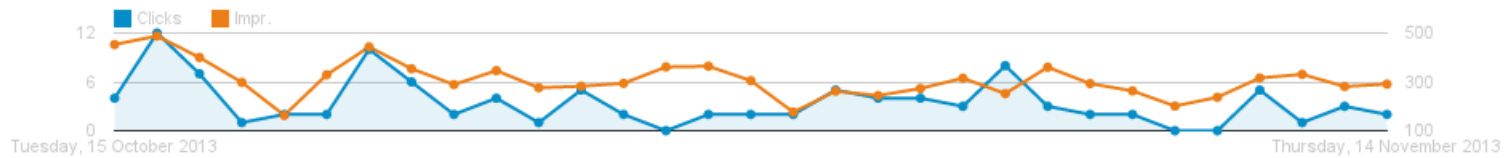


Keyword report

15 Oct 2013-14 Nov 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 : 0.34)	0.20	3	429	0.70%	0.13	0.40	5.4	3	0.34	0.80
enabled	oxygen administration	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.50)	0.20	1	228	0.44%	0.18	0.18	5.6	3	0.50	1.16
enabled	Oxygen Hoods	Medical	Oxygen Hoods	eligible	0.20	1	159	0.63%	0.20	0.20	3.1	6	0.10	0.30
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	15	605	2.48%	0.17	2.55	2.7	6	0.11	0.31
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	5	197	2.54%	0.18	0.91	3.7	6	0.15	0.35
enabled	Oxygen Head Box	Medical	Oxygen Hoods	eligible	0.20	3	34	8.82%	0.14	0.42	2.0	5	0.15	0.75
enabled	Oxygen Hood	Medical	Oxygen Hoods	eligible	0.20	1	159	0.63%	0.12	0.12	2.2	6	0.15	0.45
enabled	co2 monitor	Medical	Medical Capnograph	eligible	0.35	15	2044	0.73%	0.32	4.81	5.3	5	0.35	0.51
enabled	Capnometer	Medical	Medical Capnograph	eligible	0.35	5	162	3.09%	0.13	0.63	1.5	5	0.17	0.50
enabled	Capnograph	Medical	Medical Capnograph	eligible	0.35	7	392	1.79%	0.24	1.65	2.0	6	0.20	0.38
enabled	Capnography	Medical	Medical Capnograph	eligible	0.35	9	1380	0.65%	0.27	2.40	2.2	5	0.35	0.72
enabled	carbon dioxide analyzer	Medical	Medical Capnograph	Below first page bid (First page CPC : 0.75)	0.35	1	254	0.39%	0.34	0.34	4.3	4	0.75	4.50

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	co2 monitoring	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.55)	0.35	4	155	2.58%	0.31	1.25	5.6	7	0.55	1.25
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	1	172	0.58%	0.35	0.35	6.6	7	0.35	0.64
enabled	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.46)	0.35	3	337	0.89%	0.08	0.25	2.5	5	0.46	0.83
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.46)	0.35	2	307	0.65%	0.28	0.56	2.1	5	0.46	0.96
enabled	co2 monitors	Medical Capnograph	Medical Capnograph	eligible	0.35	2	377	0.53%	0.26	0.51	6.0	5	0.35	3.00
enabled	veterinary monitors	Medical Capnograph	Medical Capnograph	eligible	0.35	1	35	2.86%	0.29	0.29	4.5	5	0.10	0.55
enabled	Capnographs	Medical Capnograph	Medical Capnograph	eligible	0.35	1	21	4.76%	0.30	0.30	2.0	5	0.15	0.60
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 1.19)	0.35	5	57	8.77%	0.08	0.39	1.5	3	1.19	1.78
enabled	Veterinary Capnography	Medical Capnograph	Medical Capnograph	eligible	0.35	1	32	3.12%	0.25	0.25	2.6	5	0.25	0.75
enabled	portable capnography	Medical Capnograph	Medical Capnograph	eligible	0.35	6	54	11.11%	0.28	1.66	2.8	6	0.10	0.45
enabled	Capnography Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	4	93	4.30%	0.18	0.74	2.1	6	0.10	0.50
enabled	Animal Monitors	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.40)	0.35	1	1325	0.08%	0.22	0.22	3.0	3	0.40	1.00

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 Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	2	208	0.96%	0.26	0.53	2.6	6	0.20	0.75
enabled	Capnography Monitors	Medical Capnograph	Medical Capnograph	eligible	0.35	1	28	3.57%	0.35	0.35	2.9	8	0.15	0.55
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	2	92	2.17%	0.32	0.65	2.7	5	0.20	0.75
enabled	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	3	84	3.57%	0.29	0.86	2.5	5	0.20	0.55
enabled	End Tidal CO2 Monitors	Medical Capnograph	Medical Capnograph	eligible	0.35	1	120	0.83%	0.21	0.21	2.3	5	0.15	0.40
Total - filtered	--	--	--	--	--	106	9540	1.11%	0.23	23.98	3.6	--	--	--
Total - all paused and deleted	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	149	19344	0.77%	0.21	31.84	3.9	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	149	19344	0.77%	0.21	31.84	3.9	--	--	--