

Weekly Dashboard - Executive Summary

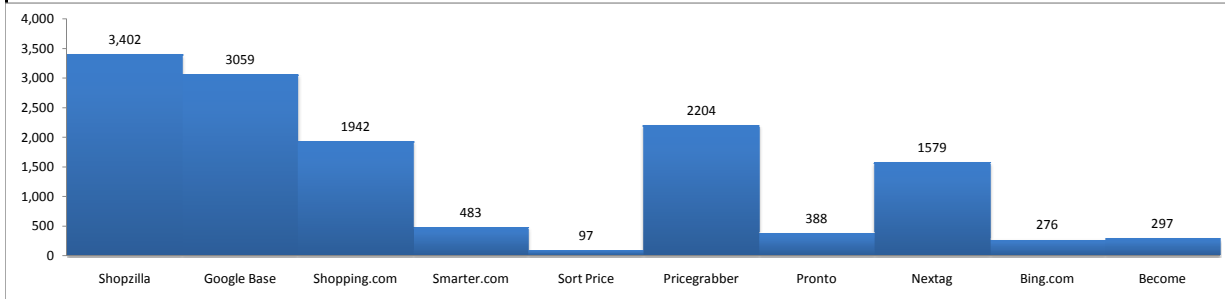
Week of 9/4 - 9/11

At A Glance - Total Campaigns

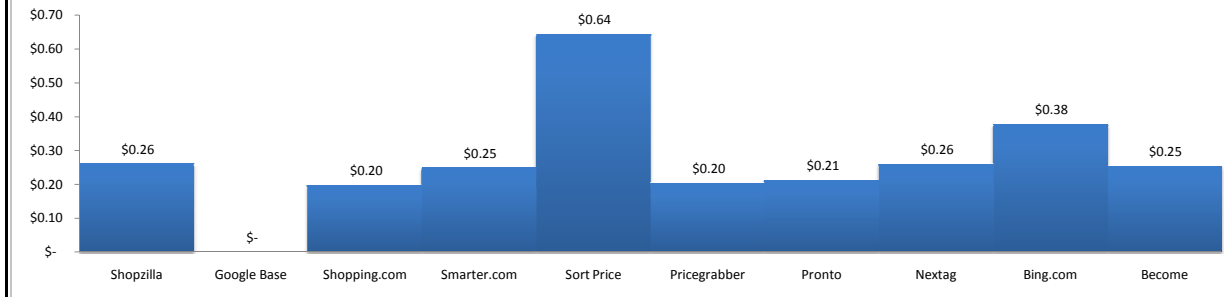
Clicks	13,727	Revenue	\$ 15,503.75
Average CPC	\$ 0.19	Total Spend	\$ 2,573.88
Cost of Sale	16.60%	Total Orders	353
Cost per Order	\$ 7.29		

Engine	Clicks	Average Bid	Spend	Revenue	Cost of Sales %	Orders	Cost per Order
Shopzilla	3,402	\$ 0.26	\$ 888.35	\$ 2,260.21	39.30%	50	\$ 17.77
Google Base	3059	\$ -	n/a	\$ 4,489.00	0.00%	136	\$ -
Shopping.com	1942	\$ 0.20	\$ 382.77	\$ 2,959.18	12.94%	57	\$ 6.72
Smarter.com	483	\$ 0.25	\$ 119.80	\$ 350.00	34.23%	17	\$ 7.05
Sort Price	97	\$ 0.64	\$ 62.50	\$ 8.00	781.25%	1	\$ 62.50
Pricegrabber	2204	\$ 0.20	\$ 446.35	\$ 1,662.32	26.85%	28	\$ 15.94
Pronto	388	\$ 0.21	\$ 82.50	\$ 209.74	39.33%	5	\$ 16.50
Nextag	1579	\$ 0.26	\$ 411.98	\$ 2,443.90	16.86%	40	\$ 10.30
Bing.com	276	\$ 0.38	\$ 104.18	\$ 1,041.40	10.00%	14	\$ 7.44
Become	297	\$ 0.25	\$ 75.45	\$ 80.00	94.31%	5	\$ 15.09

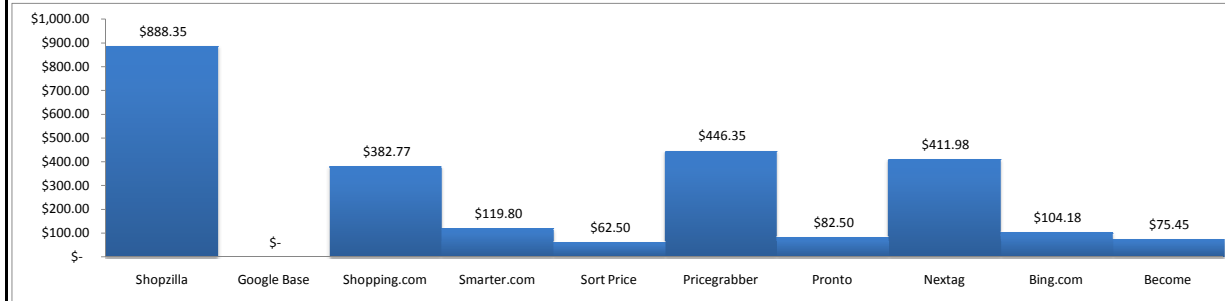
Clicks



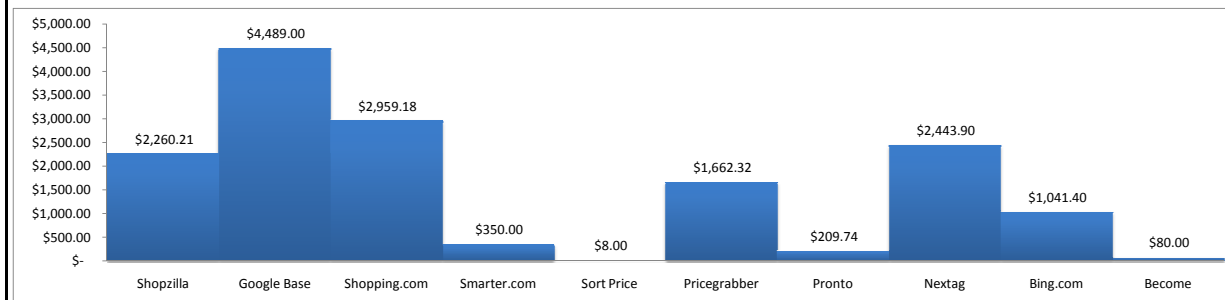
Average Bid



Spend Per Engine



Revenue Per Engine



Weekly Dashboard - Week Over Week Traffic

Week of 9/4 - 9/11

15 Week Snapback - Key Metrics

Category	Clicks	Average Bid	Spend	Revenue	Cost of Sale %	Orders	Cost per Order
4/4/2009	16,055	\$0.15	\$2,486.63	\$22,897.25	10.86%	494	\$5.03
4/11/2009	16,180	\$0.16	\$2,616.90	\$23,028.02	11.36%	467	\$5.60
4/18/2009	14,979	\$0.16	\$2,403.57	\$17,477.47	13.75%	381	\$6.31
4/25/2009	15,432	\$0.14	\$2,233.44	\$19,272.63	11.59%	404	\$5.53
5/2/2009	15,432	\$0.14	\$2,233.44	\$19,272.63	11.59%	404	\$5.53
5/9/2009	15,037	\$0.14	\$2,099.04	\$13,829.74	15.18%	319	\$6.58
5/16/2009	14,564	\$0.15	\$2,121.88	\$13,355.01	15.89%	290	\$7.32
5/23/2009	11,149	\$0.18	\$2,013.39	\$14,029.33	14.35%	417	\$4.83
5/30/2009	10,936	\$0.17	\$1,910.09	\$15,373.23	12.42%	326	\$5.86
6/6/2009	12,167	\$0.17	\$2,041.50	\$13,439.83	15.19%	324	\$6.30
6/13/2009	11,263	\$0.17	\$1,871.07	\$15,986.87	11.70%	350	\$5.35
6/20/2009	9,860	\$0.17	\$1,671.43	\$13,853.09	12.07%	332	\$5.03
6/27/2009	10,304	\$0.18	\$1,877.84	\$12,485.29	15.04%	299	\$6.28
7/4/2009	11,224	\$0.19	\$2,089.71	\$13,518.66	15.46%	300	\$6.97
7/11/2009	13,727	\$0.19	\$2,573.88	\$23,038.21	11.17%	423	\$6.08

15 Week Snapback - Engine Traffic

Engine	Shopzilla	Google Base	Shopping.com	Smarter.com	Sort Price	Pricegrabber	Pronto	Nextag	JellyFish	Become
4/4/2009	3,115	2,867	1,951	492	116	2,044	356	2,786	2,261	192
4/11/2009	3,152	3,004	2,262	454	116	2,001	322	2,397	2,356	172
4/18/2009	2,973	2,586	1,340	193	75	2,105	363	2,597	2,546	201
4/25/2009	2,661	3,494	1,327	142	127	1,968	444	2,385	2,663	221
5/2/2009	2,666	3,456	1,502	197	117	1,949	412	2,314	2,783	69
5/9/2009	2,536	3,250	1,436	245	152	1,742	483	2,090	2,863	240
5/16/2009	2,508	3,008	1,388	146	94	1,801	440	1,937	2,971	271
5/23/2009	2,220	3,018	1,249	158	55	1,809	522	1,717	131	270
5/30/2009	2,158	3,111	1,208	167	12	1,945	371	1,636	70	258
6/6/2009	2,064	3,486	1,211	181	13	2,083	422	2,302	130	275
6/13/2009	1,930	3,472	1,276	159	0	2,044	449	1,506	162	265
6/20/2009	3,866	6,024	2,292	374	20	4,190	804	1,246	310	588
6/27/2009	1,983	2,449	1,134	159	7	2,308	368	1,404	199	293
7/4/2009	2,333	2,677	1,448	185	44	2,138	453	1,353	273	320
7/11/2009	3,402	3,059	1,942	483	97	2,204	388	1,579	276	297