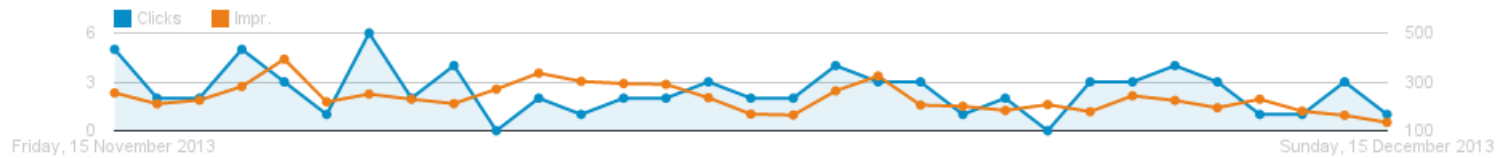


Keyword report

15 Nov 2013-15 Dec 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 administration	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.51)	0.20	1	95	1.05%	0.15	0.15	4.7	3	0.51	0.95
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	5	518	0.97%	0.15	0.76	3.1	6	0.10	0.32
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	9	288	3.12%	0.16	1.46	3.3	6	0.08	0.23
enabled	Oxygen Head Box	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.25)	0.20	3	64	4.69%	0.14	0.41	2.5	5	0.25	0.75
enabled	Oxygen Head Boxes	Medical	Oxygen Hoods	low search volume	0.20	1	8	12.50%	0.18	0.18	2.9	5	0.15	0.50
enabled	Oxygen Hood	Medical	Oxygen Hoods	eligible	0.20	2	127	1.57%	0.14	0.29	2.7	6	0.15	0.50
enabled	co2 monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	6	876	0.68%	0.31	1.88	6.5	5	0.35	0.62
enabled	Capnometer	Medical Capnograph	Medical Capnograph	eligible	0.35	7	125	5.60%	0.24	1.68	1.4	5	0.10	0.45
enabled	Capnograph	Medical Capnograph	Medical Capnograph	eligible	0.35	8	481	1.66%	0.22	1.72	2.2	5	0.19	0.43
enabled	Capnography	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.38)	0.35	10	1458	0.69%	0.30	2.98	2.2	3	0.38	0.81
enabled	co2 monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	2	167	1.20%	0.35	0.70	5.9	7	0.35	0.65

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 monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	1	227	0.44%	0.32	0.32	6.7	7	0.35	0.97
enabled	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.42)	0.35	2	337	0.59%	0.12	0.23	2.7	5	0.42	0.81
enabled	co2 monitors	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.50)	0.35	2	277	0.72%	0.32	0.65	5.8	5	0.50	0.82
enabled	Capnographs	Medical Capnograph	Medical Capnograph	eligible	0.35	1	22	4.55%	0.35	0.35	2.6	5	0.15	0.60
enabled	Veterinary Monitors	Medical Capnograph	Medical Capnograph	eligible	0.35	1	59	1.69%	0.35	0.35	3.7	5	0.15	0.55
enabled	portable capnography	Medical Capnograph	Medical Capnograph	eligible	0.35	3	35	8.57%	0.29	0.88	3.1	6	0.15	0.50
enabled	Capnography Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	1	71	1.41%	0.33	0.33	2.4	6	0.15	0.50
enabled	Veterinary Capnograph	Medical Capnograph	Medical Capnograph	eligible	0.35	1	20	5.00%	0.29	0.29	1.9	5	0.20	0.65
enabled	Veterinary etco2 monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	1	38	2.63%	0.33	0.33	1.9	5	0.20	0.60
enabled	Animal Monitors	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.50)	0.35	1	1574	0.06%	0.16	0.16	3.1	3	0.50	1.25
enabled	ETCo2 Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	1	51	1.96%	0.32	0.32	3.0	5	0.20	0.55
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	1	106	0.94%	0.14	0.14	2.3	5	0.20	1.00
enabled	Emma Capnometer	Medical Capnograph	Medical Capnograph	eligible	0.35	1	46	2.17%	0.30	0.30	1.6	5	0.20	0.60

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	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	1	51	1.96%	0.20	0.20	3.0	5	0.20	0.75
enabled	End Tidal CO2 Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	2	68	2.94%	0.26	0.53	2.6	5	0.35	1.00
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	1	25	4.00%	0.22	0.22	2.6	6	0.10	0.50
enabled	emma capnograph	Medical Capnograph	Medical Capnograph	eligible	0.35	1	43	2.33%	0.33	0.33	1.3	5	0.20	0.60
Total - filtered	--	--	--	--	--	76	7257	1.05%	0.24	18.14	3.4	--	--	--
Total - all paused and deleted	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	137	23532	0.58%	0.22	29.90	4.0	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	137	23532	0.58%	0.22	29.90	4.0	--	--	--