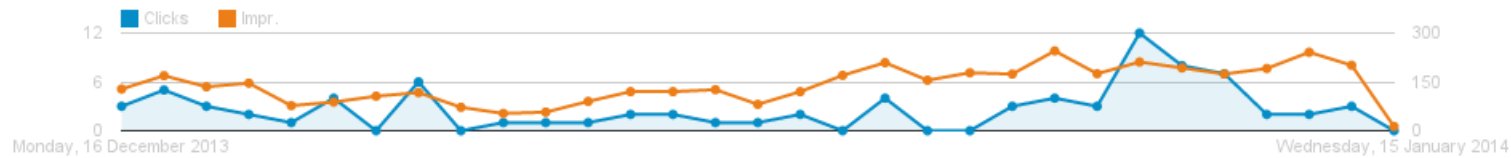


Keyword report

16 Dec 2013-15 Jan 2014



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 : 0.22)	0.20	2	367	0.54%	0.18	0.37	6.8	5	0.22	0.75
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	12	461	2.60%	0.17	2.03	2.8	6	0.10	0.32
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	10	173	5.78%	0.18	1.77	3.7	6	0.08	0.23
enabled	Oxygen Head Box	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.25)	0.20	2	48	4.17%	0.15	0.30	2.4	5	0.25	0.75
enabled	co2 monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	13	969	1.34%	0.32	4.20	6.4	5	0.35	0.62
enabled	Capnometer	Medical Capnograph	Medical Capnograph	eligible	0.35	4	81	4.94%	0.16	0.66	1.3	5	0.10	0.45
enabled	Capnograph	Medical Capnograph	Medical Capnograph	eligible	0.35	6	244	2.46%	0.26	1.58	1.9	5	0.19	0.43
enabled	Capnography	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.38)	0.35	4	774	0.52%	0.31	1.23	2.0	3	0.38	0.81
enabled	carbon dioxide analyzer	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.55)	0.35	6	142	4.23%	0.28	1.67	5.4	4	0.55	4.00
enabled	co2 monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	3	138	2.17%	0.29	0.86	5.6	7	0.35	0.65
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	1	108	0.93%	0.28	0.28	6.5	7	0.35	0.97

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	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.42)	0.35	1	367	0.27%	0.24	0.24	2.9	5	0.42	0.81
enabled	portable capnograph	Medical Capnograph	Medical Capnograph	eligible	0.35	1	10	10.00%	0.06	0.06	1.8	6	0.15	0.45
enabled	portable capnograph y	Medical Capnograph	Medical Capnograph	eligible	0.35	1	12	8.33%	0.26	0.26	3.3	6	0.15	0.50
enabled	Capnograph y Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	2	38	5.26%	0.33	0.66	2.6	6	0.15	0.50
enabled	Vet SpO2 Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	1	11	9.09%	0.25	0.25	3.2	7	0.10	0.40
enabled	Monitors Veterinary	Medical Capnograph	Medical Capnograph	eligible	0.35	1	51	1.96%	0.25	0.25	4.3	5	0.15	0.75
enabled	capnograph y monitoring devices	Medical Capnograph	Medical Capnograph	eligible	0.35	1	7	14.29%	0.33	0.33	3.6	5	0.15	0.55
enabled	Capnograph y Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	2	165	1.21%	0.31	0.62	1.8	6	0.25	0.75
enabled	ETCo2 Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	4	47	8.51%	0.29	1.15	2.1	5	0.20	0.55
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph	eligible	0.35	1	72	1.39%	0.25	0.25	2.7	5	0.20	1.00
enabled	Emma Capnometer	Medical Capnograph	Medical Capnograph	eligible	0.35	1	17	5.88%	0.05	0.05	1.9	5	0.20	0.60
enabled	Capnograph h Monitor	Medical Capnograph	Medical Capnograph	eligible	0.35	2	10	20.00%	0.25	0.50	1.7	6	0.10	0.50
enabled	emma capnograph h	Medical Capnograph	Medical Capnograph	eligible	0.35	2	23	8.70%	0.34	0.69	1.1	5	0.20	0.60
Total - filtered	--	--	--	--	--	83	4335	1.91%	0.24	20.26	4.0	--	--	--

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
Total - all paused and deleted	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	131	17479	0.75%	0.22	29.34	4.2	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	131	17479	0.75%	0.22	29.34	4.2	--	--	--