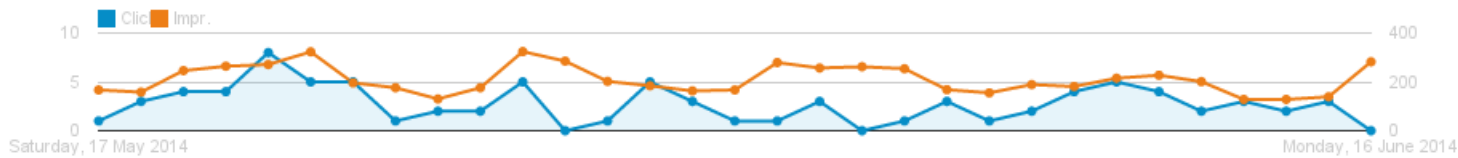


Keyword report

17 May 2014-16 Jun 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	9	651	1.38%	0.27	2.42	3.4	4	0.45	1.25
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	2	55	3.64%	0.22	0.45	1.5	5	0.20	0.58
enabled	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.56)	0.35	1	105	0.95%	0.12	0.12	2.3	5	0.56	0.81
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.57)	0.35	1	138	0.72%	0.34	0.34	2.9	3	0.57	1.01
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.51)	0.35	1	34	2.94%	0.11	0.11	1.6	3	0.51	1.23
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	5	62	8.06%	0.26	1.32	2.8	5	0.06	0.46
enabled	Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	5	225	2.22%	0.10	0.50	2.3	5	0.30	1.00
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	36	2.78%	0.35	0.35	1.4	5	0.29	0.70
enabled	Capnograph	Medical Capnograph	Medical Capnograph - capnograph	Below first page bid (First page CPC : 0.37)	0.35	3	358	0.84%	0.25	0.75	2.0	6	0.37	0.59

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	portable capnography	Medical Capnograph	Medical Capnograph - capnography	eligible	0.35	1	23	4.35%	0.31	0.31	2.7	7	0.04	0.30
enabled	Capnograph Vet	Medical Capnograph	Medical Capnograph - vet	Below first page bid (First page CPC : 0.40)	0.35	2	3	66.67%	0.30	0.59	4.0	6	0.40	1.00
enabled	Veterinary Monitors	Medical Capnograph	Medical Capnograph - monitors veterinary	eligible	0.35	1	84	1.19%	0.27	0.27	2.9	3	0.30	0.75
enabled	Monitor Veterinary	Medical Capnograph	Medical Capnograph - monitors veterinary	Below first page bid (First page CPC : 0.40)	0.35	1	414	0.24%	0.21	0.21	3.3	3	0.40	1.00
enabled	co2 monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.62)	0.35	1	445	0.22%	0.24	0.24	4.6	5	0.62	0.87
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.49)	0.35	8	403	1.99%	0.31	2.50	5.6	5	0.49	1.08
enabled	co2 monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.45)	0.35	6	351	1.71%	0.33	1.98	5.4	7	0.45	0.88
enabled	Animal Monitors	Medical Capnograph	Medical Capnograph - monitors	low quality score	0.35	1	723	0.14%	0.23	0.23	3.7	1	1.11	1.54
enabled	Capnograph Monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	10	1052	0.95%	0.30	2.98	2.1	5	0.25	0.75
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.36)	0.35	1	49	2.04%	0.35	0.35	3.1	3	0.36	0.66

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 - monitors	eligible	0.35	4	61	6.56%	0.32	1.26	3.2	3	0.27	0.66
enabled	End Tidal CO2 Monitors	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	28	3.57%	0.34	0.34	4.1	6	0.20	0.55
enabled	oxygen treatment	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.30)	0.20	1	256	0.39%	0.18	0.18	6.1	5	0.30	0.89
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	14	744	1.88%	0.14	2.03	2.8	7	0.10	0.40
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	2	130	1.54%	0.14	0.28	3.6	6	0.14	0.24
enabled	Oxygen Head Box	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.21)	0.20	2	67	2.99%	0.18	0.37	2.0	5	0.21	0.88
Total - filtered	--	--	--	--	--	84	6497	1.29%	0.24	20.48	3.4	--	--	--
Total - all paused and deleted	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	106	9772	1.08%	0.23	23.88	3.5	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	106	9772	1.08%	0.23	23.88	3.5	--	--	--