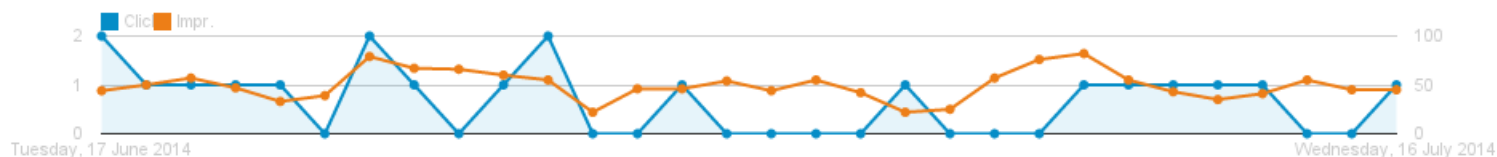


## Report

17 Jun 2014-16 Jul 2014



| State   | Dynamic ad target                                  | Campaign | Campaign Type | Campaign sub-type  | Ad group | Status   | Max. CPC | Clicks | Impressions | CTR   | Avg. CPC | Cost | Target ID   |
|---------|----------------------------------------------------|----------|---------------|--------------------|----------|----------|----------|--------|-------------|-------|----------|------|-------------|
| enabled | All web pages                                      | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 4      | 224         | 1.79% | 0.18     | 0.70 | 19959388920 |
| enabled | CATEGORY=pulse oximetry                            | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 3      | 474         | 0.63% | 0.18     | 0.54 | 47973108273 |
| enabled | CATEGORY=oxygen sensors                            | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 4      | 258         | 1.55% | 0.16     | 0.63 | 48053655161 |
| enabled | CATEGORY=oxygen monitoring                         | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 214         | 0.00% | 0.00     | 0.00 | 48053655281 |
| enabled | CATEGORY=infant resuscitation                      | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 23          | 0.00% | 0.00     | 0.00 | 48053655401 |
| enabled | CATEGORY=infant warming                            | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 0           | 0.00% | 0.00     | 0.00 | 48053655521 |
| enabled | CATEGORY=phototherapy                              | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 1           | 0.00% | 0.00     | 0.00 | 48053655641 |
| enabled | CATEGORY=capnography                               | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 2      | 83          | 2.41% | 0.19     | 0.38 | 48053655761 |
| enabled | CATEGORY=pressure management                       | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 1           | 0.00% | 0.00     | 0.00 | 48053655881 |
| enabled | CATEGORY=flowsensors                               | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 0           | 0.00% | 0.00     | 0.00 | 50823634481 |
| enabled | PAGE_TITLE contains Tom Thumb Infant Resuscitators | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0      | 1           | 0.00% | 0.00     | 0.00 | 50823635081 |

| State                   | Dynamic ad target                           | Campaign | Campaign Type | Campaign sub-type  | Ad group | Status   | Max. CPC | Clicks    | Impressions | CTR          | Avg. CPC    | Cost         | Target ID   |
|-------------------------|---------------------------------------------|----------|---------------|--------------------|----------|----------|----------|-----------|-------------|--------------|-------------|--------------|-------------|
| enabled                 | CATEGORY=anaesthesia nerve stimulation      | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0         | 0           | 0.00%        | 0.00        | 0.00         | 50827952321 |
| enabled                 | CATEGORY=oxygen hoods tents                 | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 7         | 177         | 3.95%        | 0.18        | 1.29         | 50828634401 |
| enabled                 | CATEGORY=teccare antimicrobial technologies | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0         | 0           | 0.00%        | 0.00        | 0.00         | 50828866241 |
| enabled                 | CATEGORY=automotive                         | Dynamic  | Search Only   | Dynamic Search Ads | Dynamic  | eligible | 0.20     | 0         | 31          | 0.00%        | 0.00        | 0.00         | 51445251587 |
| <b>Total - filtered</b> | --                                          | --       | --            | --                 | --       | --       | --       | <b>20</b> | <b>1487</b> | <b>1.34%</b> | <b>0.18</b> | <b>3.54</b>  | --          |
| <b>Total</b>            | --                                          | --       | --            | --                 | --       | --       | --       | <b>86</b> | <b>8969</b> | <b>0.96%</b> | <b>0.23</b> | <b>20.11</b> | --          |