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? Help

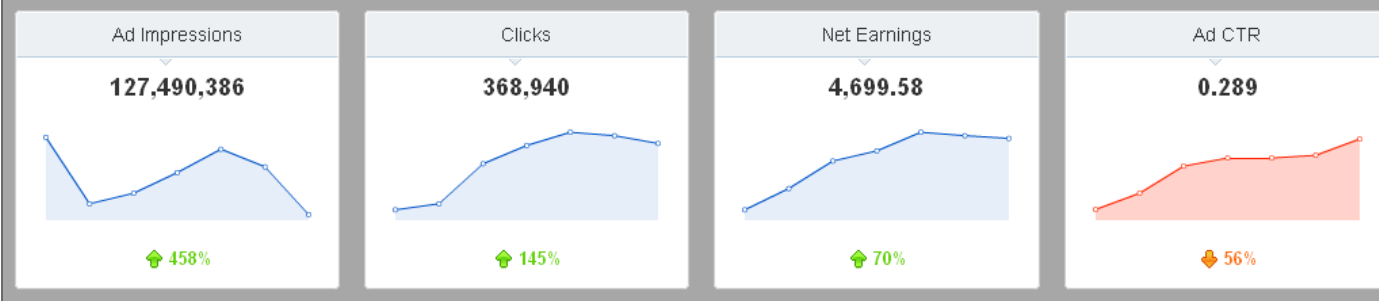
Dashboard: Provides near real-time performance numbers for your sites with the region wise break up of the metrics. [More...](#)

Dashboard Last Updated on Fri, 12 Feb 2010 10:00 IST

Pending Earnings: USD 5,653.33 Ad Balance: USD 3,369.89

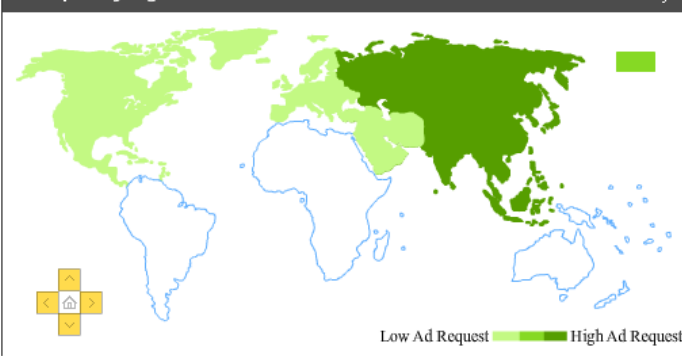
LAST 7 DAYS's Performance compared with PREVIOUS 7 DAYS

Show [Today](#) [Y'day](#) [7 days](#) [This Month](#) [Customize](#)



Ad Request by Region

Last 7 days



Messages

- The amount USD 15000.0 has been transferred to your advertiser account on 05 Feb 2010 12:00 ([remove](#))
- The amount USD 15000.0 has been transferred to your advertiser account on 25 Jan 2010 16:46 ([remove](#))

Today's Performance for your sites

Site Name	Ad Requests	Ad Impressions	Fill Rate (%)	Clicks	Ad CTR (%)	Avg CPC (USD)	Net Earnings (USD)	eCPM (USD)
Site_1	6,176,366	2,140,753	34.66	3,759	0.18	0.020	74.74	0.035
Site_2	985,775	203,630	20.66	685	0.34	0.023	15.44	0.076