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	↑ Campaign	Budget ?	Status	Impr.	Clicks ?	CTR ?	Avg. Pos.	Avg. CPC ?	Cost	Conv. ? (1-per-click)	Cost/conv. ? (1-per-click)	Conv. rate ? (1-per-click)	Total conv. value
	Total - all campaigns	6,476.00/day		662,714	13,060	1.97%	2.6	\$0.52	\$6,777.78	1,001	\$6.77	7.66%	74,779
	Coffee Pods – Desktop – Google Only	\$100.00/day	Eligible	103,158	118	0.11%	1	\$1.89	\$223.27	8	\$223.27	0.11%	118
	Coffee Pods – Mobile – Google Only	\$75.00/day	Eligible	33,706	83	0.25%	1	\$1.01	\$83.64	2	\$83.64	0.25%	83
	Coffee Pods – Tablet – Google Only	\$31.00/day	Eligible	47,865	586	1.25%	1.9	\$0.74	\$439.95	6	\$439.95	1.25%	586
	Coffee Pods – Desktop – Google & Search Partners	\$350.00/day	Eligible	5,269	581	11.03%	4.7	\$0.16	\$92.75	102	\$92.75	11.03%	581
	Coffee Pods – Mobile – Google & Search Partners	\$100.00/day	Eligible	136,857	1,832	1.34%	3.6	\$0.62	\$1,138.81	14	\$1,138.81	1.34%	1,832
	Coffee Pods – Tablet – Google & Search Partners	\$75.00/day	Eligible	103,158	69	4.01%	4.3	\$0.61	\$223.27	0	\$223.27	4.01%	69
	Coffee Pods – Desktop – Display Network	\$31.00/day	Eligible	33,706	60	0.11%	1	\$1.89	\$83.64	0	\$83.64	0.11%	60
	Coffee Pods – Mobile – Display Network	\$350.00/day	Eligible	47,865	40	0.25%	1	\$1.01	\$439.95	0	\$439.95	0.25%	40
	Coffee Pods – Tablet – Display Network	\$100.00/day	Eligible	5,269	0	1.25%	1.9	\$0.74	\$92.75	0	\$92.75	1.25%	0
	Coffee Beans – Desktop – Google Only	\$75.00/day	Eligible	136,857	4	11.03%	4.7	\$0.16	\$1,138.81	8	\$1,138.81	11.03%	4
	Coffee Beans – Mobile – Google Only	\$31.00/day	Limited by budget ?	103,158	118	1.34%	3.6	\$0.62	\$223.27	2	\$223.27	1.34%	118
	Coffee Beans – Tablet – Google Only	\$350.00/day	Eligible	33,706	83	4.01%	1	\$0.61	\$83.64	6	\$83.64	4.01%	83
	Coffee Beans – Desktop – Google & Search Partners	\$100.00/day	Eligible	47,865	586	0.11%	1	\$1.89	\$439.95	102	\$439.95	0.11%	586
	Coffee Beans – Mobile – Google & Search Partners	\$75.00/day	Eligible	5,269	581	0.25%	1.9	\$1.01	\$92.75	14	\$92.75	0.25%	581
	Coffee Beans – Tablet – Google & Search Partners	\$31.00/day	Eligible	136,857	1,832	1.25%	4.7	\$0.74	\$1,138.81	0	\$1,138.81	1.25%	1,832
	Coffee Beans – Desktop – Display Network	\$350.00/day	Eligible	103,158	69	11.03%	3.6	\$0.16	\$223.27	0	\$223.27	11.03%	69
	Coffee Beans – Mobile – Display Network	\$100.00/day	Eligible	33,706	60	1.34%	4.3	\$0.62	\$83.64	0	\$83.64	1.34%	60
	Coffee Beans – Tablet – Display Network	\$75.00/day	Eligible	47,865	40	4.01%	1	\$0.61	\$439.95	0	\$439.95	4.01%	40
	Jamaica Blue Mountain – Desktop – Google Only	\$31.00/day	Eligible	5,269	0	0.11%	1	\$1.89	\$92.75	8	\$92.75	0.11%	0
	Jamaica Blue Mountain – Mobile – Google Only	\$350.00/day	Eligible	136,857	118	0.25%	1.9	\$1.01	\$1,138.81	2	\$1,138.81	0.25%	118
	Jamaica Blue Mountain – Tablet – Google Only	\$100.00/day	Eligible	103,158	83	1.25%	4.7	\$0.74	\$223.27	6	\$223.27	1.25%	83
	Jamaica Blue Mountain – Desktop – Google & Search Partners	\$75.00/day	Eligible	33,706	586	11.03%	3.6	\$0.16	\$83.64	102	\$83.64	11.03%	586
	Jamaica Blue Mountain – Mobile – Google & Search Partners	\$31.00/day	Eligible	47,865	581	1.34%	4.3	\$0.62	\$439.95	14	\$439.95	1.34%	581
	Jamaica Blue Mountain – Tablet – Google & Search Partners	\$350.00/day	Eligible	5,269	1,832	4.01%	1	\$0.61	\$92.75	0	\$92.75	4.01%	1,832
	Jamaica Blue Mountain – Desktop – Display Network	\$100.00/day	Eligible	136,857	69	0.11%	1	\$1.89	\$1,138.81	0	\$1,138.81	0.11%	69
	Jamaica Blue Mountain – Mobile – Display Network	\$75.00/day	Eligible	725	60	0.25%	1.9	\$1.01	\$223.27	0	\$223.27	0.25%	60
	Jamaica Blue Mountain – Tablet – Display Network	\$31.00/day	Eligible	517	40	1.25%	4.7	\$0.74	\$83.64	0	\$83.64	1.25%	40