

- Standard reports
  - Performance
    - Keyword
    - Search query
    - Ad
    - Account
    - Campaign
    - Ad group
    - Website placement
    - Destination URL
    - Ad dynamic text
    - Website URL (publisher)**
    - Rich ad component
    - Share of voice
    - Ad extension by keyword
    - Ad extension by ad
    - Ad extension details
  - Change history
  - Targeting
  - Campaign analytics
  - Billing and budget
- Custom reports
- Report history

Report name: Website URL (publisher) 4/25/2013

Report type: Website URL (publisher)

GENERAL SETTINGS

CHOOSE YOUR COLUMNS

attributes

**performance statistics**

Available columns

☐ Select all

- ☒ Impressions
- ☒ Clicks
- ☒ CTR
- ☒ Avg. CPC
- ☒ Spend
- ☒ Avg. position
- ☒ Conversions
- ☒ Conversion rate (%)
- ☒ CPA

Selected columns  
Change the selection

☒ Remove

☒ Account

☒ Campaign

☒ Ad group

☒ Website

☒ Ad distribution

☒ Impressions