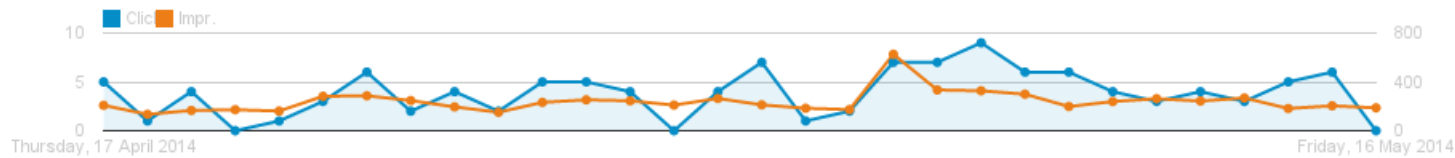


Keyword report

17 Apr 2014-16 May 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 : 0.45)	0.35	6	317	1.89%	0.28	1.65	3.7	4	0.45	1.25
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	3	76	3.95%	0.30	0.91	1.4	5	0.35	0.65
enabled	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.45)	0.35	2	82	2.44%	0.24	0.47	2.0	5	0.45	1.25
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.54)	0.35	1	207	0.48%	0.35	0.35	2.4	3	0.54	0.84
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.62)	0.35	4	43	9.30%	0.09	0.35	1.9	3	0.62	1.11
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	2	76	2.63%	0.28	0.56	2.6	6	0.20	0.75
enabled	Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	2	257	0.78%	0.22	0.44	2.3	5	0.35	0.66
enabled	Capnographs	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	26	3.85%	0.34	0.34	1.7	5	0.30	1.00
enabled	Veterinary Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	1	100.00%	0.31	0.31	3.0	5	0.35	1.00
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	28	3.57%	0.18	0.18	1.3	5	0.30	1.00

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enabled	Capnography	Medical Capnography	Medical Capnography - capnography	eligible	0.35	7	434	1.61%	0.27	1.87	1.9	6	0.35	0.61
enabled	portable capnography	Medical Capnography	Medical Capnography - capnography	eligible	0.35	2	26	7.69%	0.12	0.23	2.4	7	0.04	0.30
enabled	Veterinary Monitors	Medical Capnography	Medical Capnography - monitors veterinary	eligible	0.35	1	35	2.86%	0.23	0.23	3.3	5	0.25	0.75
enabled	Capnometer	Medical Capnography	Medical Capnography - capnometer	eligible	0.35	2	40	5.00%	0.20	0.41	1.6	5	0.20	0.75
enabled	Capnometers	Medical Capnography	Medical Capnography - capnometer	eligible	0.35	2	8	25.00%	0.30	0.61	2.4	5	0.25	0.60
enabled	co2 monitor	Medical Capnography	Medical Capnography - monitors	Below first page bid (First page CPC : 0.44)	0.35	6	727	0.83%	0.30	1.81	5.2	5	0.44	0.86
enabled	co2 monitoring	Medical Capnography	Medical Capnography - monitors	eligible	0.35	1	123	0.81%	0.25	0.25	6.4	7	0.15	0.55
enabled	carbon dioxide monitoring	Medical Capnography	Medical Capnography - monitors	eligible	0.35	12	646	1.86%	0.31	3.76	6.0	5	0.20	0.60
enabled	co2 monitors	Medical Capnography	Medical Capnography - monitors	eligible	0.35	4	570	0.70%	0.30	1.20	5.5	7	0.15	0.40
enabled	Animal Monitors	Medical Capnography	Medical Capnography - monitors	Below first page bid (First page CPC : 0.75)	0.35	2	729	0.27%	0.34	0.67	4.0	3	0.75	1.75

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	capnography monitoring devices	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	29	3.45%	0.31	0.31	2.1	6	0.20	1.25
enabled	Capnograph Monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	12	1115	1.08%	0.29	3.43	1.8	5	0.20	0.75
enabled	Capnograph Monitors	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	31	3.23%	0.24	0.24	2.5	6	0.05	0.40
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.40)	0.35	1	103	0.97%	0.19	0.19	2.2	5	0.40	1.00
enabled	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	4	43	9.30%	0.30	1.21	2.6	5	0.27	0.63
enabled	End Tidal CO2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.45)	0.35	1	83	1.20%	0.31	0.31	3.2	3	0.45	1.00
enabled	oxygen treatment	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.31)	0.20	2	230	0.87%	0.19	0.38	6.0	3	0.31	0.77
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	17	629	2.70%	0.16	2.71	2.9	7	0.05	0.31
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	11	218	5.05%	0.17	1.89	2.9	6	0.10	0.40
enabled	Oxygen Head Box	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.25)	0.20	1	43	2.33%	0.19	0.19	2.0	5	0.25	1.00
enabled	Oxygen Hood	Medical	Oxygen Hoods	eligible	0.20	3	169	1.78%	0.15	0.45	2.8	6	0.15	0.55
Total - filtered	--	--	--	--	--	116	7144	1.62%	0.24	27.91	3.6	--	--	--
Total - all paused and deleted	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--

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 - search	--	--	--	--	--	134	9908	1.35%	0.23	30.71	3.7	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	134	9908	1.35%	0.23	30.71	3.7	--	--	--