

The MEANS Procedure

Variable	Label	N	Mean	Std Dev	Minimum	Maximum	Std Error	Skewness	Kurtosis
Search_Engine_Bid	Search Engine Bid	4510	5.4	3.3	0.0	27.5	0.0	0.1	1.4
Clicks	Clicks	4510	113.7	1062.7	0.0	34012.0	15.8	22.2	584.6
Click_Charges	Click Charges	4510	167.5	1342.4	0.0	46188.4	20.0	22.7	658.2
Avg__Cost_per_Click	Avg. Cost per Click	4510	1.9	1.3	0.0	10.0	0.0	1.1	1.6
Impressions	Impressions	4510	9283.5	169667.4	0.0	8342415.0	2526.4	36.7	1545.1
CTR	Engine Click Thru %	4510	11.1	20.2	0.0	200.0	0.3	3.8	17.5
Avg_Pos	Avg. Pos.	4510	1.9	1.1	0.0	15.0	0.0	2.1	8.0
VAR19	Trans. Conv. %	4510	0.6	13.9	0.0	900.0	0.2	60.9	3934.5
Total_Cost__Trans__	Total Cost/ Trans.	4510	27.6	226.3	0.0	9597.2	3.4	22.5	782.7
Amount	Amount	4510	1033.7	14940.4	0.0	567463.4	222.5	27.0	862.0
Total_Cost	Total Cost	4510	167.5	1342.4	0.0	46188.4	20.0	22.7	658.2
Total_Volume_of_Bookings	Total Volume of Bookings	4510	0.9	12.1	0.0	439.0	0.2	26.2	805.6
net_revenue		4510	866.2	14246.3	-8725.9	549524.1	212.1	27.8	909.9
ROI		4509	3.4	72.8	-1.0	3794.9	1.1	41.5	1959.4
revenue_booking		368	685.9	985.2	-8725.9	4285.0	51.4	-2.5	24.3
brand		4511	0.0	0.2	0.0	1.0	0.0	4.1	15.2

The CORR Procedure

5 Variables:	Search_Engine_Bid	Avg_Pos	CTR	net_revenue	ROI
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Pearson Correlation Coefficients Prob > r under H0: Rho=0 Number of Observations					
	Search_Engine_Bid	Avg_Pos	CTR	net_revenue	ROI
Search_Engine_Bid Search Engine Bid	1.00000 4510	-0.26788 <.0001 4510	0.14772 <.0001 4510	0.10172 <.0001 4510	-0.00529 0.7225 4509
Avg_Pos Avg. Pos.	-0.26788 <.0001 4510	1.00000 4510	-0.22180 <.0001 4510	-0.03016 0.0428 4510	-0.02489 0.0948 4509
CTR Engine Click Thru %	0.14772 <.0001 4510	-0.22180 <.0001 4510	1.00000 4510	0.01140 0.4442 4510	0.00086 0.9542 4509
net_revenue	0.10172 <.0001 4510	-0.03016 0.0428 4510	0.01140 0.4442 4510	1.00000 4510	0.03935 0.0082 4509
ROI	-0.00529 0.7225 4509	-0.02489 0.0948 4509	0.00086 0.9542 4509	0.03935 0.0082 4509	1.00000 4509

The REG Procedure
Model: MODEL1
Dependent Variable: CTR Engine Click Thru %

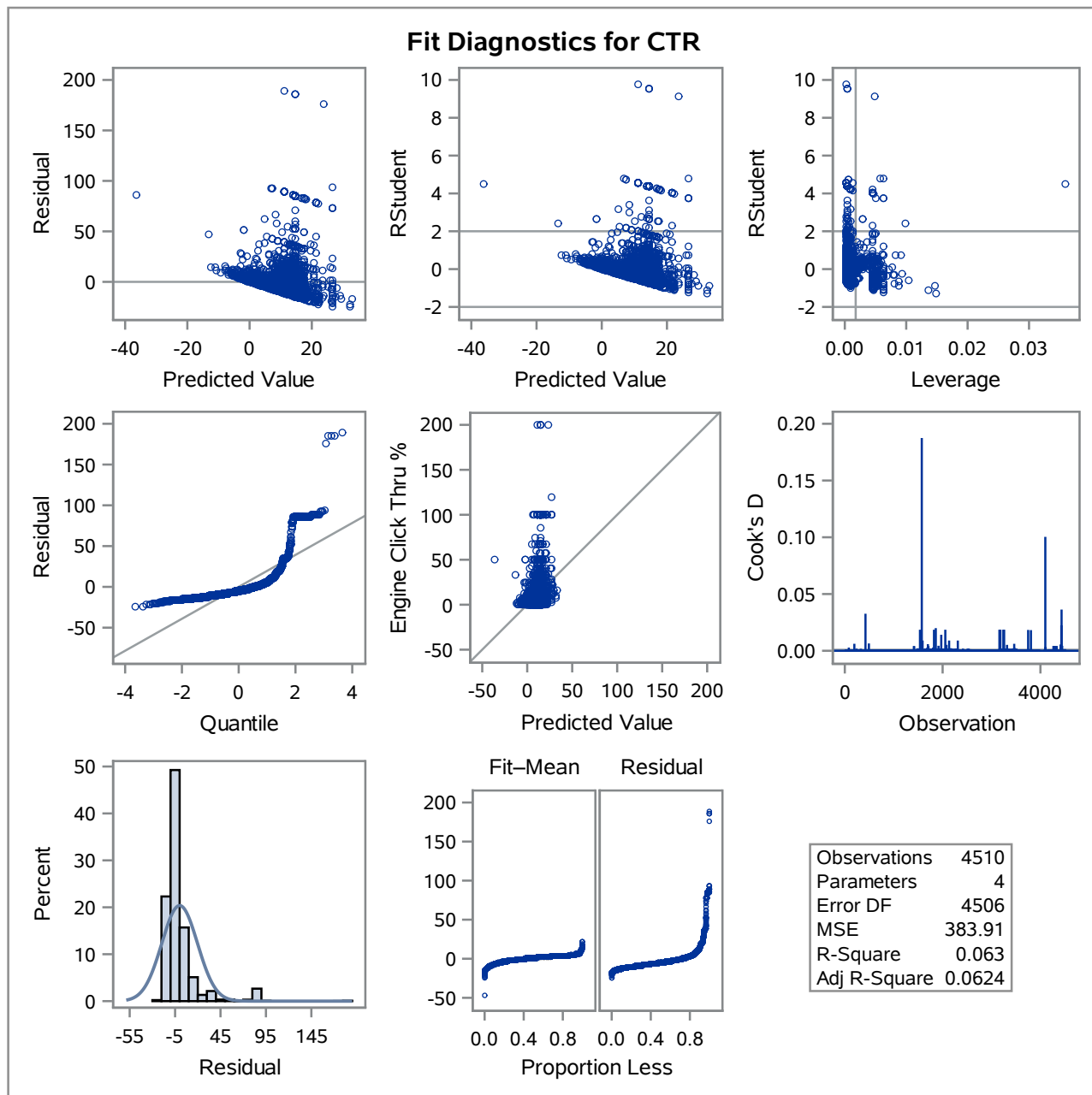
Number of Observations Read	4511
Number of Observations Used	4510
Number of Observations with Missing Values	1

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	116264	38755	100.95	<.0001
Error	4506	1729893	383.90888		
Corrected Total	4509	1846157			

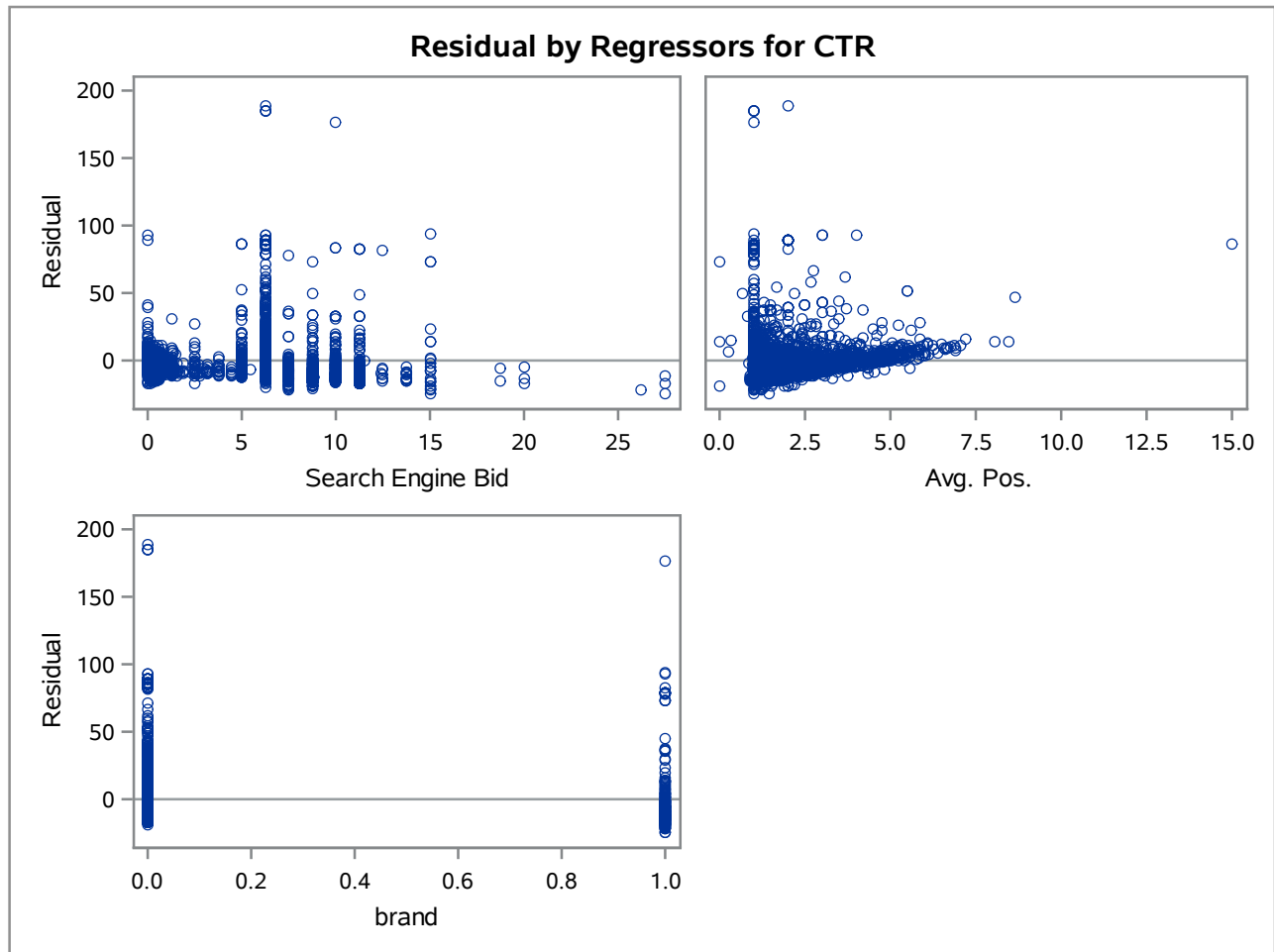
Root MSE	19.59359	R-Square	0.0630
Dependent Mean	11.14145	Adj R-Sq	0.0624
Coeff Var	175.86213		

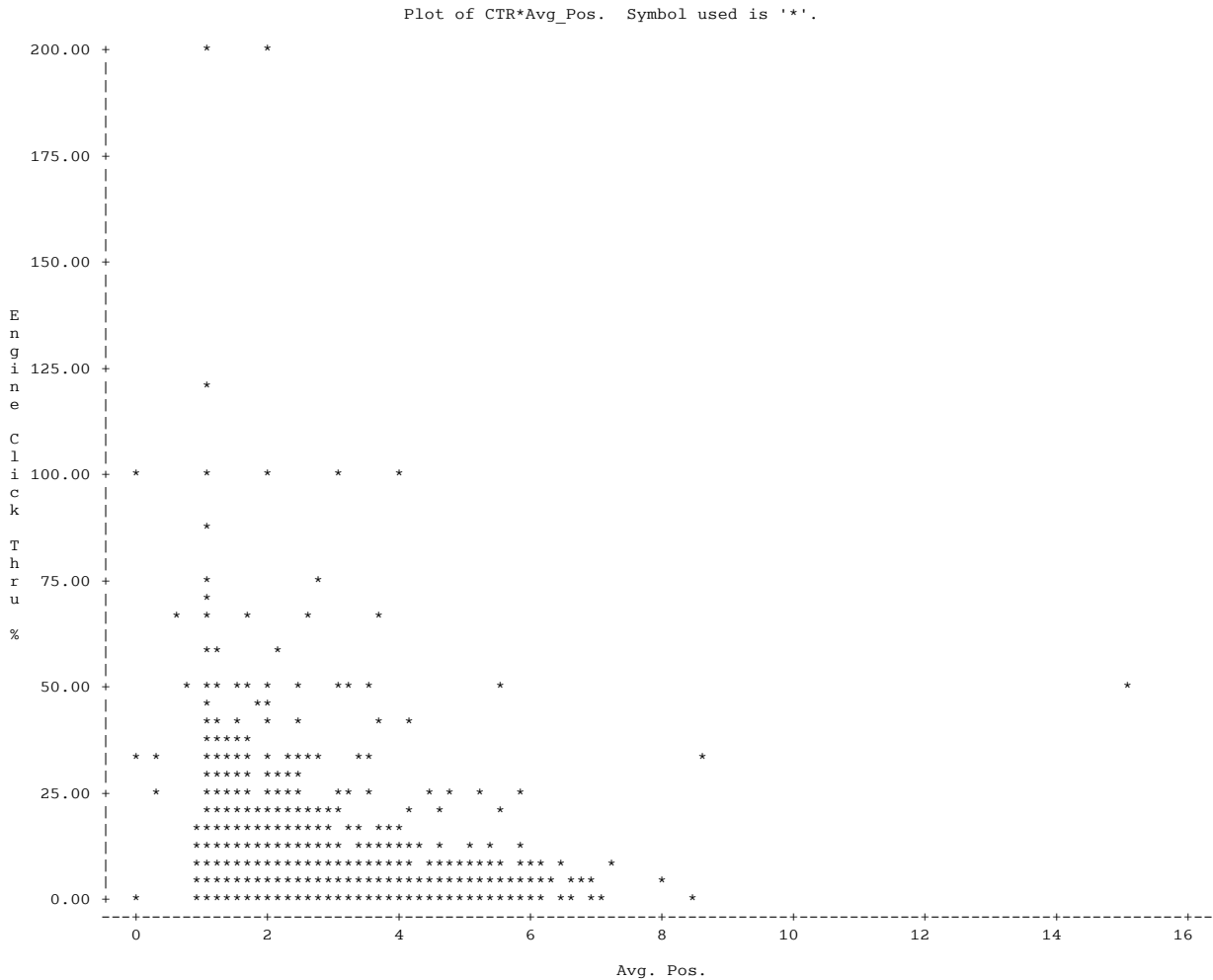
Parameter Estimates						
Variable	Label	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	Intercept	1	14.63987	0.88437	16.55	<.0001
Search_Engine_Bid	Search Engine Bid	1	0.58651	0.09172	6.39	<.0001
Avg_Pos	Avg. Pos.	1	-3.64076	0.28178	-12.92	<.0001
brand		1	6.83506	1.34384	5.09	<.0001

The REG Procedure
Model: MODEL1
Dependent Variable: CTR Engine Click Thru %



The REG Procedure
Model: MODEL1
Dependent Variable: CTR Engine Click Thru %





NOTE: 1 obs had missing values. 4244 obs hidden.