

REPORT: MIIS Site / Keyword Report
ACCOUNT: Lipman Hearne
DATE RANGE: All Time

Campaign	Placement / Keyword	Match Ty	Keyword	Impressio	Clicks	CTR	Avg CPC	Avg CPM	Cost	Avg Posit
07-08 Graduate School of International Policy Studies (Content)	usnews.com	Placemer	Active	2424142	665	0.03%	6.02	1.65	4002.06	1
07-08 Graduate School of International Policy Studies (Content)	foreignpolicy.com	Placemer	Active	1660897	968	0.06%	2.05	1.2	1985.19	1
07-08 Graduate School of International Policy Studies (Content)	wordpress.org	Placemer	Active	1384399	386	0.03%	4.07	1.14	1572.39	1
07-08 Graduate School of International Policy Studies (Content)	theatlantic.com	Placemer	Active	245542	93	0.04%	2.96	1.12	275	1
07-08 Graduate School of International Policy Studies (Content)	inteldaily.com	Placemer	Active	168657	269	0.16%	0.97	1.54	259.62	1
07-08 Graduate School of International Policy Studies (Content)	washingtonpost.com	Placemer	Active	125431	112	0.09%	2.09	1.86	233.8	1.1
07-08 Graduate School of International Policy Studies (Content)	globalpolitician.com	Placemer	Active	102668	97	0.09%	1.71	1.61	165.47	1
07-08 Graduate School of International Policy Studies (Content)	washdiplomat.com	Placemer	Active	72669	110	0.15%	0.89	1.35	98.41	1
07-08 Graduate School of International Policy Studies (Content)	ediplomat.com	Placemer	Active	45147	140	0.31%	0.63	1.97	88.73	1
07-08 Graduate School of International Policy Studies (Content)	gradschools.com	Placemer	Active	37297	9	0.02%	6.76	1.63	60.82	1
07-08 Graduate School of International Policy Studies (Content)	nytimes.com	Placemer	Active	31	0	0.00%	0	2.37	0.07	1

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07-08 Graduate School of International Policy Studies	MPA	Exact	Active	10	170604	98	0.06%	8.4	4.82	822.88	2.4
07-08 Graduate School of International Policy Studies	policy studies	Exact	Active	5	5143	10	0.19%	4.84	9.4	48.35	1.7
07-08 Graduate School of International Policy Studies	masters in public policy	Exact	Active	5	4081	1	0.02%	5	1.23	5	3.6
07-08 Graduate School of International Policy Studies	master of public policy	Exact	Active	5	2181	5	0.23%	4.76	10.9	23.78	2.1
07-08 Graduate School of International Policy Studies	public policy programs	Exact	Active	5	1693	3	0.18%	4.72	8.36	14.15	1.7
07-08 Graduate School of International Policy Studies	public policy masters	Exact	Paused	5	1527	0	0.00%	0	0	0	3.3
07-08 Graduate School of International Policy Studies	masters of public policy	Exact	Active	5	1484	2	0.13%	5	6.74	10	2.2
07-08 Graduate School of International Policy Studies	public policy studies	Exact	Active	5	1446	2	0.14%	5	6.92	10	2.1
07-08 Graduate School of International Policy Studies	public policy degree	Exact	Paused	1	1386	0	0.00%	0	0	0	4.1
07-08 Graduate School of International Policy Studies	public policy program	Exact	Active	5	1163	3	0.26%	5	12.9	15	1.9
07-08 Graduate School of International Policy Studies	masters in development studies	Exact	Active	5	1120	2	0.18%	4.23	7.54	8.45	1.7
07-08 Graduate School of International Policy Studies	master in public policy	Exact	Active	5	787	1	0.13%	5	6.35	5	3.1
07-08 Graduate School of International Policy Studies	MA in International relations	Exact	Active	0.4	772	10	1.30%	2.51	32.54	25.12	1.4
07-08 Graduate School of International Policy Studies	international policy studies	Exact	Paused	5	560	0	0.00%	0	0	0	1.6
07-08 Graduate School of International Policy Studies	environmental policy masters	Exact	Paused	1	463	3	0.65%	1.69	10.93	5.06	1.7
07-08 Graduate School of International Policy Studies	degree in public policy	Exact	Paused	5	462	0	0.00%	0	0	0	3.3
07-08 Graduate School of International Policy Studies	Master's in Public administration	Exact	Paused	5	369	0	0.00%	0	0	0	3.7
07-08 Graduate School of International Policy Studies	study policy	Exact	Active	1	369	1	0.27%	5	13.55	5	1.8
07-08 Graduate School of International Policy Studies	masters degree in public policy	Exact	Active	5	351	1	0.28%	5	14.25	5	4.6
07-08 Graduate School of International Policy Studies	MA in International Development	Exact	Active	0.4	320	1	0.31%	2.05	6.41	2.05	1.3
07-08 Graduate School of International Policy Studies	policy study	Exact	Active	1	299	1	0.33%	4.34	14.52	4.34	1.4
07-08 Graduate School of International Policy Studies	environmental policy degree	Exact	Paused	1	298	0	0.00%	0	0	0	2.8
07-08 Graduate School of International Policy Studies	MA in development studies	Exact	Active	0.5	290	1	0.34%	3.17	10.93	3.17	1.2
07-08 Graduate School of International Policy Studies	masters in environmental policy	Exact	Paused	5	250	0	0.00%	0	0	0	1.7
07-08 Graduate School of International Policy Studies	environmental policy programs	Exact	Active	1	239	1	0.42%	4.47	18.7	4.47	1.9
07-08 Graduate School of International Policy Studies	MA in Public administration	Exact	Active	0.5	232	4	1.72%	1.89	32.54	7.55	1.7
07-08 Graduate School of International Policy Studies	MA in International Affairs	Exact	Active	0.3	206	2	0.97%	1.97	19.08	3.93	1.1
07-08 Graduate School of International Policy Studies	MA in Conflict resolution	Exact	Active	0.5	204	2	0.98%	1.1	10.74	2.19	1
07-08 Graduate School of International Policy Studies	MA in public policy	Exact	Active	5	197	2	1.02%	5	50.76	10	2.2
07-08 Graduate School of International Policy Studies	development studies programs	Phrase	Active	5	188	1	0.53%	5	26.6	5	1.7
07-08 Graduate School of International Policy Studies	master in development studies	Exact	Paused	1	187	0	0.00%	0	0	0	1.3
07-08 Graduate School of International Policy Studies	MA in Diplomacy	Exact	Active	0.5	180	2	1.11%	0.92	10.17	1.83	1.2
07-08 Graduate School of International Policy Studies	MA in International Studies	Exact	Active	0.4	177	1	0.56%	4.77	26.95	4.77	1.3
07-08 Graduate School of International Policy Studies	Master's in International relations	Exact	Active	1	168	1	0.60%	5	29.76	5	2.4
07-08 Graduate School of International Policy Studies	Master's degree in Public administration	Exact	Paused	1	160	0	0.00%	0	0	0	3.8
07-08 Graduate School of International Policy Studies	public policy MA	Exact	Active	1	155	1	0.65%	4.63	29.87	4.63	1.3
07-08 Graduate School of International Policy Studies	environmental policy program	Exact	Active	5	154	1	0.65%	5	32.47	5	1.3
07-08 Graduate School of International Policy Studies	development studies MA	Exact	Active	1	134	1	0.75%	5	37.31	5	1.2
07-08 Graduate School of International Policy Studies	development studies degree	Exact	Paused	1	130	0	0.00%	0	0	0	1.4
07-08 Graduate School of International Policy Studies	masters degree in development studies	Exact	Paused	0.5	127	0	0.00%	0	0	0	1.8
07-08 Graduate School of International Policy Studies	environmental policy studies	Phrase	Active	5	102	0	0.00%	0	0	0	2
07-08 Graduate School of International Policy Studies	Master's degree in International relations	Exact	Active	0.5	95	0	0.00%	0	0	0	3.4