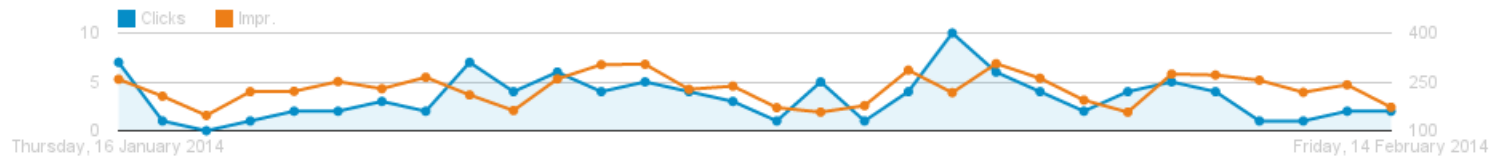


## Keyword report

16 Jan 2014-14 Feb 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 : 0.29) | 0.20     | 2      | 329         | 0.61% | 0.16     | 0.32 | 6.3           | 5             | 0.29           | 0.74            |
| enabled       | oxygen administration | Medical  | Oxygen Hoods       | Below first page bid (First page CPC : 0.49) | 0.20     | 1      | 122         | 0.82% | 0.14     | 0.14 | 4.9           | 3             | 0.49           | 1.01            |
| enabled       | Oxygen Hoods          | Medical  | Oxygen Hoods       | Below first page bid (First page CPC : 0.35) | 0.20     | 3      | 61          | 4.92% | 0.17     | 0.52 | 2.5           | 6             | 0.35           | 0.35            |
| enabled       | Oxygen Tent           | Medical  | Oxygen Hoods       | eligible                                     | 0.20     | 11     | 450         | 2.44% | 0.17     | 1.83 | 3.1           | 7             | 0.09           | 0.26            |
| enabled       | Oxygen Tents          | Medical  | Oxygen Hoods       | eligible                                     | 0.20     | 1      | 284         | 0.35% | 0.19     | 0.19 | 3.1           | 6             | 0.10           | 0.34            |
| enabled       | Oxygen Head Box       | Medical  | Oxygen Hoods       | Below first page bid (First page CPC : 0.30) | 0.20     | 3      | 40          | 7.50% | 0.19     | 0.56 | 2.1           | 5             | 0.30           | 1.00            |
| enabled       | Oxygen Hood           | Medical  | Oxygen Hoods       | eligible                                     | 0.20     | 4      | 160         | 2.50% | 0.19     | 0.75 | 2.1           | 6             | 0.20           | 0.50            |
| enabled       | co2 monitor           | Medical  | Medical Capnograph | Below first page bid (First page CPC : 0.38) | 0.35     | 12     | 1300        | 0.92% | 0.32     | 3.88 | 6.3           | 6             | 0.38           | 0.59            |
| enabled       | Capnometer            | Medical  | Medical Capnograph | eligible                                     | 0.35     | 5      | 130         | 3.85% | 0.25     | 1.23 | 1.6           | 5             | 0.31           | 0.58            |
| enabled       | Capnograph            | Medical  | Medical Capnograph | eligible                                     | 0.35     | 5      | 422         | 1.18% | 0.28     | 1.40 | 1.9           | 5             | 0.31           | 0.59            |
| enabled       | Capnography           | Medical  | Medical Capnograph | Below first page bid (First page CPC : 0.39) | 0.35     | 12     | 1087        | 1.10% | 0.26     | 3.13 | 1.9           | 3             | 0.39           | 0.75            |

| 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 | Below first page bid (First page CPC : 0.45) | 0.35     | 4      | 273         | 1.47%  | 0.35     | 1.39 | 4.4           | 4             | 0.45           | 1.00            |
| enabled       | co2 monitoring            | Medical Capnograph | Medical Capnograph | eligible                                     | 0.35     | 1      | 219         | 0.46%  | 0.33     | 0.33 | 5.8           | 7             | 0.35           | 1.50            |
| enabled       | carbon dioxide monitoring | Medical Capnograph | Medical Capnograph | eligible                                     | 0.35     | 6      | 295         | 2.03%  | 0.31     | 1.88 | 6.1           | 5             | 0.35           | 0.81            |
| enabled       | capnometry                | Medical Capnograph | Medical Capnograph | Below first page bid (First page CPC : 0.45) | 0.35     | 1      | 43          | 2.33%  | 0.23     | 0.23 | 1.7           | 5             | 0.45           | 1.25            |
| enabled       | etco2                     | Medical Capnograph | Medical Capnograph | Below first page bid (First page CPC : 0.57) | 0.35     | 4      | 239         | 1.67%  | 0.25     | 1.01 | 2.2           | 5             | 0.57           | 0.84            |
| enabled       | end tidal co2             | Medical Capnograph | Medical Capnograph | Below first page bid (First page CPC : 0.56) | 0.35     | 2      | 114         | 1.75%  | 0.31     | 0.62 | 2.0           | 3             | 0.56           | 1.05            |
| enabled       | co2 monitors              | Medical Capnograph | Medical Capnograph | Below first page bid (First page CPC : 1.25) | 0.35     | 4      | 365         | 1.10%  | 0.34     | 1.36 | 5.7           | 5             | 1.25           | 1.50            |
| enabled       | Veterinary Monitor        | Medical Capnograph | Medical Capnograph | eligible                                     | 0.35     | 1      | 163         | 0.61%  | 0.32     | 0.32 | 3.8           | 5             | 0.30           | 1.00            |
| enabled       | Viamed                    | Medical Capnograph | Medical Capnograph | Below first page bid (First page CPC : 0.88) | 0.35     | 1      | 38          | 2.63%  | 0.35     | 0.35 | 1.8           | 3             | 0.88           | 1.06            |
| enabled       | portable capnography      | Medical Capnograph | Medical Capnograph | eligible                                     | 0.35     | 4      | 31          | 12.90% | 0.25     | 0.99 | 2.3           | 6             | 0.15           | 0.50            |
| enabled       | Capnography Monitor       | Medical Capnograph | Medical Capnograph | eligible                                     | 0.35     | 4      | 85          | 4.71%  | 0.24     | 0.98 | 2.2           | 6             | 0.20           | 0.60            |
| enabled       | Capnography Monitoring    | Medical Capnograph | Medical Capnograph | eligible                                     | 0.35     | 1      | 251         | 0.40%  | 0.11     | 0.11 | 1.9           | 5             | 0.30           | 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                        | ETCo2 Monitor         | Medical Capnograph | Medical Capnograph | eligible | 0.35     | 2      | 49          | 4.08%  | 0.32     | 0.65  | 2.7           | 5             | 0.30           | 1.00            |
| enabled                        | ETCo2 Monitoring      | Medical Capnograph | Medical Capnograph | eligible | 0.35     | 2      | 102         | 1.96%  | 0.22     | 0.44  | 2.3           | 5             | 0.35           | 1.25            |
| enabled                        | ETCo2 Monitors        | Medical Capnograph | Medical Capnograph | eligible | 0.35     | 1      | 9           | 11.11% | 0.21     | 0.21  | 2.6           | 5             | 0.25           | 0.75            |
| enabled                        | Emma Capnometer       | Medical Capnograph | Medical Capnograph | eligible | 0.35     | 1      | 83          | 1.20%  | 0.35     | 0.35  | 1.5           | 5             | 0.23           | 0.60            |
| enabled                        | Mainstream Capnograph | Medical Capnograph | Medical Capnograph | eligible | 0.35     | 1      | 10          | 10.00% | 0.32     | 0.32  | 1.4           | 5             | 0.30           | 1.00            |
| enabled                        | Capnograph Monitor    | Medical Capnograph | Medical Capnograph | eligible | 0.35     | 2      | 15          | 13.33% | 0.20     | 0.41  | 2.7           | 5             | 0.15           | 0.50            |
| enabled                        | emma capnograph       | Medical Capnograph | Medical Capnograph | eligible | 0.35     | 2      | 86          | 2.33%  | 0.04     | 0.07  | 1.2           | 5             | 0.25           | 1.00            |
| Total - filtered               | --                    | --                 | --                 | --       | --       | 103    | 6855        | 1.50%  | 0.25     | 25.97 | 3.8           | --            | --             | --              |
| Total - all paused and deleted | --                    | --                 | --                 | --       | --       | 0      | 0           | 0.00%  | 0.00     | 0.00  | 0.0           | --            | --             | --              |
| Total - search                 | --                    | --                 | --                 | --       | --       | 201    | 23159       | 0.87%  | 0.22     | 44.76 | 4.0           | --            | --             | --              |
| Total - Display Network        | --                    | --                 | --                 | --       | --       | 0      | 0           | 0.00%  | 0.00     | 0.00  | 0.0           | --            | --             | --              |
| Total                          | --                    | --                 | --                 | --       | --       | 201    | 23159       | 0.87%  | 0.22     | 44.76 | 4.0           | --            | --             | --              |