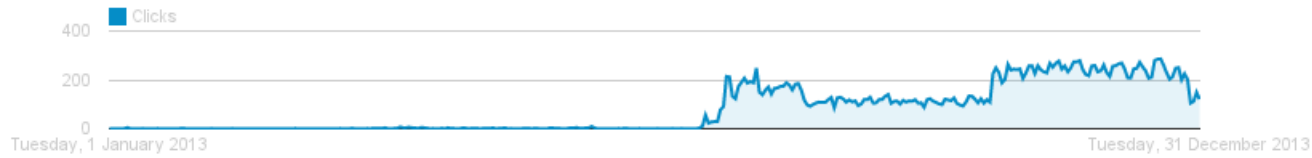


Campaign report

1 Jan 2013-31 Dec 2013



Campaign state	Campaign	Budget	Status	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
paused	Project Initiatives	109.00	campaign paused	Standard	10	1067	0.94%	0.93	9.29	6.1
paused	Membership Recruitment	109.00	campaign paused	Standard	21	4968	0.42%	0.87	18.28	4.4
paused	Global Conference Recruitment	100.00	campaign paused	Standard	16271	1486751	1.09%	1.00	16,207.08	2.3
paused	AppSec EU Campaign #1	400.00	campaign paused	Standard	2176	337834	0.64%	1.39	3,034.35	2.0
active	ZAP #1	100.00	eligible	Standard	10132	584598	1.73%	0.70	7,079.38	2.5
Total - all but deleted campaigns	--	--	--	--	28610	2415218	1.18%	0.92	26,348.38	2.3
Total - search	--	--	--	--	28610	2415218	1.18%	0.92	26,348.38	2.3
Total - Display Network	--	--	--	--	0	0	0.00%	0.00	0.00	0.0
Total	--	927.00	--	--	28610	2415218	1.18%	0.92	26,348.38	2.3