


AttainCI Sample Report

Dell Inc. Google Pay-Per-Click Advertising

Company	Month/Year	Total Ad Budget per Day	Total Clicks per Day	Avg Cost per Click	Avg Clicks per Ad per Day	Avg Ad Position	Avg # Ad Competitors	Avg Ad Percentile
Dell Inc. www.dell.com	01 / 2010	\$7706.27 - \$50255.47	22513.03 - 43859.15	\$0.24 - \$2.63	3.6 - 8.83	4.2	8.6	51.33 %

Top Paid Advertising Keywords	Rank	Month/Year
.dell.com	1	01 / 2010
11gef	1	01 / 2010
12 inch laptops	1	01 / 2010
12 inch laptop	2	01 / 2010
10911	3	01 / 2010
10185	7	01 / 2010
10710	1	12 / 2009
1196	1	12 / 2009
1134t	4	12 / 2009
1080i tv	7	12 / 2009

Top Organic Search Keywords	Google Search Ranking
.dell.com	1
100hz widescreen	1
1184 dell	1
1184 truemobile	1
1184 wireless	1
1184 wireless broadband router	1
1701fp	1
2001fp	1
2161ds	1
2350 broadband router	1

Top Advertising Competitors	Top Organic Competitors
www.refurbdepot.com	www.microsoft.com
www.abmx.com	www.hp.com
www.shopfujitsu.com	www.cnet.com
www.laptop-advantage.com	www.mcse.ms
www.hcditrading.com	www.pcmag.com
www.techforless.com	www.notebookreview.com
www.hp.com	www.intel.com

www.computer-show.com	www.tigerdirect.com
www.asaservers.com	www.superwarehouse.com
www.discountpc.net	www.directron.com
www.thinkmate.com	www.veritas.com
www.cyberpowerpc.com	www.nextag.com
www.laptopbroker.com	www.ibm.com
www.buytough.com	www.pcworld.com
www.neweqg.com	www.gateway.com
www.groupmobile.com	www.shopping.com
www.allscripts.com	www.vmware.com
www.ironsystems.com	www.ebay.com
www.rackmountpro.com	www.pcmall.com
www.computerelite.net	www.techtarget.com
www.serversdirect.com	www.experts-exchange.com
www.avadirect.com	www.symantec.com
www.ixsystems.com	www.dealtime.com
www.usanotebook.com	www.pricegrabber.com

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