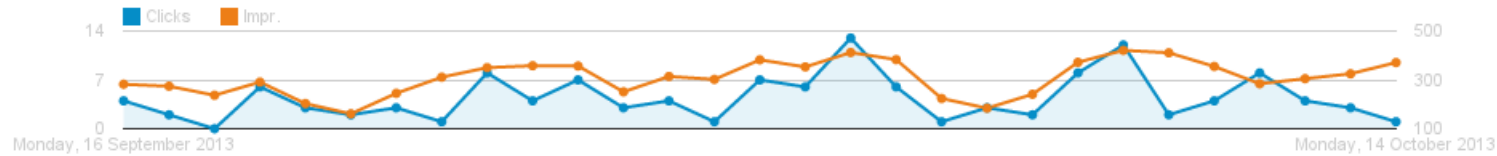


Keyword report

16 Sep 2013-14 Oct 2013



Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score	First page CPC	Top of page CPC
enabled	oxygen treatment	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.27)	0.20	3	384	0.78%	0.19	0.58	5.3	4	0.27	0.53
enabled	oxygen administration	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.47)	0.20	3	460	0.65%	0.13	0.38	6.6	4	0.47	0.68
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	23	730	3.15%	0.18	4.10	2.8	8	0.09	0.26
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	3	182	1.65%	0.18	0.53	3.7	6	0.15	0.33
enabled	Neonatal Head Box	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.30)	0.20	2	1	200.00%	0.19	0.38	4.0	4	0.30	0.65
enabled	Medical Head Box	Medical	Oxygen Hoods	eligible	0.20	1	9	11.11%	0.19	0.19	2.8	4	0.20	0.40
enabled	Oxygen Head Box	Medical	Oxygen Hoods	eligible	0.20	6	76	7.89%	0.16	0.99	1.9	7	0.15	0.25
enabled	Oxygen Hood	Medical	Oxygen Hoods	eligible	0.20	3	162	1.85%	0.14	0.43	2.3	6	0.10	0.30
enabled	co2 monitor	Medical	Medical Capnograph	eligible	0.35	8	1629	0.49%	0.28	2.22	5.1	4	0.35	0.49
enabled	Capnometer	Medical	Medical Capnograph	eligible	0.35	3	103	2.91%	0.24	0.71	1.4	6	0.29	0.48
enabled	Capnograph	Medical	Medical Capnograph	eligible	0.35	13	352	3.69%	0.22	2.88	1.7	6	0.09	0.32
enabled	Capnography	Medical	Medical Capnograph	eligible	0.35	14	1289	1.09%	0.27	3.84	1.8	6	0.35	0.61

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score	First page CPC	Top of page CPC
enabled	carbon dioxide analyzer	Medical Capnograph	Medical Capnograph	eligible	0.35	2	184	1.09%	0.35	0.70	4.5	4	0.30	3.00
enabled	co2 monitoring	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.45)	0.35	4	144	2.78%	0.33	1.31	5.7	4	0.45	1.25
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	4	256	1.56%	0.32	1.29	6.6	4	0.28	0.54
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	1	43	2.33%	0.23	0.23	1.7	6	0.15	0.40
enabled	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.56)	0.35	1	132	0.76%	0.22	0.22	1.8	6	0.56	0.85
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	eligible	0.35	3	190	1.58%	0.21	0.64	1.9	4	0.35	0.73
enabled	co2 monitors	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.71)	0.35	2	311	0.64%	0.34	0.68	6.2	5	0.71	0.83
enabled	Veterinary Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	1	80	1.25%	0.19	0.19	3.8	6	0.15	0.40
enabled	Capnographs	Medical Capnograph	Medical Capnograph	eligible	0.35	1	26	3.85%	0.23	0.23	1.7	6	0.03	0.25
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 1.19)	0.35	1	45	2.22%	0.03	0.03	1.4	4	1.19	1.50
enabled	Veterinary Capnography	Medical Capnograph	Medical Capnograph	eligible	0.35	4	29	13.79%	0.28	1.14	2.2	6	0.05	0.25
enabled	vet anesthesia monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	1	14	7.14%	0.25	0.25	3.9	6	0.15	0.45
enabled	portable capnography	Medical Capnograph	Medical Capnograph	eligible	0.35	2	45	4.44%	0.34	0.67	1.6	7	0.01	0.20

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score	First page CPC	Top of page CPC
enabled	Capnography Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	4	86	4.65%	0.28	1.14	2.2	9	0.02	0.25
enabled	Vet SpO2 Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	1	27	3.70%	0.19	0.19	4.2	6	0.03	0.25
enabled	Veterinary Capnograph	Medical Capnograph	Medical Capnograph	eligible	0.35	1	18	5.56%	0.28	0.28	1.6	7	0.03	0.25
enabled	Capnograph Veterinary	Medical Capnograph	Medical Capnograph	eligible	0.35	1	11	9.09%	0.23	0.23	2.1	7	0.04	0.25
enabled	Animal Monitors	Medical Capnograph	Medical Capnograph	eligible	0.35	2	1511	0.13%	0.28	0.57	2.7	4	0.30	0.75
enabled	Capnograph Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	3	173	1.73%	0.34	1.01	2.0	7	0.04	0.30
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	1	69	1.45%	0.31	0.31	2.1	6	0.10	0.30
enabled	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	2	66	3.03%	0.28	0.57	2.2	7	0.15	0.30
enabled	Mainstream Capnograph	Medical Capnograph	Medical Capnograph	eligible	0.35	1	18	5.56%	0.29	0.29	1.8	6	0.10	0.35
enabled	End Tidal CO2 Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	1	63	1.59%	0.35	0.35	2.0	4	0.20	0.75
enabled	emma capnograph	Medical Capnograph	Medical Capnograph	eligible	0.35	2	41	4.88%	0.30	0.59	1.1	7	0.02	0.25
Total - filtered	--	--	--	--	--	128	8959	1.43%	0.24	30.34	3.5	--	--	--
Total - all paused and deleted	--	--	--	--	--	0	344	0.00%	0.00	0.00	3.4	--	--	--
Total - search	--	--	--	--	--	158	15324	1.03%	0.23	36.26	3.9	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--

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Total	--	--	--	--	--	158	15324	1.03%	0.23	36.26	3.9	--	--	--