

CTR by keyword (UK)

rewards card



mean: 0.014 max: 0.079

atm



mean: 0.03 max: 0.083

banking careers



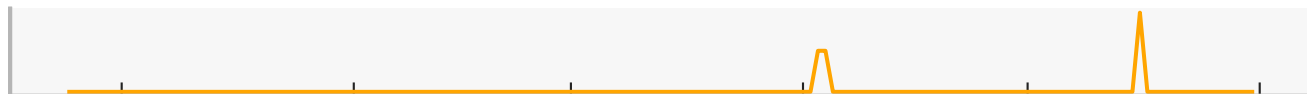
mean: 0.002 max: 0.037

interest rate



mean: 0.003 max: 0.071

debit



mean: 0.001 max: 0.071

2012-01

2012-02

2012-03

2012-04

2012-05

2012-06