	215	426.85	-211.85	-49.63%	0.41	0.51
NL_EN	0	2	-2	-100%	0.0018	5.2	-5.2	-99.97%		2.6
SINGAPORE	1,369	1,586	-217	-13.68%	418.59	656.41	-237.82	-36.23%	0.31	0.41
UK	207	309	-102	-33.01%	175.66	333.03	-157.37	-47.25%	0.85	1.08
6 rows										

Shopping

Overall Brands - Daily Report - Shopping										
Account	AP Clicks	AP1 Clicks	Abs Change Clicks	% Change Clicks	AP Spend	AP1 Spend	Abs Change Spend	% Change Spend	CPC AP	CPC AP1
AUSTRALIA	895	816	79	9.68%	97.92	75.92	22	28.97%	0.11	0.093
COM	1,985	1,725	260	15.07%	190.64	175.01	15.63	8.93%	0.096	0.1
NL_EN	1,388	730	658	90.14%	154.32	84.88	69.43	81.8%	0.11	0.12
SINGAPORE	1,908	1,903	5	0.26%	252.48	276.67	-24.19	-8.74%	0.13	0.15
UK	345	285	60	21.05%	94.49	67.96	26.53	39.04%	0.27	0.24
6 rows										

Search

Overall Brands - Daily Report - Search										
Account	Clicks	Clicks AP1	Abs Change-Clicks	% Change-Clicks	Spend	Spend - AP1	Abs Change -Spend	% Change-Spend	CPC	CPC-AP1
AUSTRALIA	193	216	-23	-10.65%	382.13	461.84	-79.7	-17.26%	1.98	2.14
COM	387	462	-75	-16.23%	568.56	709.39	-140.83	-19.85%	1.47	1.54
NL_EN	862	669	193	28.85%	491.01	575.92	-84.91	-14.74%	0.57	0.86
SINGAPORE	650	729	-79	-10.84%	574.57	724.83	-150.25	-20.73%	0.88	0.99
UK	331	559	-228	-40.79%	593.7	1,042.42	-448.72	-43.05%	1.79	1.86
6 rows										

Top Gainers

Brand	Clicks	Clicks-AP1	Abs Change Clicks	% Change-Clicks	Spend	Spend-AP1	Abs Change -Spend	% Change-Spend	CPC	CPC-AP1	Abs Change-CPC	RFQs	RFQs AP1
BENCHMARK SCIENTIFIC	53	47	6	12.77%	35.15	26.11	9.04	34.61%	0.66	0.56	0.11	0	0
BURNDY	31	26	5	19.23%	24.02	16.05	7.97	49.65%	0.77	0.62	0.16	0	0
BUSSMANN	48	39	9	23.08%	52.86	34.4	18.46	53.67%	1.1	0.88	0.22	0	0
RIDGID	169	169	0	0%	96.61	94.12	2.48	2.64%	0.57	0.56	0.015	0	0
VESTIL	245	213	32	15.02%	125.2	92.69	32.51	35.08%	0.51	0.44	0.076	0	0
5 rows													

Top Losers

Brand	Clicks	Clicks-AP1	Abs Change Clicks	% Change-Clicks	Spend	Spend-AP1	Abs Change -Spend	% Change-Spend	CPC	CPC-AP1	Abs Change-CPC	RFQs	RFQs AP1
COXREELS	41	34	7	20.59%	25.72	21.94	3.78	17.23%	0.63	0.65	-0.018	1	0
WATTS	45	49	-4	-8.16%	34.25	28.8	5.45	18.91%	0.76	0.59	0.17	1	0
2 rows													

All Decrease

All Decrease													
Brand	Clicks	Clicks-AP1	Abs Change Clicks	% Change-Clicks	Spend	Spend-AP1	Abs Change -Spend	% Change-Spend	CPC	CPC-AP1	Abs Change-CPC	RFQs	RFQs AP1
3M	130	143	-13	-9.09%	58.16	87.06	-28.9	-33.19%	0.45	0.61	-0.16	3	0
EATON	75	149	-74	-49.66%	36.63	123.22	-86.59	-70.27%	0.49	0.83	-0.34	3	0
TB WOODS	13	5	8	160%	4.88	5.45	-0.57	-10.44%	0.38	1.09	-0.71	1	0
3 rows													

Positive Spends Brands (Spends Increased >9.99)

Brand	Clicks	Clicks-AP1	Abs Change Clicks	% Change-Clicks	Spend	Spend-AP1	Abs Change -Spend	% Change-Spend	CPC-AP	CPC-AP1	Abs Change-CPC	RFQS	RFQs AP1	Abs Change RFQs
BUSSMANN	48	39	9	0.23	52.86	34.4	18.46	0.54	1.1	0.88	0.22	5	2	3
DAYTON	279	252	27	0.11	97.25	84.81	12.44	0.15	0.35	0.34	0.012	6	5	1
GUARDAIR	14	20	-6	-0.3	23.21	9.83	13.38	1.36	1.66	0.49	1.17	1		
LEESON	15	10	5	0.5	25.74	8.86	16.89	1.91	1.72	0.89	0.83	3	3	0

