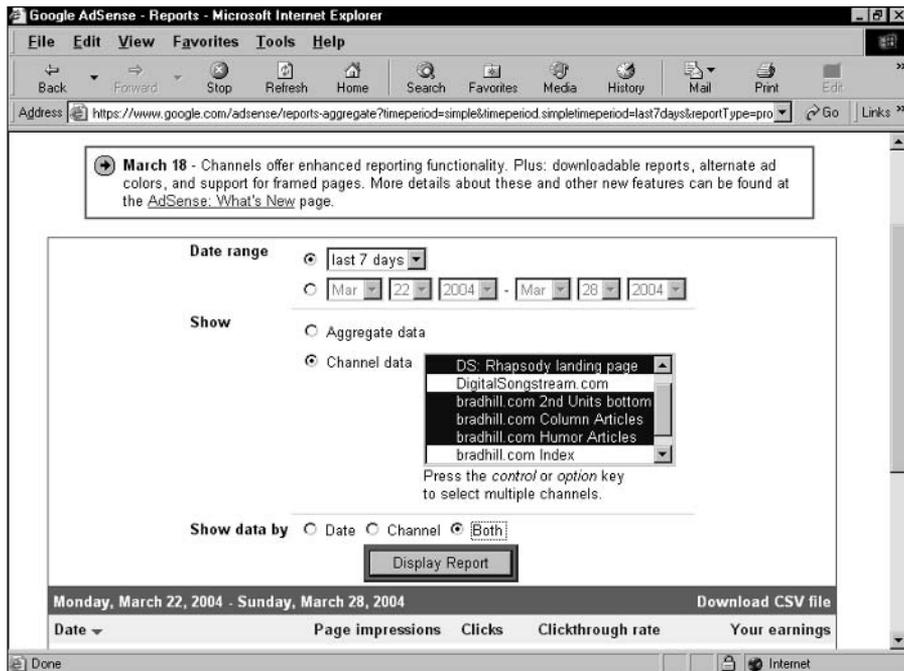


Figure 12-8:
The
AdSense
performance
screen set
to display
channel
statistics.



The statistical column headings are the same in channel view as in aggregate view. The Show Data By group of radio buttons makes the following adjustments to the data display:

- ✓ If you select the Date radio button, Google aggregates the information just as in the aggregate view, but only for the channels you selected in Step 2.
- ✓ The Channel radio button divides the data by channel and displays it without a breakdown of individual days.
- ✓ The Both radio button combines these two features, displaying data for each channel and for every day of the time period you selected with the Date Range menus.

Setting Up AdSense Channels

Using channels is a great way (well, the only way) to discover which portions of your AdSense effort are making money. Before Google introduced channels, AdSense publishers were collecting revenue with no idea of where,