

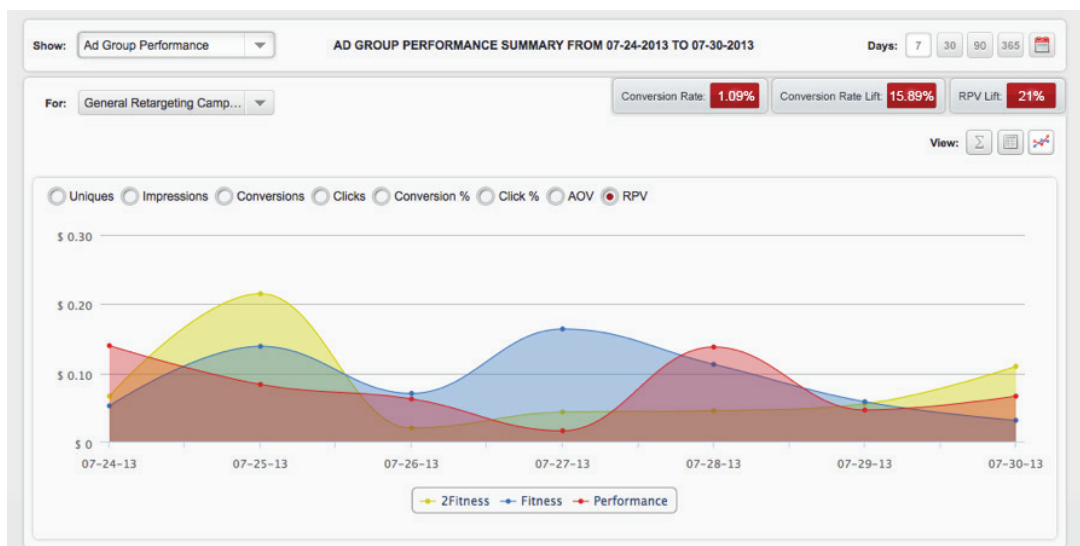
SteelHouse Visual Reporting

Compare ad group or campaign performance using the metrics that matter to you.

No One Wants to Stare at a Spreadsheet

With our interface, it's all about visualization. Now you can easily compare performance by simply looking at a beautifully colored chart.

- AD GROUPS WITHIN A CAMPAIGN - Compare the performance of ad groups within a campaign.
- CAMPAIGNS THAT MAKE UP A SLINGSHOT - View a layered area chart featuring both campaigns paired as a Slingshot.



Track Your Performance Any Way You'd Like

Visualize performance side by side over any period of time. When you select the "chart" icon, performance is displayed as a color-coded layered area chart. Then, just choose your performance metric to see how it all stacks up:

- UNIQUES
- IMPRESSIONS
- CONVERSIONS
- CLICKS
- CONVERSION RATE
- CLICK RATE
- AVERAGE ORDER VALUE
- REVENUE PER VISITOR (RPV)

"Success is a science; if you have the conditions, you get the result." – Oscar Wilde