



Company: NoelOnlineStore  
 Period: December 8 - December 20, 2004  
 Report Type: Google Service  
 Questions: 866.726.5248 or support@rankagent.com

Google Total Clicks: 679  
 Google Total Cost: \$165.53  
 Avg. Cost per Click: \$0.24  
 Total Conversions: 14  
 Cost Per Conversion: \$11.82  
 Conversion Rate: 2%

| Search Term (Google Service Only) | Impressions | Total Clicks | Click Through Rate | Cost Per Click | Total Cost | Avg. Pos | Conversions | Cost Per Conversion | Conversion Rate |
|-----------------------------------|-------------|--------------|--------------------|----------------|------------|----------|-------------|---------------------|-----------------|
| barbie dance party                | 307         | 54           | 17.60%             | \$0.21         | \$11.16    | 3.2      | 1           | \$11.16             | 2%              |
| barbie dune beetle                | 6           | 0            | 0.00%              | \$0.00         | \$0.00     | 2.3      | 0           | \$0.00              | 0%              |
| barbie electric guitar            | 392         | 65           | 16.60%             | \$0.23         | \$15.20    | 4.5      | 1           | \$15.20             | 2%              |
| barbie first skate                | 1           | 0            | 0.00%              | \$0.00         | \$0.00     | 2        | 0           | \$0.00              | 0%              |
| barbie free spirit                | 3           | 0            | 0.00%              | \$0.00         | \$0.00     | 1.7      | 0           | \$0.00              | 0%              |
| barbie free spirit trike          | 43          | 1            | 2.30%              | \$0.11         | \$0.11     | 6.3      | 0           | \$0.00              | 0%              |
| barbie guitar                     | 3263        | 309          | 9.50%              | \$0.24         | \$75.13    | 4.7      | 6           | \$12.52             | 2%              |
| barbie interactive                | 14          | 0            | 0.00%              | \$0.00         | \$0.00     | 1.9      | 0           | \$0.00              | 0%              |
| barbie interactive storybook      | 5           | 0            | 0.00%              | \$0.00         | \$0.00     | 6.6      | 0           | \$0.00              | 0%              |
| barbie jam with me guitar         | 506         | 82           | 16.20%             | \$0.20         | \$16.77    | 3.8      | 2           | \$8.39              | 2%              |
| barbie jeep                       | 89          | 2            | 2.20%              | \$0.98         | \$1.97     | 9.3      | 0           | \$0.00              | 0%              |
| barbie karaoke                    | 343         | 16           | 4.70%              | \$0.31         | \$4.90     | 5.5      | 0           | \$0.00              | 0%              |
| barbie karaoke boombox            | 2           | 0            | 0.00%              | \$0.00         | \$0.00     | 9        | 0           | \$0.00              | 0%              |
| barbie karaoke guitar             | 896         | 88           | 9.80%              | \$0.25         | \$22.27    | 4.4      | 2           | \$11.14             | 2%              |
| barbie karaoke machine            | 13          | 1            | 7.70%              | \$1.29         | \$1.29     | 3.3      | 0           | \$0.00              | 0%              |
| barbie laptop                     | 889         | 19           | 2.10%              | \$0.20         | \$3.84     | 6        | 1           | \$3.84              | 5%              |
| barbie laptop computer            | 43          | 0            | 0.00%              | \$0.00         | \$0.00     | 6.2      | 0           | \$0.00              | 0%              |
| barbie power wheel                | 46          | 3            | 6.50%              | \$0.56         | \$1.68     | 3.4      | 0           | \$0.00              | 0%              |
| barbie powerwheel                 | 8           | 0            | 0.00%              | \$0.00         | \$0.00     | 2        | 0           | \$0.00              | 0%              |
| barbie radio                      | 218         | 11           | 5.00%              | \$0.16         | \$1.78     | 3.2      | 0           | \$0.00              | 0%              |
| barbie sing with me               | 7           | 0            | 0.00%              | \$0.00         | \$0.00     | 6.3      | 0           | \$0.00              | 0%              |
| barbie sing with me karaoke       | 25          | 0            | 0.00%              | \$0.00         | \$0.00     | 5        | 0           | \$0.00              | 0%              |
| barbie spirit                     | 1           | 0            | 0.00%              | \$0.00         | \$0.00     | 2        | 0           | \$0.00              | 0%              |
| barbie spirit trike               | 1           | 0            | 0.00%              | \$0.00         | \$0.00     | 2        | 0           | \$0.00              | 0%              |
| barbie storybook                  | 2           | 0            | 0.00%              | \$0.00         | \$0.00     | 2.5      | 0           | \$0.00              | 0%              |
| barbie tv dance party             | 20          | 1            | 5.00%              | \$0.42         | \$0.42     | 3.6      | 0           | \$0.00              | 0%              |
| barbie video cam                  | 205         | 3            | 1.50%              | \$0.10         | \$0.29     | 7.5      | 0           | \$0.00              | 0%              |
| barbie video camera               | 165         | 2            | 1.20%              | \$0.08         | \$0.17     | 13       | 0           | \$0.00              | 0%              |
| barbie volkswagen                 | 91          | 6            | 6.60%              | \$0.58         | \$3.50     | 2.8      | 0           | \$0.00              | 0%              |
| barbie volkswagon                 | 74          | 5            | 6.80%              | \$0.54         | \$2.72     | 2.1      | 0           | \$0.00              | 0%              |
| barbie vw                         | 42          | 3            | 7.10%              | \$0.40         | \$1.19     | 3.2      | 0           | \$0.00              | 0%              |
| barbie wireless video camera      | 29          | 1            | 3.40%              | \$0.09         | \$0.09     | 15.6     | 0           | \$0.00              | 0%              |
| barbies dance party               | 32          | 6            | 18.80%             | \$0.12         | \$0.71     | 4        | 0           | \$0.00              | 0%              |
| barbies guitar                    | 3           | 0            | 0.00%              | \$0.00         | \$0.00     | 6.3      | 0           | \$0.00              | 0%              |
| barbies tv dance party            | 3           | 1            | 33.30%             | \$0.34         | \$0.34     | 4.3      | 0           | \$0.00              | 0%              |
| barbies video cam                 | 1           | 0            | 0.00%              | \$0.00         | \$0.00     | 5        | 0           | \$0.00              | 0%              |
| bicycle girl schwinn              | 2           | 0            | 0.00%              | \$0.00         | \$0.00     | 5        | 0           | \$0.00              | 0%              |
| blast bubble                      | 3           | 0            | 0.00%              | \$0.00         | \$0.00     | 1        | 0           | \$0.00              | 0%              |
| buy adobe acrobat                 | 6           | 0            | 0.00%              | \$0.00         | \$0.00     | 13       | 0           | \$0.00              | 0%              |
| buy adobe after effects           | 3           | 0            | 0.00%              | \$0.00         | \$0.00     | 7        | 0           | \$0.00              | 0%              |