



As a client of SnapHawk, you will receive helpful reports. Our reports will look like what you see on this page. The data below is applicable to this specific report and is for sample purposes only.

SnapHawk - Google AdWords Keyword

Company: Sample Report
 Report Type: Google AdWords
 Report Period: mm/dd/yy - mm/dd/yy
 For Help Email: CustomerCare@SnapHawk.com
 Or Call: 1.800.SNAPHAWK

We're here to help! What questions do you have?

Totals	62955	4478	7.11%	\$0.35	\$3,532.35	2.6
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For simplicity, your totals will be shown here.

Campaign	Ad Group	Keyword	Match Type	Min CPC	Max CPC	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
Barcode Scanners - SnapHawk	Scanners General	2 d bar code	Broad	\$0.05	\$1.75	18210	1230	6.75%	\$0.90	\$1,107.00	1.4
Barcode Scanners - SnapHawk	Scanners General	2 d bar codes	Broad	\$0.05	\$1.75	14925	1605	10.75%	\$0.96	\$1,540.80	1.8
Barcode Scanners - SnapHawk	Scanners General	2 d bar coding	Broad	\$0.15	\$1.00	5205	45	0.86%	\$0.56	\$25.20	1
Barcode Scanners - SnapHawk	Scanners General	bar code equipment	Broad	\$0.15	\$1.50	2640	23	0.87%	\$0.30	\$6.90	3.2
Barcode Scanners - SnapHawk	Scanners General	bar code reading	Broad	\$0.05	\$1.75	2400	270	11.25%	\$0.94	\$253.80	1.5
Barcode Scanners - SnapHawk	Scanners General	bar code scan	Broad	\$0.15	\$1.00	2025	42	2.07%	\$0.10	\$4.20	2.5
Barcode Scanners - SnapHawk	Scanners General	bar code scanner	Broad	\$0.05	\$1.75	1590	120	7.55%	\$1.33	\$159.60	1.6
Barcode Scanners - SnapHawk	Scanners General	bar code scanner	Broad	\$0.30	\$1.00	1035	15	1.45%	\$0.84	\$12.60	2.1
Barcode Scanners - SnapHawk	Scanners General	bar code suppliers	Broad	\$0.20	\$1.00	900	12	1.33%	\$0.40	\$4.80	4.5
Barcode Scanners - SnapHawk	Scanners General	bar code supplies	Broad	\$0.20	\$1.00	870	75	8.62%	\$0.30	\$22.50	4.6
Barcode Scanners - SnapHawk	Scanners General	bar scanner	Broad	\$0.20	\$1.00	855	120	14.04%	\$0.47	\$56.40	1.6
Barcode Scanners - SnapHawk	Scanners General	barcode machines	Broad	\$0.20	\$1.00	855	60	7.02%	\$0.29	\$17.40	3.4
Barcode Scanners - SnapHawk	Scanners General	barcode reader	Broad	\$0.20	\$1.00	735	87	11.83%	\$0.65	\$56.55	1.3
Barcode Scanners - SnapHawk	Scanners General	barcode reader discount	Broad	\$0.15	\$1.00	690	20	2.90%	\$0.30	\$6.00	3.4
Barcode Scanners - SnapHawk	Scanners General	barcode reader usb	Broad	\$0.30	\$1.00	585	10	1.70%	\$0.12	\$1.20	1
Barcode Scanners - SnapHawk	Scanners General	barcode readers	Broad	\$0.05	\$1.00	540	30	5.56%	\$0.32	\$9.60	1.2
Barcode Scanners - SnapHawk	Scanners General	barcode reading	Broad	\$0.20	\$1.00	495	0	0.00%	\$0.67	\$0.00	2.6
Barcode Scanners - SnapHawk	Scanners General	barcode scanner	Broad	\$0.20	\$1.00	465	0	0.00%	\$0.40	\$0.00	2.6
Barcode Scanners - SnapHawk	Scanners General	barcode scanner	Exact	\$0.20	\$1.00	435	11	2.53%	\$0.37	\$4.07	3.5
Barcode Scanners - SnapHawk	Scanners General	barcode scanner	Broad	\$0.04	\$1.00	390	20	5.13%	\$0.63	\$12.60	1.3
Barcode Scanners - SnapHawk	Scanners General	barcode scanners	Broad	\$0.05	\$1.00	330	15	4.55%	\$0.78	\$11.70	1.6
Barcode Scanners - SnapHawk	Scanners General	barcode scanners	Exact	\$0.05	\$1.75	315	15	4.76%	\$0.74	\$11.10	2
Barcode Scanners - SnapHawk	Scanners General	barcode scanning	Broad	\$0.15	\$1.00	300	23	7.67%	\$0.80	\$18.40	4.9
Barcode Scanners - SnapHawk	Scanners General	handheld barcode reader	Broad	\$0.20	\$1.00	300	22	7.34%	\$0.73	\$16.06	2.1
Barcode Scanners - SnapHawk	Scanners General	handheld barcode readers	Broad	\$0.05	\$1.75	255	45	17.65%	\$0.26	\$11.70	2.3
Barcode Scanners - SnapHawk	Scanners General	label scanner	Broad	\$0.05	\$1.75	255	45	17.65%	\$0.47	\$21.15	2.3
Barcode Scanners - SnapHawk	Scanners General	Laser Bar Code Scanner	Broad	\$0.20	\$1.00	240	20	8.34%	\$0.12	\$2.40	4.9
Barcode Scanners - SnapHawk	Scanners General	laser barcode reader	Broad	\$0.10	\$1.50	240	15	6.25%	\$0.10	\$1.50	2
Barcode Scanners - SnapHawk	Scanners General	laser scanner	Broad	\$0.05	\$1.75	225	30	13.33%	\$0.50	\$15.00	1.5
Barcode Scanners - SnapHawk	Scanners General	laser scanners	Broad	\$0.20	\$1.00	225	0	0.00%	\$0.36	\$0.00	3
Barcode Scanners - SnapHawk	Scanners General	pc barcode reader	Broad	\$0.15	\$1.00	225	30	13.34%	\$0.40	\$12.00	6.4
Barcode Scanners - SnapHawk	Scanners General	portable barcode reader	Broad	\$0.05	\$1.00	210	10	4.76%	\$0.73	\$7.30	1
Barcode Scanners - SnapHawk	Scanners General	upc reader	Broad	\$0.10	\$1.00						
Barcode Scanners - SnapHawk	Scanners General	upc scanner	Broad	\$0.20	\$1.00						
Barcode Scanners - SnapHawk	Scanners General	upc scanners	Broad	\$0.04	\$1.00						
Barcode Scanners - SnapHawk	Scanners General	usb barcode reader	Broad	\$0.20	\$1.00						
Barcode Scanners - SnapHawk	Scanners General	usb barcode readers	Broad	\$0.05	\$1.00						
Barcode Scanners - SnapHawk	Scanners General	hand held products	Phrase	\$0.15	\$1.00	150	10	10.67%	\$0.41	\$0.55	2
Barcode Scanners - SnapHawk	Scanners General	hand held products	Exact	\$0.05	\$1.75	135	21	15.56%	\$0.25	\$5.25	1.5
Barcode Scanners - SnapHawk	Scanners General	hhp scanner	Exact	\$0.10	\$1.50	135	0	0.00%	\$0.15	\$0.00	9

When you understand how to read a SnapHawk report like this one, you will know how effectively we attract customers to your Website. Some may like to interpret their own reports, but if you don't, leave it to us. We can interpret your reports for you and provide useful business insights.

This sample report contains two pages for easy reference. Typically reports will consist of multiple pages, including hundreds or thousands of keywords relevant to your online advertisements.



SnapHawk - Google AdWords

Keyword

Company: Sample Report

Report Type: Google AdWords

Report Period: mm/dd/yy-mm/dd/yy

For Help Email: CustomerCare@SnapHawk.com

Or Call: 1.800.SNAPHAWK

Totals	62955	4478	7.11%	\$0.35	\$3,532.35	2.6
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Campaign	Ad Group	Keyword	Match Type	Min CPC	Max CPC	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
Barcode Scanners - SnapHawk	Scanners General	hhp scanner	Phrase	\$0.20	\$1.00	120	12	10.00%	\$0.10	\$1.20	4.5
Barcode Scanners - SnapHawk	Scanners General	hhp scanners	Exact	\$0.05	\$1.75	105	12	11.43%	\$0.25	\$3.00	1.2
Barcode Scanners - SnapHawk	Scanners General	hhp scanners	Phrase	\$0.20	\$1.00	105	6	5.72%	\$0.12	\$0.72	1
Barcode Scanners - SnapHawk	Scanners General	imageteam 3800	Phrase	\$0.20	\$1.00	105	15	14.29%	\$0.08	\$1.20	6.2
Barcode Scanners - SnapHawk	Scanners General	imageteam 3800	Exact	\$0.20	\$1.00	105	6	5.72%	\$0.06	\$0.36	3.3
Barcode Scanners - SnapHawk	Scanners General	imageteam 3800lr	Exact	\$0.05	\$1.75	90	15	16.67%	\$0.05	\$0.75	2.1
Barcode Scanners - SnapHawk	Scanners General	imageteam 3800lr	Phrase	\$0.10	\$1.75	90	45	50.00%	\$0.10	\$4.50	1
Barcode Scanners - SnapHawk	Scanners General	it3800	Exact	\$0.20	\$1.00	90	11	12.22%	\$0.14	\$1.54	1.5
Barcode Scanners - SnapHawk	Scanners General	welch allyn scanner	Phrase	\$0.10	\$1.50	90	5	5.56%	\$0.16	\$0.80	2.4
Barcode Scanners - SnapHawk	Scanners General	welch allyn scanner	Exact	\$0.05	\$1.00	75	5	6.67%	\$0.20	\$1.00	1.6
Barcode Scanners - SnapHawk	Scanners General	welch allyn scanners	Phrase	\$0.05	\$1.75	75	12	16.00%	\$0.10	\$1.20	1.6
Barcode Scanners - SnapHawk	Scanners General	welch allyn scanners	Exact	\$0.20	\$1.00	75	0	0.00%	\$0.50	\$0.00	1.4
Barcode Scanners - SnapHawk	Scanners General	cordless barcode scanner	Broad	\$0.20	\$1.00	75	2	2.67%	\$0.06	\$0.12	3.8
Barcode Scanners - SnapHawk	Scanners General	cordless barcode scanner	Phrase	\$0.20	\$1.00	75	10	13.34%	\$0.70	\$7.00	6.1
Barcode Scanners - SnapHawk	Scanners General	metrolog	Broad	\$0.05	\$1.00	75	15	20.00%	\$0.53	\$7.95	1.4
Barcode Scanners - SnapHawk	Scanners General	metrologic	Exact	\$0.15	\$1.00	60	5	8.34%	\$0.12	\$0.60	2.2
Barcode Scanners - SnapHawk	Scanners General	metrologic	Broad	\$0.05	\$1.00	60	2	3.34%	\$0.16	\$0.32	1
Barcode Scanners - SnapHawk	Scanners General	metrologic 6720	Broad	\$0.05	\$1.75	60	15	25.00%	\$0.84	\$12.60	1.2
Barcode Scanners - SnapHawk	Scanners General	metrologic 9520	Broad	\$0.10	\$1.75	60	5	8.34%	\$0.04	\$0.20	1.9
Barcode Scanners - SnapHawk	Scanners General	metrologic bar code scanner	Broad	\$0.30	\$1.00	60	15	25.00%	\$0.60	\$9.00	3.8
Barcode Scanners - SnapHawk	Scanners General	metrologic bar code scanners	Broad	\$0.20	\$1.00	60	10	16.67%	\$0.23	\$2.30	6.5
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode	Broad	\$0.10	\$1.50	60	0	0.00%	\$0.40	\$0.00	1
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	2	3.34%	\$0.12	\$0.24	2.1
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	5	8.34%	\$0.30	\$1.50	1.4
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	12	26.67%	\$0.06	\$0.72	6
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	0	0.00%	\$0.08	\$0.00	4.5
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	5	11.11%	\$0.12	\$0.60	2
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	6	13.33%	\$0.05	\$0.30	2
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	10	22.22%	\$0.30	\$3.00	2.3
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	4	8.89%	\$0.15	\$0.60	3
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	3	6.67%	\$0.12	\$0.36	1
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	10	22.22%	\$0.06	\$0.60	1
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	0	0.00%	\$0.14	\$0.00	1.2
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	12	26.67%	\$0.26	\$3.12	1
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	3	6.67%	\$0.30	\$0.90	1.7
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	8	17.78%	\$0.28	\$2.24	6
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	6	13.33%	\$0.54	\$3.24	2.6
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	0	0.00%	\$0.35	\$0.00	1
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	4	13.33%	\$0.20	\$0.80	1
Barcode Scanners - SnapHawk	Scanners General	metrologic barcode scanners	Broad	\$0.10	\$1.50	60	15	50.00%	\$0.63	\$9.45	1.4

Ad Group

An ad group contains one or more ads which target a set of keywords, placements, or both. This is to help organize the ads and keywords that are used in a campaign.

Keyword

The Keywords you create target search engine users who search for the same or similar keywords. Your ads will appear if there is a keyword match.

Match Type

For Google, there are four different keyword matching options, each specifying a different way for a keyword to interact with search queries.

Min CPC

The minimum cost-per-click is usually the lowest amount you can pay in order for your keyword to show ads.

Max CPC

Your maximum cost-per-click is the highest amount that you are willing to pay for a click.

Impressions

Impressions mean the number of times an ad was displayed.

Clicks

The number of times a user clicks on your ad and is taken to your website. You only pay for clicks—not impressions.

CTR

Click Through Rate = Clicks/Impressions x 100. Higher CTR can lead to lower costs and higher ad position.

Avg CPC

Average Cost Per Click = Cost/Clicks

Cost

How much you pay for the ad in total. Cost = Clicks x Avg CPC

Avg Position

Where your ads are displayed. Ads with an average position of 1-8 generally appear on the first page of search results, 9-16 on the second page, etc.