

Ad Name	Bid Type	Amount Spent (USD)	CPM (Cost per 1,000 Impressions)	Impressions	Reach	Frequency	Link Click-Through Rate	CPLC (cost per link click)	Link Clicks	Click To Lead Rate	Cost per Results	Results (Leads)
Ad One (notebook & icons)	ABSOLUTE_O CPM	\$258.43	\$18.11	14,270	2,913	4.90	0.37%	\$4.85	53	24%	\$20.20	13
Ad Two (Media guide book)	ABSOLUTE_O CPM	\$566.09	\$16.23	34,879	7,717	4.52	0.42%	\$3.86	146	29%	\$13.25	43
Ad Three (person on laptop)	ABSOLUTE_O CPM	\$175.48	\$15.74	11,149	2,381	4.68	0.48%	\$3.26	54	19%	\$17.17	10