



What Every Business Needs  
to Know about Web 2.0 and  
Social Media

Online Advertising

November 2010

Martin De Saulles  
University of Brighton

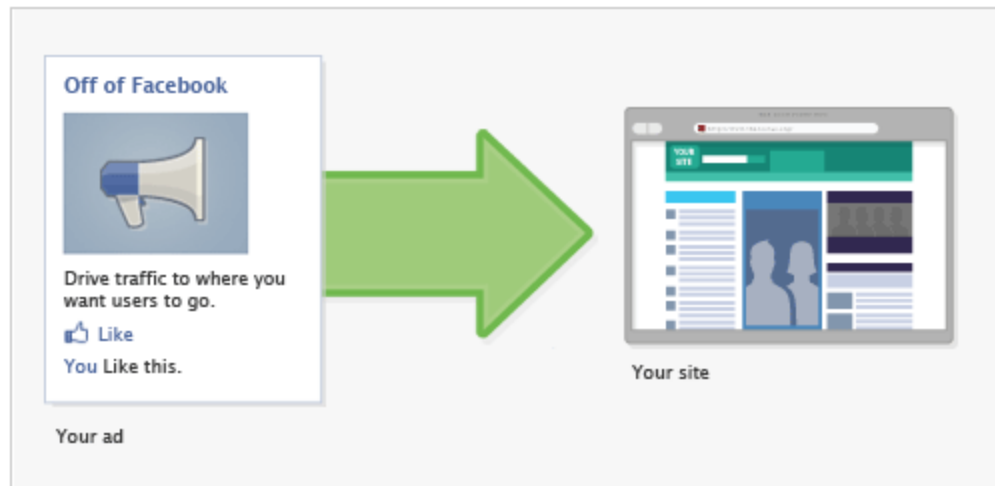
# From impressions to clicks

- Pre-adwords: banner ads, CPM
- Hard to measure, wasted money
- Hard to target, wasted money
- Search – signals desire for specific information
- Branding – still a place for CPM

# Facebook



An advert that drives traffic to something on Facebook



An advert that drives traffic to an external website

facebook 1  Home Profile Feed Friends Account

**Martin De Saulles**  
Edit My Profile

Welcome

**News Feed**

Messages 2

Events 1

Friends

Create group

News

Friends on Chat

**News Feed** Top news · Most recent

What's on your mind?

**Rob Shephard** 23 hours ago · Like · Comment

I have exchanged contracts on my house. It is sold! Today I truly move on into the next, new and exciting, perhaps, most exciting phase of my life.

11 people like this.

View all 5 comments

**Benjie Roberts** (Tab) That's really exciting. At last. Good luck with the next phase. Hope to see you soon. 4 hours ago · Like

**Russell Stanfield** (Tab) I am envious. Looking forward to the housewarming. 23 minutes ago · Like

Write a comment...

**Benjie Shephard** commented on **Sally Hedding**'s status.

**Sally Hedding** trying to work out all the grade of British awards. 11 hours ago

11 people like this.

View all 24 comments

**Benjie Shephard** I expect praise for watching the football - not the guy on the railway. 14 hours ago

**Benjie Shephard** Oh good - I'm glad that's worked then. Rightly right now. 22 hours ago

**Rob Shephard** commented on his own photo.

[Profile picture](#)

**Events** View all

**uk.commod Brighton**  
11 November at 10:00  
1000+ · Free · No · Public

**People you may know** See all

**Rebecca Taylor**  
Add as a friend

**Sponsored** Create an advert

**New Samsung Galaxy Tab.**

Watch films, play games and browse the web on the go with the new Samsung Galaxy Tab. Like our page for the chance to win one.

What would you do on your Tab?

- Play games and use apps
- Call my friends
- Watch a blockbuster

27,471 people like Samsung UK.

**Get connected**

- Who's on Facebook? [Find your friends](#)
- Who's not on Facebook? [Invite them now](#)
- Who's been because of you? [Track your invitations](#)
- Connect on the go [Try Facebook mobile](#)

The image shows a screenshot of a Facebook news feed. On the left, the user's profile is visible: Martin De Saullés, with a notification badge showing '1'. The main content area is titled 'News Feed' and shows a post from 'Liberal Democrat Brighton' and a sponsored advertisement for the 'New Samsung Galaxy Tab'. The advertisement includes a video player showing a hand holding the tablet, which displays the Facebook mobile interface. A blue arrow points from the text 'Like our page for the chance to win one.' in the ad to the right of the inset image.



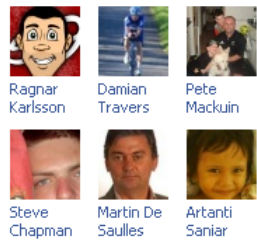
Add to my page's favourites  
Suggest to friends  
Subscribe via SMS

Welcome to the official Samsung UK Facebook page.

Here you can find out about the latest products, including the Galaxy Tab, which is now in stores!

You can also visit the Giveaway tab to be in with the chance to win one.

27,477 people like this



**Samsung UK** The new Samsung Galaxy Tab is available now. If you'd like the chance to win one, enter our competition at <http://bit.ly/cTHoOq>.

What's the first app you'd download for your brand new Tab? 15 minutes ago

Wall Info Galaxy Tab Giveaway Mobtlers Chatstar >>

Write something...  
Attach: [Icons] Share

**Samsung UK** The new Samsung Galaxy Tab is available now. If you'd like the chance to win one, enter our competition at <http://bit.ly/cTHoOq>.

What's the first app you'd download for your brand new Tab?  
15 minutes ago · Like · Comment

- 15 people like this.
- View all 20 comments
- Denise Sparrowhawk** tweetdeck... about a minute ago · Like · Flag
- Mandy Chatterley** Facebook and Kindle A few seconds ago · Like · Flag

Write a comment...

**Thomas Totton** like a lot  
42 minutes ago · Like · Comment

**Shawolz Key** Hi Friend Please Help me to win the contest : simply click this link : <http://koreabeinspired.com/itinerary/230> and at the right side you can see the like button . please like (POPULARITY SCORE) . YOUR SINGLE VOTE CAN MAKE MY DREAMS COME TRUE Thanks :)

**Win a Trip for 2 to Korea. Fly Business Class! - Korea's Worth The Trip**  
koreabeinspired.com  
Win a Trip for 2 to Korea. Fly Business Class! - Korea's Worth The Trip

about an hour ago · Like · Comment · Share

**Harriet Morris** whoops i meant flash!

Contextual ads

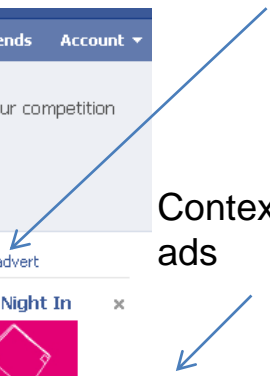
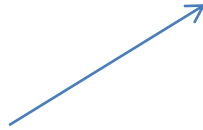
Create an advert

**T-Mobile Night In**  
A brilliant smartphone, 300 mins and flexible booster for £20 plus rent 2 films, treats and a drink from Blockbuster for £5 Mon-Thurs.

**Talk more with BT**  
Unlimited UK\* landline calls plus 0845 & 0870 calls from BT. Free for 3 months, then only £4.99 a month.

**Unlimited texts for free**  
Get unlimited texts for free when you top up £10 each month from T-mobile. Click here to order.

**Make apps easy on Thrao**



## Advertise on Facebook

## 1. Design your advert

[Design your advert FAQ](#)**Destination URL.** Example: <http://www.yourwebsite.com/> [?] [?]

I want to advertise something I have on Facebook.

**Title** 25 characters left. [?]**Body text** 135 characters left. [?]**Image** (required) [?] No file chosen**Example advert title**  
Your body text will go here.

## Advertise on Facebook

## 1. Design your advert

[Design your advert FAQ](#)**Destination URL.** Example: <http://www.yourwebsite.com/> [?]**Suggest an Ad** [?]

I want to advertise something I have on Facebook.

**Title** 8 characters left. [?]**Body text** 6 characters left. [?]**Image** (required) [?] No file chosen[Remove uploaded image.](#)**Technology Writer**

If your company needs a report or white paper written on any aspect of the communications and technology sectors then I can help.

**Location**

Country: [?]

Everywhere  
 By State/Province [?]  
 By City [?]

**Demographics**

Age: [?]  -

Require exact age match [?]

Gender: [?]  All  Men  Women

**Likes & interests**

[?]

**Connections on Facebook**

Connections: [?] Target users who are connected to:  
 [?]

Target users who are not already connected to:  
 [?]

Friends of connections: Target users whose friends are connected to:  
 [?]

[+ Show advanced targeting options](#)

**Continue**

Estimated reach  
**24,781,520** people

- who live in the **United Kingdom**
- age **18** and older

**Location**

Country: [?]

Everywhere  
 By State/Province [?]  
 By City [?]

**Demographics**

Age: [?]  -

Require exact age match [?]

Gender: [?]  All  Men  Women

**Likes & interests**

[?]  
Enter an interest

Information Technology  
 Institute  
 Science

**Connections on Facebook**

Connections: [?] Target users who are connected to:  
 [?]

Target users who are not already connected to:  
 [?]

Friends of connections: Target users whose friends are connected to:  
 [?]

[+ Show advanced targeting options](#)

Estimated reach

**139,040** people

- who live in the **United Kingdom**
- age **18** and older
- who like **technology**



[Continue](#)

### Advanced demographics

---

Birthday:  Target people on their birthdays

Interested in: [?]  All  Men  Women

Relationship: [?]  All  Single  Engaged  
 In a relationship  Married

Languages: [?]

### Education & work

---

Education: [?]  All  University Graduate  
 At University  
 At Secondary School

Workplaces: [?]

Hide advanced targeting options

**Continue**

#### Account Currency

(£) British Pound Sterling (GBP) ▼

#### Account time zone

Country/Territory  ▼

Time zone  ▼

#### Campaign & budget

Campaign name:

Budget (GBP):   ▼ [?]

What is the most you want to spend per day? (min 1.00 GBP)

#### Schedule

at  London time

at  London time

Run my campaign continuously starting today

#### Pricing

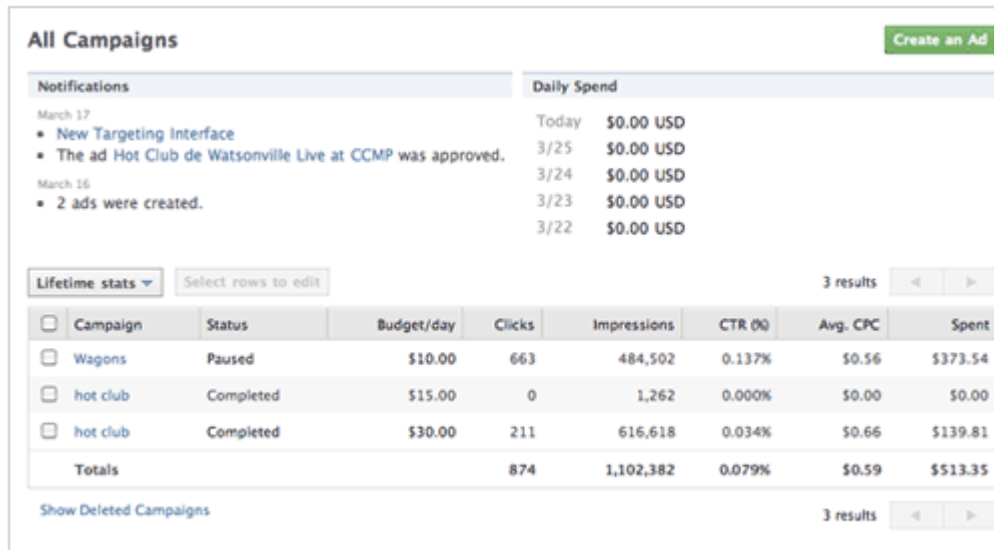
Based on your targeting options, Facebook suggests a bid of **£0.54** per click. You may pay up to this much per click, but it is likely that you will pay less.

All bids, budgets and other amounts in the UI are exclusive of tax.

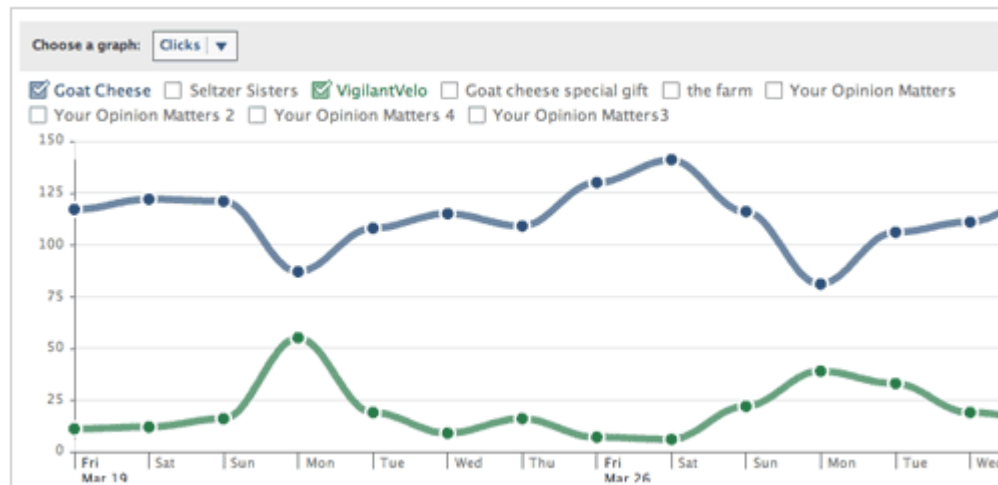
[Set a different bid \(advanced mode\)](#)

[Review advert](#)

[Questions about creating your adverts?](#)



Adverts Manager with overview of all campaigns



Graph view of all campaigns



## Success Stories

Hear from others who are using Facebook Ads successfully

Create an advert

or manage existing advert

The best way to optimise your own advertising strategy is to see how others have used Facebook Adverts as an effective marketing solution. Whether it's a product, event, local business or service, these advertisers have had success in:

- Using our targeting to reach their exact audience
- Developing efficient, cost-effective strategies to maximise their budgets
- Building a community of supporters and customers

### ▼ Successful targeting

#### Recently engaged?

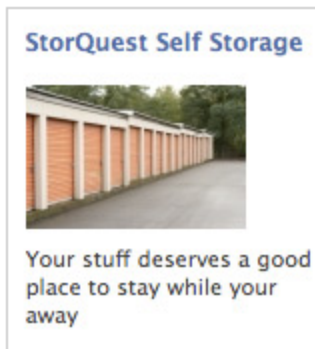


CM Photographics would love to be a part of your event. Mention this ad for \$500 off!

People treat Facebook as an authentic part of their lives, so you can be sure you are connecting with real people with real interest in your products. Facebook Adverts provided CM Photographics with the ability to target its exact demographic: 24-30-year-old women whose relationship status on Facebook indicated that they were engaged.

Over 12 months, CM Photographics generated nearly **\$40,000 in revenue directly from a \$600 advertising investment on Facebook**. Of the Facebook users who were directed to CM Photographics' website from the ads, 60% became qualified leads and actively expressed interest in more information.

▼ Increased ROI



Facebook Adverts makes it easy and cost-effective to quickly set up and manage your campaign. G5 found success setting up a series of Facebook Advert campaigns for StorQuest self-service storage facilities targeted towards university students at 21 campuses prior to the summer break. Real-time suggested bids for our auction-based system provided guidance that enabled G5 to hone advert effectiveness based on their various targeting filters (age, university level and location).

**The results from StorQuest's Facebook advert campaign were one of their highest performing online advertising efforts:**





- Over 50% increase in total rentals versus prior year at the same store.
- 10% conversion rate from visits originating from Facebook Adverts.
- On par with Google AdWords on a cost-per-lead and cost-per-customer basis.
- \$1.25 CPC delivered \$10.25 cost-per-lead.
- \$100 average rentals; \$600 average life time value per customer.

# Google Adwords

## Welcome to AdWords!

Create your first campaign

### Getting started

-  1. Choose your budget
-  2. Create your ads
-  3. Select keywords that match your ads to potential customers
-  4. Enter your billing information.  
You will incur a one-off **activation fee** upon account creation.

## For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start [creating advanced campaigns](#)
- Go to [billing setup](#)
- Set up [conversion tracking](#)

## Learn more

### Common questions

- [Where will my ads appear?](#)
- [How much does AdWords cost?](#)
- [How do I choose a budget?](#)
- [How do I choose a maximum CPC bid?](#)
- [How do I select keywords?](#)
- [How do I write targeted ad text?](#)

Search Help Centre

### More resources

- Want to learn all the basics? Check out our [Beginner's Guide](#)
- Want to find an AdWords Certified Partner to manage your account? [Learn more](#)

### Would you like extra help?

- Receive personalised ideas and special offers to help me improve
- Receive AdWords newsletters with best practices and offers to evaluate

## Select a Location

Bundles

Browse

Search

Custom



Map point | [Custom shape](#) | [Bulk](#)

[Disable map](#)

Target a custom location

Click the map or enter an address below.

Location:

E.g. EC1Y 8SY or 12 Argyle St.  
Glasgow

Allow address to show in my ads

Show my ads within  mi | [use km](#)

10 mi (16 km) minimum is recommended.

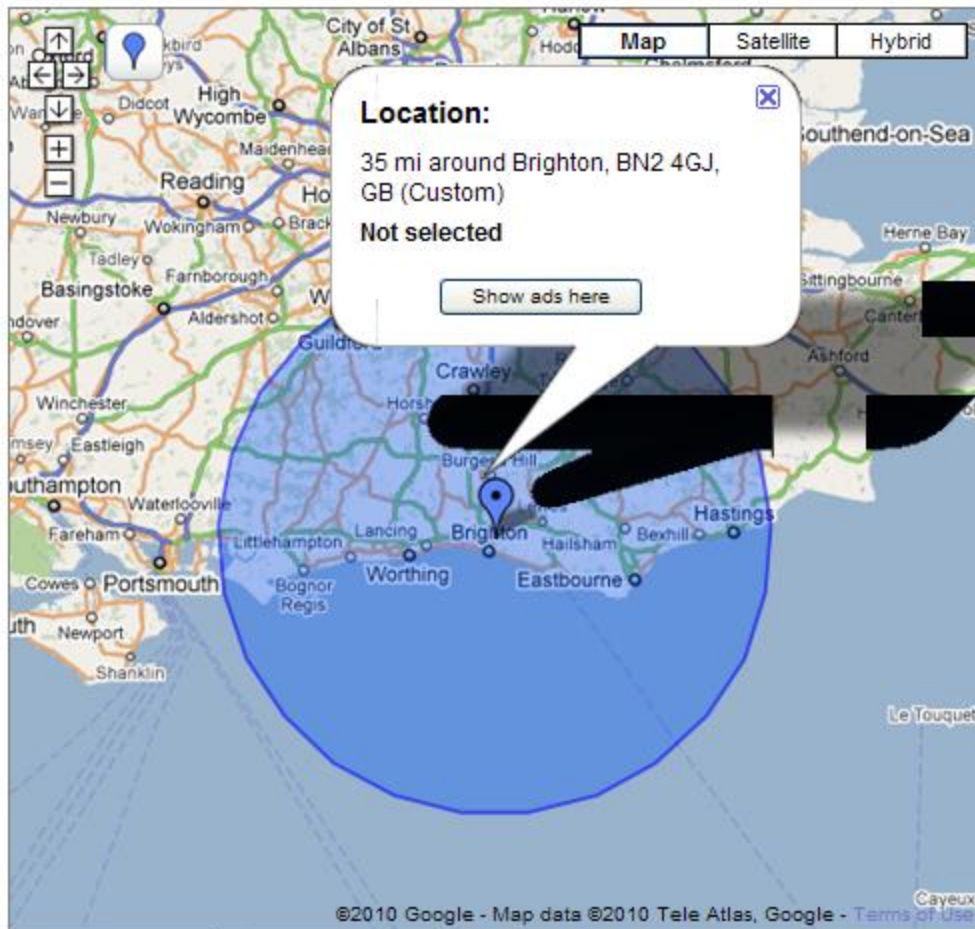
[View on map](#)

Add

Selected locations [remove all](#) [view all on map](#)

United Kingdom (Country)

[Exclude areas within selected locations](#)



©2010 Google - Map data ©2010 Tele Atlas, Google - [Terms of Use](#)

Areas on map are approximate.

[Learn more](#) about how AdWords targets ads.

Save

Cancel

per day (Format: 25.00)

## Select campaign settings

### You're ready to create your first campaign!

Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as you go along, hover over the question mark icons on this page.

Load settings ?

Campaign Type ▾

#### General

Campaign name

#### Locations and languages

Locations ? In what geographical locations do you want your ads to be displayed?  
• 35 mi around Brighton, BN2 4GJ, GB  
[Edit](#)

Languages ? What languages do your customers speak?  
**English** [Edit](#)

#### Networks and devices

Networks ?  
 All available sites (Recommended for new advertisers)  
 Let me choose...

Devices ?  
 All available devices (Recommended for new advertisers)  
 Let me choose...

#### Bidding and budget

Bidding option ? Basic options | [Advanced options](#)  
 Manual bidding for clicks  
 Automatic bidding to try to maximise clicks for your target budget  
 CPC bid limit ? £

Budget ? £  per day (Format: 25.00)  
Actual daily spend may vary. ?

[+ Position preference, delivery method \(advanced\)](#)

#### Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

Location ?  Extend my ads with location information

Sitelinks ?  Extend my ads with links to sections on my site


Phone ?  Extend my ads with a phone number

## Advanced settings

### [-] Schedule: Start date, end date, ad scheduling

Start date

End date  None

 Your ads will stop showing after this date, unless you change it later.

Ad scheduling [?](#) **Display ads all days and hours**

Automatic bidding campaigns may not use ad scheduling [?](#)

### [-] Ad delivery: Ad rotation, frequency capping

Ad rotation [?](#)

Optimise: Display better performing ads more often

Rotate: Show ads more evenly

Frequency capping [?](#)

Display Network only

No cap on impressions

Impressions

### [-] Demographic bidding

Demographic [?](#)

Display Network only

Set bidding preferences for specific demographics on eligible content network sites.

**No demographic settings** [Edit](#)

[Save and continue](#)

[Cancel new campaign](#)

## Demographic bidding

This summary shows how your ads have performed on sites that offer demographic data. Use the exclude tickboxes to hide your ad from that group.

0.00% of total impressions are from sites with demographic data. ?

### Traffic Reports by Gender and Age (for last 7 days)

Gender	Exclude	Clicks	Impr.	CTR	Avg. CPC	Cost
Male	<input type="checkbox"/>	0	0	0.00%	£0.00	£0.00
Female	<input type="checkbox"/>	0	0	0.00%	£0.00	£0.00
Unspecified		0	0	0.00%	£0.00	£0.00
<b>Total</b>		<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>£0.00</b>	<b>£0.00</b>

Age	Exclude	Clicks	Impr.	CTR ?	Avg. CPC ?	Cost
0-17	<input checked="" type="checkbox"/>	0	0	0.00%	£0.00	£0.00
18-24	<input type="checkbox"/>	0	0	0.00%	£0.00	£0.00
25-34	<input type="checkbox"/>	0	0	0.00%	£0.00	£0.00
35-44	<input type="checkbox"/>	0	0	0.00%	£0.00	£0.00
45-54	<input type="checkbox"/>	0	0	0.00%	£0.00	£0.00
55-64	<input checked="" type="checkbox"/>	0	0	0.00%	£0.00	£0.00
65+	<input checked="" type="checkbox"/>	0	0	0.00%	£0.00	£0.00
Unspecified		0	0	0.00%	£0.00	£0.00
<b>Total</b>		<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>£0.00</b>	<b>£0.00</b>

Data from the past 48 hours may not be included here. For site-specific demographic data, visit the Report Centre and run a Demographic Performance report.

## Create ad and keywords

### Create an ad

Text ad  Image ad  Display ad builder  WAP mobile ad

Now it's time to write your first ad! To appeal to customers searching for your product or service, highlight what sets you apart from the competition, and use clear, specific text. [Help me write a great t](#)

Headline	<input type="text" value="MA Information Studies"/>
Description line 1	<input type="text" value="University of Brighton"/>
Description line 2	<input type="text" value="CILIP Accredited Course"/>
Display URL <a href="#">?</a>	<input type="text" value="www.brighton.ac.uk"/>
Destination URL <a href="#">?</a>	<input type="text" value="http://"/> <input type="text" value="ghton.ac.uk/course.php?cnum=274"/>

#### Ad preview

[MA Information Studies](#)  
University of Brighton  
CILIP Accredited Course  
[www.brighton.ac.uk](http://www.brighton.ac.uk)

**Ad extensions** expand your ad with additional information like a business address or product images.

[Take a tour](#)

### Keywords

[Select keywords](#)

Your ad can be displayed on Google when people search for the keywords that you choose here. These keywords will also automatically find relevant sites on the Display Network to display your ads.

When creating your keyword list, think like your customers: how would they describe your products or services? A highly relevant keyword list will allow you to show your ads to only the most interested advertising. You can start with 10 or 20 keywords and expand or refine your list later. [Help me choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#)

<input type="text" value="librarianship"/>	<input type="button" value="↑"/>
<input type="text" value="library studies"/>	<input type="button" value="↑"/>
<input type="text" value="library course"/>	<input type="button" value="↑"/>
<input type="text" value="part time masters"/>	<input type="button" value="↑"/>
<input type="text" value="part time masters degree"/>	<input type="button" value="↑"/>

[Advanced option: match types](#)

<input type="button" value="Add"/>	part time degree courses	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time diploma	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time mba	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time undergraduate courses	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time study uk	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time engineering degree	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time university courses	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time law degree	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time university degree	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time study london	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time business degree	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time postgraduate courses	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time psychology degree	<input type="button" value="↑"/>
<input type="button" value="Add"/>	part time mba courses	<input type="button" value="↑"/>

Create a new campaign

Advertise another product or service by creating a new campaign or ad group.

Control panel and library

A place where you can manage reports or alerts that you've created.

Help

Help Centre

Go

MA Information Studies

University of Brighton  
CILIP Accredited Course  
[www.brighton.ac.uk](http://www.brighton.ac.uk)

1 of 1

Enabled

Budget: £2.00/day Edit

Targeting:

All networks Edit

All devices Edit

English Edit

35 mi around Brighton, BN2 4GJ, GB Edit

Bids (Auto)

Default bid £1.16 Managed placements bid £1.16 Display Network bid auto

Last 7 days

11 Nov 2010 - 17 Nov 2010

Settings Ads Keywords Networks

All but deleted keywords Segment Filter Columns Search

These keywords refine search and determine the placements that are good matches for your ads.



Add keywords Edit Change status... See search terms... More actions...

<input type="checkbox"/>	Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	library work	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	librarian	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	librarianship	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	become a librarian	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	library studies	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	information studies	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	mature student	Rarely shown due to low quality score	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	part time masters	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	part time masters degree	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	library course	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>	be a librarian	Eligible	auto: £1.16	0	0	0.00%	£0.00	£0.00	0



library studies

Search

About 65,800,000 results (0.43 seconds)

[Advanced search](#)

Everything

More

Brighton, UK

Change location

The web

[Pages from the UK](#)

Any time

[Past 2 months](#)

More search tools

[MA Information Studies](#)

Ads

[www.brighton.ac.uk](http://www.brighton.ac.uk) University of Brighton CILIP Accredited Course

[Library Courses](#)

[www.RGU.ac.uk/ABS](http://www.RGU.ac.uk/ABS) Develop your **Library** Career. Apply now for CILIP **library** degree.

[Library science - Wikipedia, the free encyclopedia](#) ☆ 🔍 - 18 Nov

**Library science** (or Library and Information science) is an interdisciplinary field that applies the practices, perspectives, and tools of management, ...  
[History - Training in librarianship - Employment outlook and ...](#)  
[en.wikipedia.org/wiki/Library\\_science](http://en.wikipedia.org/wiki/Library_science) - [Cached](#) - [Similar](#)

[CILIP: Chartered Institute of Library and Information Professionals](#) ☆ 🔍 - 10 visits - 23 Sep

**Library** and information **science** research project awarded £45000 grant. UK-wide network of researchers to be created (Press Release 18/11/2010) ...  
[www.cilip.org.uk/](http://www.cilip.org.uk/) - [Cached](#) - [Similar](#)

[CILIP | Courses in library and information studies currently ...](#) ☆ 🔍

Courses in **library** and information **studies** currently accredited by CILIP ...  
[www.cilip.org.uk/jobs-careers/qualifications/.../pages/default.aspx](http://www.cilip.org.uk/jobs-careers/qualifications/.../pages/default.aspx) - [Cached](#)

Show more results from [cilip.org.uk](http://cilip.org.uk)

[LSE - London School of Economics and Political Science - Home](#) ☆ 🔍

16 Nov 2010 ... LSE website · Staff & students · **Library**; Academic departments .... The London School of Economics and Political **Science** is a School of the ...  
[www.lse.ac.uk/](http://www.lse.ac.uk/) - [Cached](#) - [Similar](#)

[RGU: MSc in Information and Library Studies Overview](#) ☆ 🔍

MSc Information & **Library Studies** or masters Information and **Library Studies** course is available full time, part-time and by distance learning at Aberdeen ...  
[www.rgu.ac.uk](http://www.rgu.ac.uk) > Aberdeen Business School - [Cached](#) - [Similar](#)

Ads

[Librarian Courses](#)

Search for **Librarian** Courses  
Find **Librarian** Courses  
[Ask.com](#)

[See your ad here >](#)



librarianship

Search

About 893,000 results (0.20 seconds)

[Advanced search](#)

Everything

Books

Blogs

More

Brighton, UK

Change location

The web

Pages from the UK

All results

Wonder wheel

Timeline

More search tools

[Librarian](#) - Wikipedia, the free encyclopedia ☆ 🔍 - 18 Nov

A **librarian** is an information professional trained in library and information science, which is the organization and management of information services or ...

[en.wikipedia.org/wiki/Librarian](http://en.wikipedia.org/wiki/Librarian) - [Cached](#) - [Similar](#)

[MA Librarianship](#) ☆ 🔍

As a result teaching and learning on the MA in **Librarianship** is research-led and students can be sure that they will be exposed to the latest ideas and ...

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<input type="checkbox"/>		Keyword	Status <sup>?</sup>	Max. CPC	Clicks	Impr.	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost	Avg. Pos.
<input type="checkbox"/>		library work	Eligible	auto: £1.57	1	515	0.19%	£1.01	£1.01	1.5
<input type="checkbox"/>		librarian	Eligible	auto: £1.57	2	966	0.21%	£0.92	£1.83	2
<input type="checkbox"/>		librarianship	Eligible	auto: £1.57	0	16	0.00%	£0.00	£0.00	1.1
<input type="checkbox"/>		become a librarian	Eligible	auto: £1.57	0	2	0.00%	£0.00	£0.00	1
<input type="checkbox"/>		library studies	Eligible	auto: £1.57	1	30	3.33%	£1.26	£1.26	1.8
<input type="checkbox"/>		information studies	Eligible	auto: £1.57	1	80	1.25%	£1.26	£1.26	2.9
<input type="checkbox"/>		mature student	Rarely shown due to low quality score	auto: £1.57	0	455	0.00%	£0.00	£0.00	2
<input type="checkbox"/>		part time masters	Eligible	auto: £1.57	0	29	0.00%	£0.00	£0.00	3
<input type="checkbox"/>		part time masters degree	Eligible	auto: £1.57	0	2	0.00%	£0.00	£0.00	4
<input type="checkbox"/>		library course	Eligible	auto: £1.57	0	46	0.00%	£0.00	£0.00	2
<input type="checkbox"/>		be a librarian	Eligible	auto: £1.57	0	7	0.00%	£0.00	£0.00	1
<input type="checkbox"/>		work in a library	Eligible	auto: £1.57	0	0	0.00%	£0.00	£0.00	0
<input type="checkbox"/>		postgraduate brighton	Eligible	auto: £1.57	0	10	0.00%	£0.00	£0.00	1.4
		Total - search <sup>?</sup>			5	2,158	0.23%	£1.07	£5.36	1.9
		Total - Display Network <sup>?</sup>			0	2,229	0.00%	£0.00	£0.00	2.9
		Total - all keywords			5	4,387	0.11%	£1.07	£5.36	2.4