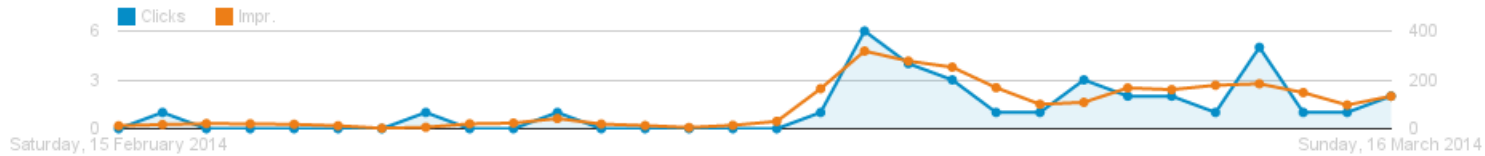


Keyword report

15 Feb 2014-16 Mar 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	carbon dioxide analyzer	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.75)	0.35	3	334	0.90%	0.22	0.65	3.9	4	0.75	1.25
enabled	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.40)	0.35	4	231	1.73%	0.15	0.61	2.4	5	0.40	1.25
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.67)	0.35	1	27	3.70%	0.04	0.04	1.7	3	0.67	1.22
enabled	Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	3	182	1.65%	0.28	0.83	1.9	5	0.20	0.54
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	18	5.56%	0.35	0.35	1.6	5	0.30	1.00
enabled	Capnograph y	Medical Capnograph	Medical Capnograph - capnograph y	eligible	0.35	3	182	1.65%	0.29	0.88	1.9	5	0.33	0.54
enabled	Mainstream Capnograph y	Medical Capnograph	Medical Capnograph - capnograph y	eligible	0.35	1	10	10.00%	0.26	0.26	1.4	5	0.30	0.75
enabled	Capnograph Vet	Medical Capnograph	Medical Capnograph - vet	Below first page bid (First page CPC : 0.50)	0.35	1	4	25.00%	0.18	0.18	1.5	5	0.50	1.25
enabled	Monitor Veterinary	Medical Capnograph	Medical Capnograph - monitors veterinary	eligible	0.35	1	142	0.70%	0.29	0.29	3.6	5	0.35	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	Monitors Veterinary	Medical Capnograph	Medical Capnograph - monitors veterinary	eligible	0.35	1	35	2.86%	0.35	0.35	3.2	5	0.25	0.75
enabled	Emma Capnometer	Medical Capnograph	Medical Capnograph - capnometer	eligible	0.35	2	27	7.41%	0.25	0.50	1.3	6	0.20	0.50
enabled	Vet Monitoring Equipment	Medical Capnograph	Medical Capnograph - vet monitor	Below first page bid (First page CPC : 0.55)	0.35	1	10	10.00%	0.32	0.32	4.9	3	0.55	1.25
enabled	co2 monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.41)	0.35	3	470	0.64%	0.31	0.93	5.3	5	0.41	0.51
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	236	0.42%	0.34	0.34	6.0	5	0.35	0.86
enabled	co2 monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.45)	0.35	1	141	0.71%	0.21	0.21	5.3	5	0.45	0.45
enabled	capnography monitoring devices	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	2	1	200.00%	0.33	0.66	1.0	6	0.20	1.50
enabled	Capnography Monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	2	372	0.54%	0.30	0.61	1.8	5	0.20	0.75
enabled	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	27	3.70%	0.23	0.23	2.4	3	0.27	0.63
enabled	oxygen treatment	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.37)	0.20	1	183	0.55%	0.14	0.14	6.3	5	0.37	0.69
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	3	96	3.12%	0.17	0.51	2.8	6	0.15	0.40

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 - filtered	--	--	--	--	--	36	2728	1.32%	0.25	8.89	3.7	--	--	--
Total - all paused and deleted	--	--	--	--	--	28	3892	0.72%	0.27	7.48	3.6	--	--	--
Total - search	--	--	--	--	--	155	26853	0.58%	0.22	33.73	3.9	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	155	26853	0.58%	0.22	33.73	3.9	--	--	--