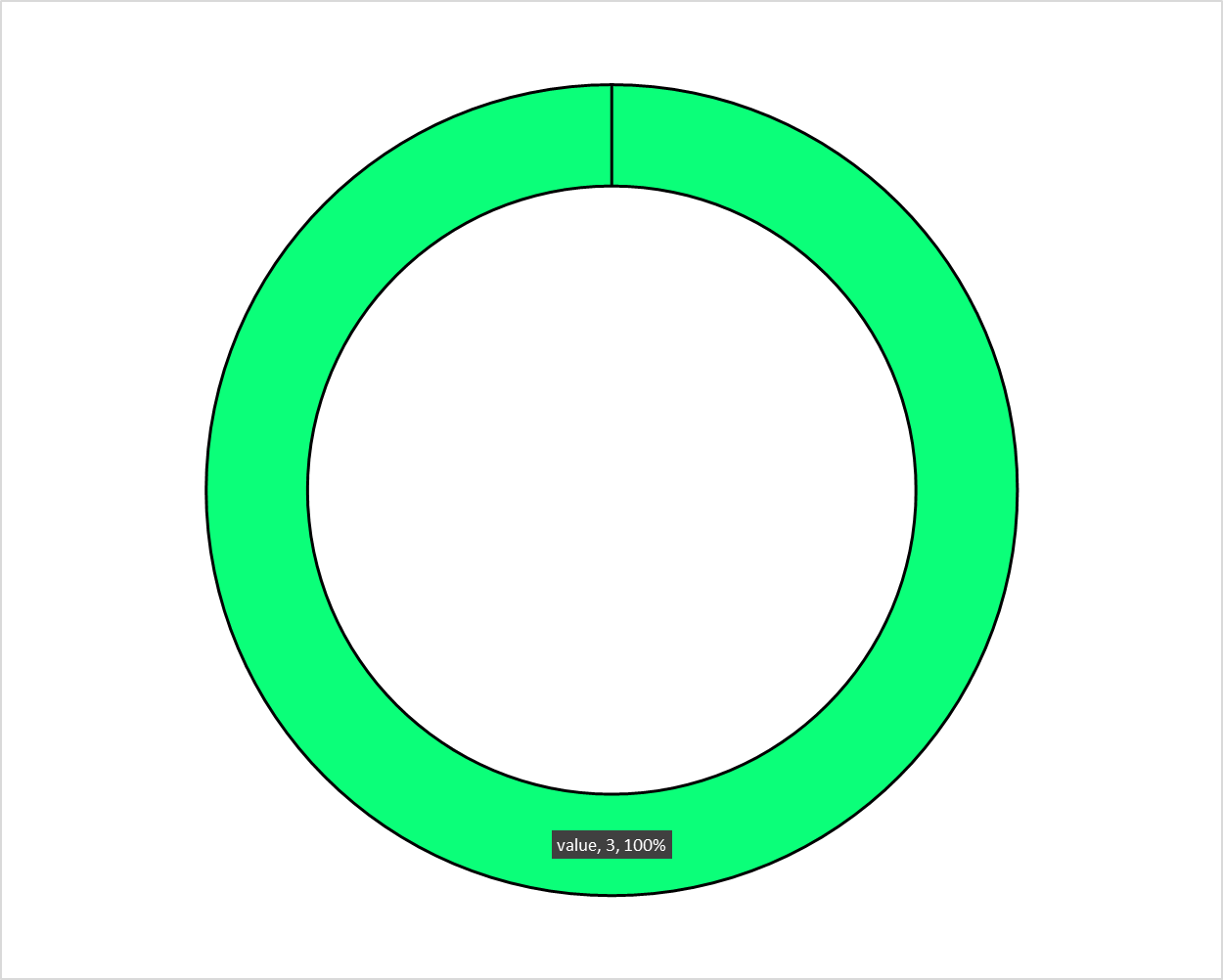
Client: {client\_name}



|  |  |  |  |
| --- | --- | --- | --- |
| Category | Value | Score | Percent Change |
| Click Through Rate | {ctr\_value} | {ctr\_score} | {ctr\_change} |
| Cost Per Click | {cpc\_value} | {cpc\_score} | {cpc\_change} |
| Frequency | {frequency\_value} | {frequency\_score} | {frequency\_change} |
| CPM | {cpm\_value} | {cpm\_score} | {cpm\_change} |
| Impressions | {impression\_value} | {impression\_score} | {impression\_change} |
| Reach | {reach\_value} | {reach\_score} | {reach\_change} |

So with python you open up the HTML file and then have a loop go through every word and search for the ones above. If it hits the word you replace the word with the actual value.