```sql
SELECT a.keyword_local_id, a.campgain_local_id, a.adgroup_local_id, a.keywordId,
a.adGroupId
    , a.campaignId, a.keywordText AS keywordtext, a.matchType AS matchtype,
a.state AS state
    , IFNULL(a.bid, d.defaultBid) AS bid, a.creationDate
    , a.lastUpdatedDate, a.servingStatus AS servingstatus, a.createdate,
a.createuserid, a.creatorname
    , a.modifydate AS modifydate, a.modifyuserid, a.modifiername AS
modifiername, a.op_status AS opStatus, a.release_status AS releaseStatus
    , a.errorinfo AS errorinfo, a.checkchanges_id, a.amazonaccountid,
am.amazonaccount, a.releasedate AS releasedate
    , b.NAME AS camName, f.suggestedbid AS suggestedbid, f.rangeStart AS
rangeStart, f.rangeEnd AS rangeEnd, f.createdate AS bidcreatedate
    , f.modifydate AS bidmodifydate, SUM(c.impressions) AS impressions,
SUM(c.clicks) AS clicks
    , ROUND(SUM(c.cost), 2) AS totalSpend
    , SUM(c.attributedConversions7d) AS orders
    , ROUND(SUM(c.attributedSales7d), 2) AS sales
    , IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions), 4), 0) AS ctr
    , CONCAT(IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions) * 100, 2), 0), '%')
AS ctrStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.clicks), 2), 0) AS avgCpc
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales7d), 4), 0) AS acos
    , IFNULL(ROUND(SUM(c.attributedConversions7d) / SUM(c.clicks), 4), 0) AS cvr
    , CONCAT(IFNULL(ROUND(SUM(c.attributedConversions7d) / SUM(c.clicks) * 100,
2), 0), '%') AS cvrStr
    , CONCAT(IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales7d) * 100, 2), 0),
'%') AS acosStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedConversions7d), 2), 0) AS cpa
    , IFNULL(ROUND(SUM(c.attributedSales7d) / SUM(c.cost), 2), 0) AS roas
    , ROUND(IFNULL(IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0), 0), 2) AS bidCpc
    , ROUND(IFNULL((IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0)) / IFNULL(SUM(c.cost) / SUM(c.clicks), 0), 0), 2) AS avgBidCpc
    , IFNULL(ROUND(SUM(c.attributedSales7d) / SUM(c.attributedConversions7d),
2), 0) AS unitPrice
    , d.NAME AS groupName, IFNULL(a.bid, d.defaultBid) AS bidTemp, '' AS
expValue
    , 'K' AS dateSourceType, '' AS targetingText, '' AS expType, a.adType AS
adtype, c.report_date
    , am.country, a.keyword_local_id AS id
FROM sp_keyword a
    LEFT JOIN sp_adgroup d
    ON a.adgroup_local_id = d.adgroup_local_id
        AND a.amazonaccountid = d.amazonaccountid
    LEFT JOIN sp_campaign b
    ON a.campgain_local_id = b.campgain_local_id
        AND a.amazonaccountid = b.amazonaccountid
    LEFT JOIN amazonaccount am ON a.amazonaccountid = am.amazonaccountid
    LEFT JOIN sp_ui_keyword_suggestedbid f ON a.keyword_local_id =
f.keyword_local_id
    LEFT JOIN sp_keyword_report c
    ON a.keywordId = c.keywordId
        AND a.amazonaccountid = c.amazonaccountid
        AND c.report_date >= ?
        AND c.report_date <= ?
WHERE a.adType = 1
    AND a.campgain_local_id IN (191912, 215607, 191460, 191533, 191665, 191664,
199255, 197420, 191663, 191911, 191913, 191914, 191909, 191910, 194642, 239403,
236074)
    AND a.state IN ('enabled')
    AND b.adType IN (1, 2, 3, 4)
GROUP BY a.keyword_local_id
UNION
```

```sql
SELECT a.keyword_local_id, a.campgain_local_id, a.adgroup_local_id, a.keywordId,
a.adGroupId
    , a.campaignId, a.keywordText AS keywordtext, a.matchType AS matchtype,
a.state AS state
    , IFNULL(a.bid, d.defaultBid) AS bid, a.creationDate
    , a.lastUpdatedDate, a.servingStatus AS servingstatus, a.createdate,
a.createuserid, a.creatorname
    , a.modifydate AS modifydate, a.modifyuserid, a.modifiername AS
modifiername, a.op_status AS opStatus, a.release_status AS releaseStatus
    , a.errorinfo AS errorinfo, a.checkchanges_id, a.amazonaccountid,
am.amazonaccount, a.releasedate AS releasedate
    , b.NAME AS camName, f.suggestedbid AS suggestedbid, f.rangeStart AS
rangeStart, f.rangeEnd AS rangeEnd, f.createdate AS bidcreatedate
    , f.modifydate AS bidmodifydate, SUM(c.impressions) AS impressions,
SUM(c.clicks) AS clicks
    , ROUND(SUM(c.cost), 2) AS totalSpend
    , SUM(c.attributedConversions14d) AS orders
    , ROUND(SUM(c.attributedSales14d), 2) AS sales
    , IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions), 4), 0) AS ctr
    , CONCAT(IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions) * 100, 2), 0), '%')
AS ctrStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.clicks), 2), 0) AS avgCpc
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales14d), 4), 0) AS acos
    , IFNULL(ROUND(SUM(c.attributedConversions14d) / SUM(c.clicks), 4), 0) AS
cvr
    , CONCAT(IFNULL(ROUND(SUM(c.attributedConversions14d) / SUM(c.clicks) * 100,
2), 0), '%') AS cvrStr
    , CONCAT(IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales14d) * 100, 2), 0),
'%') AS acosStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedConversions14d), 2), 0) AS cpa
    , IFNULL(ROUND(SUM(c.attributedSales14d) / SUM(c.cost), 2), 0) AS roas
    , ROUND(IFNULL(IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0), 0), 2) AS bidCpc
    , ROUND(IFNULL((IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0)) / IFNULL(SUM(c.cost) / SUM(c.clicks), 0), 0), 2) AS avgBidCpc
    , IFNULL(ROUND(SUM(c.attributedSales14d) / SUM(c.attributedConversions14d),
2), 0) AS unitPrice
    , d.NAME AS groupName, IFNULL(a.bid, d.defaultBid) AS bidTemp, '' AS
expValue
    , 'K' AS dateSourceType, '' AS targetingText, '' AS expType, a.adType AS
adtype, c.report_date
    , am.country, a.keyword_local_id AS id
FROM sp_keyword a
    LEFT JOIN sp_adgroup d
    ON a.adgroup_local_id = d.adgroup_local_id
        AND a.amazonaccountid = d.amazonaccountid
    LEFT JOIN sp_campaign b
    ON a.campgain_local_id = b.campgain_local_id
        AND a.amazonaccountid = b.amazonaccountid
    LEFT JOIN amazonaccount am ON a.amazonaccountid = am.amazonaccountid
    LEFT JOIN sp_ui_keyword_suggestedbid f ON a.keyword_local_id =
f.keyword_local_id
    LEFT JOIN sb_keyword_report c
    ON a.keywordId = c.keywordId
        AND a.amazonaccountid = c.amazonaccountid
        AND c.report_date >= ?
        AND c.report_date <= ?
WHERE a.adType = 2
    AND a.campgain_local_id IN (191912, 215607, 191460, 191533, 191665, 191664,
199255, 197420, 191663, 191911, 191913, 191914, 191909, 191910, 194642, 239403,
236074)
    AND a.state IN ('enabled')
    AND b.adType IN (1, 2, 3, 4)
GROUP BY a.keyword_local_id
```

```sql
UNION
SELECT a.keyword_local_id, a.campgain_local_id, a.adgroup_local_id, a.keywordId,
a.adGroupId
    , a.campaignId, a.keywordText AS keywordtext, a.matchType AS matchtype,
a.state AS state
    , IFNULL(a.bid, d.defaultBid) AS bid, a.creationDate
    , a.lastUpdatedDate, a.servingStatus AS servingstatus, a.createdate,
a.createuserid, a.creatorname
    , a.modifydate AS modifydate, a.modifyuserid, a.modifiername AS
modifiername, a.op_status AS opStatus, a.release_status AS releaseStatus
    , a.errorinfo AS errorinfo, a.checkchanges_id, a.amazonaccountid,
am.amazonaccount, a.releasedate AS releasedate
    , b.NAME AS camName, f.suggestedbid AS suggestedbid, f.rangeStart AS
rangeStart, f.rangeEnd AS rangeEnd, f.createdate AS bidcreatedate
    , f.modifydate AS bidmodifydate, SUM(c.impressions) AS impressions,
SUM(c.clicks) AS clicks
    , ROUND(SUM(c.cost), 2) AS totalSpend
    , SUM(c.attributedConversions7d) AS orders
    , ROUND(SUM(c.attributedSales7d), 2) AS sales
    , IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions), 4), 0) AS ctr
    , CONCAT(IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions) * 100, 2), 0), '%')
AS ctrStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.clicks), 2), 0) AS avgCpc
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales7d), 4), 0) AS acos
    , IFNULL(ROUND(SUM(c.attributedConversions7d) / SUM(c.clicks), 4), 0) AS cvr
    , CONCAT(IFNULL(ROUND(SUM(c.attributedConversions7d) / SUM(c.clicks) * 100,
2), 0), '%') AS cvrStr
    , CONCAT(IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales7d) * 100, 2), 0),
'%') AS acosStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedConversions7d), 2), 0) AS cpa
    , IFNULL(ROUND(SUM(c.attributedSales7d) / SUM(c.cost), 2), 0) AS roas
    , ROUND(IFNULL(IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0), 0), 2) AS bidCpc
    , ROUND(IFNULL((IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0)) / IFNULL(SUM(c.cost) / SUM(c.clicks), 0), 0), 2) AS avgBidCpc
    , IFNULL(ROUND(SUM(c.attributedSales7d) / SUM(c.attributedConversions7d),
2), 0) AS unitPrice
    , d.NAME AS groupName, IFNULL(a.bid, d.defaultBid) AS bidTemp, '' AS
expValue
    , 'K' AS dateSourceType, '' AS targetingText, '' AS expType, a.adType AS
adtype, c.report_date
    , am.country, a.keyword_local_id AS id
FROM sp_keyword a
    LEFT JOIN sp_adgroup d
    ON a.adgroup_local_id = d.adgroup_local_id
        AND a.amazonaccountid = d.amazonaccountid
    LEFT JOIN sp_campaign b
    ON a.campgain_local_id = b.campgain_local_id
        AND a.amazonaccountid = b.amazonaccountid
    LEFT JOIN amazonaccount am ON a.amazonaccountid = am.amazonaccountid
    LEFT JOIN sp_ui_keyword_suggestedbid f ON a.keyword_local_id =
f.keyword_local_id
    LEFT JOIN sp_keyword_report c
    ON a.keywordId = c.keywordId
        AND a.amazonaccountid = c.amazonaccountid
        AND c.report_date >= ?
        AND c.report_date <= ?
WHERE a.adType = 3
    AND a.campgain_local_id IN (191912, 215607, 191460, 191533, 191665, 191664,
199255, 197420, 191663, 191911, 191913, 191914, 191909, 191910, 194642, 239403,
236074)
    AND a.state IN ('enabled')
    AND b.adType IN (1, 2, 3, 4)
GROUP BY a.keyword_local_id
```

```sql
UNION
SELECT a.keyword_local_id, a.campgain_local_id, a.adgroup_local_id, a.keywordId,
a.adGroupId
    , a.campaignId, a.keywordText AS keywordtext, a.matchType AS matchtype,
a.state AS state
    , IFNULL(a.bid, d.defaultBid) AS bid, a.creationDate
    , a.lastUpdatedDate, a.servingStatus AS servingstatus, a.createdate,
a.createuserid, a.creatorname
    , a.modifydate AS modifydate, a.modifyuserid, a.modifiername AS
modifiername, a.op_status AS opStatus, a.release_status AS releaseStatus
    , a.errorinfo AS errorinfo, a.checkchanges_id, a.amazonaccountid,
am.amazonaccount, a.releasedate AS releasedate
    , b.NAME AS camName, f.suggestedbid AS suggestedbid, f.rangeStart AS
rangeStart, f.rangeEnd AS rangeEnd, f.createdate AS bidcreatedate
    , f.modifydate AS bidmodifydate, SUM(c.impressions) AS impressions,
SUM(c.clicks) AS clicks
    , ROUND(SUM(c.cost), 2) AS totalSpend
    , SUM(c.attributedConversions14d) AS orders
    , ROUND(SUM(c.attributedSales14d), 2) AS sales
    , IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions), 4), 0) AS ctr
    , CONCAT(IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions) * 100, 2), 0), '%')
AS ctrStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.clicks), 2), 0) AS avgCpc
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales14d), 4), 0) AS acos
    , IFNULL(ROUND(SUM(c.attributedConversions14d) / SUM(c.clicks), 4), 0) AS
cvr
    , CONCAT(IFNULL(ROUND(SUM(c.attributedConversions14d) / SUM(c.clicks) * 100,
2), 0), '%') AS cvrStr
    , CONCAT(IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales14d) * 100, 2), 0),
'%') AS acosStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedConversions14d), 2), 0) AS cpa
    , IFNULL(ROUND(SUM(c.attributedSales14d) / SUM(c.cost), 2), 0) AS roas
    , ROUND(IFNULL(IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0), 0), 2) AS bidCpc
    , ROUND(IFNULL((IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0)) / IFNULL(SUM(c.cost) / SUM(c.clicks), 0), 0), 2) AS avgBidCpc
    , IFNULL(ROUND(SUM(c.attributedSales14d) / SUM(c.attributedConversions14d),
2), 0) AS unitPrice
    , d.NAME AS groupName, IFNULL(a.bid, d.defaultBid) AS bidTemp, '' AS
expValue
    , 'K' AS dateSourceType, '' AS targetingText, '' AS expType, a.adType AS
adtype, c.report_date
    , am.country, a.keyword_local_id AS id
FROM sp_keyword a
    LEFT JOIN sp_adgroup d
    ON a.adgroup_local_id = d.adgroup_local_id
        AND a.amazonaccountid = d.amazonaccountid
    LEFT JOIN sp_campaign b
    ON a.campgain_local_id = b.campgain_local_id
        AND a.amazonaccountid = b.amazonaccountid
    LEFT JOIN amazonaccount am ON a.amazonaccountid = am.amazonaccountid
    LEFT JOIN sp_ui_keyword_suggestedbid f ON a.keyword_local_id =
f.keyword_local_id
    LEFT JOIN sb_video_keyword_report c
    ON a.keywordId = c.keywordId
        AND a.amazonaccountid = c.amazonaccountid
        AND c.report_date >= ?
        AND c.report_date <= ?
WHERE a.adType = 4
    AND a.campgain_local_id IN (191912, 215607, 191460, 191533, 191665, 191664,
199255, 197420, 191663, 191911, 191913, 191914, 191909, 191910, 194642, 239403,
236074)
    AND a.state IN ('enabled')
    AND b.adType IN (1, 2, 3, 4)
```

```sql
GROUP BY a.keyword_local_id
UNION
SELECT a.targetingclause_local_id AS keyword_local_id, a.campgain_local_id,
a.adgroup_local_id, a.targetId AS keywordId, a.adGroupId
    , a.campaignId, IFNULL(a.exp_value, a.exp_type) AS keywordtext, '' AS
matchtype
    , a.state AS state, IFNULL(a.bid, d.defaultBid) AS bid, a.creationDate
    , a.lastUpdatedDate, a.servingStatus AS servingstatus, a.createdate,
a.createuserid, a.creatorname
    , a.modifydate AS modifydate, a.modifyuserid, a.modifiername AS
modifiername, a.op_status AS opStatus, a.release_status AS releaseStatus
    , a.errorinfo AS errorinfo, a.checkchanges_id, a.amazonaccountid,
am.amazonaccount, a.releasedate AS releasedate
    , b.name AS camName, f.suggestedbid AS suggestedbid, f.rangeStart AS
rangeStart, f.rangeEnd AS rangeEnd, f.createdate AS bidcreatedate
    , f.modifydate AS bidmodifydate, SUM(c.impressions) AS impressions,
SUM(c.clicks) AS clicks
    , ROUND(SUM(c.cost), 2) AS totalSpend
    , SUM(c.attributedConversions7d) AS orders
    , ROUND(SUM(c.attributedSales7d), 2) AS sales
    , IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions), 4), 0) AS ctr
    , CONCAT(IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions) * 100, 2), 0), '%')
AS ctrStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.clicks), 2), 0) AS avgCpc
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales7d), 4), 0) AS acos
    , IFNULL(ROUND(SUM(c.attributedConversions7d) / SUM(c.clicks), 4), 0) AS cvr
    , CONCAT(IFNULL(ROUND(SUM(c.attributedConversions7d) / SUM(c.clicks) * 100,
2), 0), '%') AS cvrStr
    , CONCAT(IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales7d) * 100, 2), 0),
'%') AS acosStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedConversions7d), 2), 0) AS cpa
    , IFNULL(ROUND(SUM(c.attributedSales7d) / SUM(c.cost), 2), 0) AS roas
    , ROUND(IFNULL(IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0), 0), 2) AS bidCpc
    , ROUND(IFNULL((IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0)) / IFNULL(SUM(c.cost) / SUM(c.clicks), 0), 0), 2) AS avgBidCpc
    , IFNULL(ROUND(SUM(c.attributedSales7d) / SUM(c.attributedConversions7d),
2), 0) AS unitPrice
    , d.name AS groupName, IFNULL(a.bid, d.defaultBid) AS bidTemp, a.exp_value
AS expValue
    , 'T' AS dateSourceType, a.targetingText AS targetingText, a.exp_type AS
expType, a.adType AS adtype, c.report_date
    , am.country, a.targetingclause_local_id AS id
FROM sp_targetingclause a
    LEFT JOIN sp_adgroup d
    ON a.adgroup_local_id = d.adgroup_local_id
        AND a.amazonaccountid = d.amazonaccountid
    LEFT JOIN sp_campaign b
    ON a.campgain_local_id = b.campgain_local_id
        AND a.amazonaccountid = b.amazonaccountid
    LEFT JOIN amazonaccount am ON a.amazonaccountid = am.amazonaccountid
    LEFT JOIN sp_targeting_suggestedbid f ON a.targetingclause_local_id =
f.targetingclause_local_id
    LEFT JOIN sp_targets_report c
    ON a.targetId = c.targetId
        AND a.amazonaccountid = c.amazonaccountid
        AND c.report_date >= ?
        AND c.report_date <= ?
WHERE 1 = 1
    AND a.adType = 1
    AND a.campgain_local_id IN (191912, 215607, 191460, 191533, 191665, 191664,
199255, 197420, 191663, 191911, 191913, 191914, 191909, 191910, 194642, 239403,
236074)
    AND a.state IN ('enabled')
```

```sql
    AND b.adType IN (1, 2, 3, 4)
GROUP BY a.targetingclause_local_id
UNION
SELECT a.targetingclause_local_id AS keyword_local_id, a.campgain_local_id,
a.adgroup_local_id, a.targetId AS keywordId, a.adGroupId
    , a.campaignId, IFNULL(a.exp_value, a.exp_type) AS keywordtext, '' AS
matchtype
    , a.state AS state, IFNULL(a.bid, d.defaultBid) AS bid, a.creationDate
    , a.lastUpdatedDate, a.servingStatus AS servingstatus, a.createdate,
a.createuserid, a.creatorname
    , a.modifydate AS modifydate, a.modifyuserid, a.modifiername AS
modifiername, a.op_status AS opStatus, a.release_status AS releaseStatus
    , a.errorinfo AS errorinfo, a.checkchanges_id, a.amazonaccountid,
am.amazonaccount, a.releasedate AS releasedate
    , b.name AS camName, f.suggestedbid AS suggestedbid, f.rangeStart AS
rangeStart, f.rangeEnd AS rangeEnd, f.createdate AS bidcreatedate
    , f.modifydate AS bidmodifydate, SUM(c.impressions) AS impressions,
SUM(c.clicks) AS clicks
    , ROUND(SUM(c.cost), 2) AS totalSpend
    , SUM(c.attributedConversions14d) AS orders
    , ROUND(SUM(c.attributedSales14d), 2) AS sales
    , IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions), 4), 0) AS ctr
    , CONCAT(IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions) * 100, 2), 0), '%')
AS ctrStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.clicks), 2), 0) AS avgCpc
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales14d), 4), 0) AS acos
    , IFNULL(ROUND(SUM(c.attributedConversions14d) / SUM(c.clicks), 4), 0) AS
cvr
    , CONCAT(IFNULL(ROUND(SUM(c.attributedConversions14d) / SUM(c.clicks) * 100,
2), 0), '%') AS cvrStr
    , CONCAT(IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales14d) * 100, 2), 0),
'%') AS acosStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedConversions14d), 2), 0) AS cpa
    , IFNULL(ROUND(SUM(c.attributedSales14d) / SUM(c.cost), 2), 0) AS roas
    , ROUND(IFNULL(IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0), 0), 2) AS bidCpc
    , ROUND(IFNULL((IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0)) / IFNULL(SUM(c.cost) / SUM(c.clicks), 0), 0), 2) AS avgBidCpc
    , IFNULL(ROUND(SUM(c.attributedSales14d) / SUM(c.attributedConversions14d),
2), 0) AS unitPrice
    , d.name AS groupName, IFNULL(a.bid, d.defaultBid) AS bidTemp, a.exp_value
AS expValue
    , 'T' AS dateSourceType, a.targetingText AS targetingText, a.exp_type AS
expType, a.adType AS adtype, c.report_date
    , am.country, a.targetingclause_local_id AS id
FROM sp_targetingclause a
    LEFT JOIN sp_adgroup d
    ON a.adgroup_local_id = d.adgroup_local_id
        AND a.amazonaccountid = d.amazonaccountid
    LEFT JOIN sp_campaign b
    ON a.campgain_local_id = b.campgain_local_id
        AND a.amazonaccountid = b.amazonaccountid
    LEFT JOIN amazonaccount am ON a.amazonaccountid = am.amazonaccountid
    LEFT JOIN sp_targeting_suggestedbid f ON a.targetingclause_local_id =
f.targetingclause_local_id
    LEFT JOIN sb_target_report c
    ON a.targetId = c.targetId
        AND a.amazonaccountid = c.amazonaccountid
        AND c.report_date >= ?
        AND c.report_date <= ?
WHERE 1 = 1
    AND a.adType = 2
    AND a.campgain_local_id IN (191912, 215607, 191460, 191533, 191665, 191664,
199255, 197420, 191663, 191911, 191913, 191914, 191909, 191910, 194642, 239403,
```

```
236074)
    AND a.state IN ('enabled')
    AND b.adType IN (1, 2, 3, 4)
GROUP BY a.targetingclause_local_id
UNION
SELECT a.targetingclause_local_id AS keyword_local_id, a.campgain_local_id,
a.adgroup_local_id, a.targetId AS keywordId, a.adGroupId
    , a.campaignId, IFNULL(a.exp_value, a.exp_type) AS keywordtext, '' AS
matchtype
    , a.state AS state, IFNULL(a.bid, d.defaultBid) AS bid, a.creationDate
    , a.lastUpdatedDate, a.servingStatus AS servingstatus, a.createdate,
a.createuserid, a.creatorname
    , a.modifydate AS modifydate, a.modifyuserid, a.modifiername AS
modifiername, a.op_status AS opStatus, a.release_status AS releaseStatus
    , a.errorinfo AS errorinfo, a.checkchanges_id, a.amazonaccountid,
am.amazonaccount, a.releasedate AS releasedate
    , b.name AS camName, f.suggestedbid AS suggestedbid, f.rangeStart AS
rangeStart, f.rangeEnd AS rangeEnd, f.createdate AS bidcreatedate
    , f.modifydate AS bidmodifydate, SUM(c.impressions) AS impressions,
SUM(c.clicks) AS clicks
    , ROUND(SUM(c.cost), 2) AS totalSpend
    , SUM(c.attributedConversions7d) AS orders
    , ROUND(SUM(c.attributedSales7d), 2) AS sales
    , IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions), 4), 0) AS ctr
    , CONCAT(IFNULL(ROUND(SUM(c.clicks) / SUM(c.impressions) * 100, 2), 0), '%')
AS ctrStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.clicks), 2), 0) AS avgCpc
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales7d), 4), 0) AS acos
    , IFNULL(ROUND(SUM(c.attributedConversions7d) / SUM(c.clicks), 4), 0) AS cvr
    , CONCAT(IFNULL(ROUND(SUM(c.attributedConversions7d) / SUM(c.clicks) * 100,
2), 0), '%') AS cvrStr
    , CONCAT(IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedSales7d) * 100, 2), 0),
'%') AS acosStr
    , IFNULL(ROUND(SUM(c.cost) / SUM(c.attributedConversions7d), 2), 0) AS cpa
    , IFNULL(ROUND(SUM(c.attributedSales7d) / SUM(c.cost), 2), 0) AS roas
    , ROUND(IFNULL(IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0), 0), 2) AS bidCpc
    , ROUND(IFNULL((IFNULL(a.bid, d.defaultBid) - IFNULL(SUM(c.cost) /
SUM(c.clicks), 0)) / IFNULL(SUM(c.cost) / SUM(c.clicks), 0), 0), 2) AS avgBidCpc
    , IFNULL(ROUND(SUM(c.attributedSales7d) / SUM(c.attributedConversions7d),
2), 0) AS unitPrice
    , d.name AS groupName, IFNULL(a.bid, d.defaultBid) AS bidTemp, a.exp_value
AS expValue
    , 'T' AS dateSourceType, a.targetingText AS targetingText, a.exp_type AS
expType, a.adType AS adtype, c.report_date
    , am.country, a.targetingclause_local_id AS id
FROM sp_targetingclause a
    LEFT JOIN sp_adgroup d
    ON a.adgroup_local_id = d.adgroup_local_id
        AND a.amazonaccountid = d.amazonaccountid
    LEFT JOIN sp_campaign b
    ON a.campgain_local_id = b.campgain_local_id
        AND a.amazonaccountid = b.amazonaccountid
    LEFT JOIN amazonaccount am ON a.amazonaccountid = am.amazonaccountid
    LEFT JOIN sp_targeting_suggestedbid f ON a.targetingclause_local_id =
f.targetingclause_local_id
    LEFT JOIN sd_targets_t00020_report c
    ON a.targetId = c.targetId
        AND a.amazonaccountid = c.amazonaccountid
        AND c.report_date >= ?
        AND c.report_date <= ?
WHERE 1 = 1
    AND b.tactic = 'T00020'
    AND a.adType = 3
```

```
    AND a.campgain_local_id IN (191912, 215607, 191460, 191533, 191665, 191664,
199255, 197420, 191663, 191911, 191913, 191914, 191909, 191910, 194642, 239403,
236074)
    AND a.state IN ('enabled')
    AND b.adType IN (1, 2, 3, 4)
GROUP BY a.targetingclause_local_id
UNION
SELECT a.targetingclause_local_id AS keyword_local_id, a.campgain_local_id,
a.adgroup_local_id, a.targetId AS keywordId, a.adGroupId
    , a.campaignId, IFNULL(a.exp_value, a.exp_type) AS keywordtext, '' AS
matchtype
    , a.state AS state, IFNULL(a.bid, d.defaultBid) AS bid, a.creationDate
    , a.lastUpdatedDate, a.servingStatus AS servingstatus, a.createdate,
a.createuserid, a.creatorname
    , a.modifydate AS modifydate, a.modifyuserid, a.modifiername AS
modifiername, a.op_status AS opStatus, a.release_status AS releaseStatus
    , a.errorinfo AS errorinfo, a.checkchanges_id, a.amazonaccountid,
am.amazonaccount, a.releasedate AS releasedate
    , b.name AS camName, f.suggestedbid AS suggestedbid, f.rangeStart AS
rangeStart, f.rangeEnd AS rangeEnd, f.createdate AS bidcreatedate
    , f.modifydate AS bidmodifydate, 0 AS impressions, 0 AS clicks, 0 AS
totalSpend, 0 AS orders
    , 0 AS sales, 0 AS ctr, '0%' AS ctrStr, 0 AS avgCpc, 0 AS acos
    , 0 AS cvr, '0%' AS cvrStr, '0%' AS acosStr, 0 AS cpa, 0 AS roas
    , 0 AS bidCpc, 0 AS avgBidCpc, 0 AS unitPrice, d.name AS groupName
    , IFNULL(a.bid, d.defaultBid) AS bidTemp, a.exp_value AS expValue
    , 'T' AS dateSourceType, a.targetingText AS targetingText, a.exp_type AS
expType, a.adType AS adtype, '' AS report_date
    , am.country, a.targetingclause_local_id AS id
FROM sp_targetingclause a
    LEFT JOIN sp_adgroup d
    ON a.adgroup_local_id = d.adgroup_local_id
        AND a.amazonaccountid = d.amazonaccountid
    LEFT JOIN sp_campaign b
    ON a.campgain_local_id = b.campgain_local_id
        AND a.amazonaccountid = b.amazonaccountid
    LEFT JOIN amazonaccount am ON a.amazonaccountid = am.amazonaccountid
    LEFT JOIN sp_targeting_suggestedbid f ON a.targetingclause_local_id =
f.targetingclause_local_id
WHERE 1 = 1
    AND a.adType = 4
    AND a.campgain_local_id IN (191912, 215607, 191460, 191533, 191665, 191664,
199255, 197420, 191663, 191911, 191913, 191914, 191909, 191910, 194642, 239403,
236074)
    AND a.state IN ('enabled')
    AND b.adType IN (1, 2, 3, 4)
GROUP BY a.targetingclause_local_id
LIMIT ?
```