

## CPC by keyword (UK)

rewards card



mean: 0.174 max: 1.742

atm



mean: 0.54 max: 5.005

banking careers



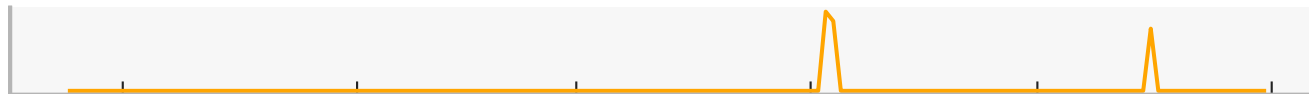
mean: 0.024 max: 0.54

interest rate



mean: 0.05 max: 2.601

debit



mean: 0.007 max: 0.42

2012-01

2012-02

2012-03

2012-04

2012-05

2012-06