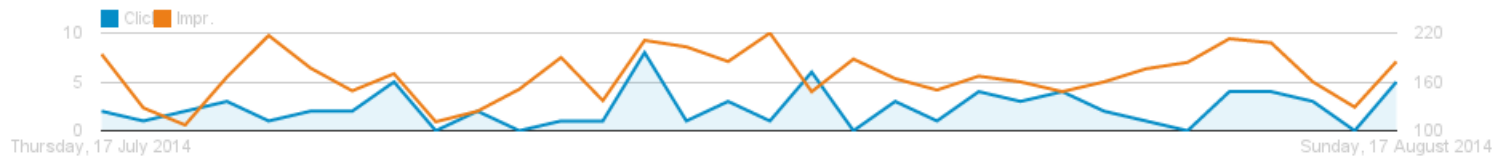


Keyword report

17 Jul 2014-17 Aug 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 : 0.79)	0.35	4	471	0.85%	0.34	1.35	3.2	4	0.79	1.13
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	8	115	6.96%	0.25	2.03	1.7	5	0.26	0.43
enabled	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.70)	0.35	3	145	2.07%	0.21	0.63	2.0	5	0.70	0.87
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.43)	0.35	1	110	0.91%	0.21	0.21	1.5	5	0.43	0.92
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	3	63	4.76%	0.23	0.70	2.6	6	0.21	0.61
enabled	Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	239	0.42%	0.24	0.24	2.1	5	0.26	0.35
enabled	portable capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	7	14.29%	0.34	0.34	2.4	6	0.35	0.70
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	25	4.00%	0.34	0.34	1.2	5	0.22	0.46
enabled	Capnograph	Medical Capnograph	Medical Capnograph - capnograph	eligible	0.35	1	280	0.36%	0.26	0.26	1.8	6	0.31	0.48

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 Vet	Medical Capnography	Medical Capnography - capnography	eligible	0.35	1	12	8.33%	0.31	0.31	2.1	6	0.20	0.40
enabled	Monitor Veterinary	Medical Capnography	Medical Capnography - monitors veterinary	Below first page bid (First page CPC : 0.85)	0.35	1	310	0.32%	0.20	0.20	3.4	3	0.85	1.43
enabled	Capnometer	Medical Capnography	Medical Capnography - capnometer	eligible	0.35	7	66	10.61%	0.09	0.62	1.6	6	0.23	0.35
enabled	Vet Monitors	Medical Capnography	Medical Capnography - vet monitor	Below first page bid (First page CPC : 0.52)	0.35	1	3	33.33%	0.34	0.34	3.3	5	0.52	0.94
enabled	co2 monitor	Medical Capnography	Medical Capnography - monitors	Below first page bid (First page CPC : 0.47)	0.35	1	677	0.15%	0.22	0.22	3.9	4	0.47	0.69
enabled	carbon dioxide monitoring	Medical Capnography	Medical Capnography - monitors	eligible	0.35	4	238	1.68%	0.24	0.94	5.6	4	0.35	0.61
enabled	co2 monitors	Medical Capnography	Medical Capnography - monitors	Below first page bid (First page CPC : 0.48)	0.35	7	548	1.28%	0.30	2.11	4.9	6	0.48	0.72
enabled	Capnography Monitor	Medical Capnography	Medical Capnography - monitors	eligible	0.35	1	19	5.26%	0.35	0.35	2.1	6	0.04	0.31
enabled	Animal Monitors	Medical Capnography	Medical Capnography - monitors	low quality score	0.35	1	544	0.18%	0.29	0.29	3.4	2	0.82	1.26
enabled	capnography monitoring devices	Medical Capnography	Medical Capnography - monitors	eligible	0.35	1	24	4.17%	0.34	0.34	2.5	6	0.15	0.43

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	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.44)	0.35	10	752	1.33%	0.28	2.75	1.8	5	0.44	0.73
enabled	End Tidal CO2 Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.58)	0.35	3	40	7.50%	0.32	0.95	4.1	5	0.58	0.95
enabled	oxygen administration	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.31)	0.20	1	88	1.14%	0.12	0.12	4.5	5	0.31	0.71
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	10	487	2.05%	0.16	1.65	3.1	6	0.20	0.46
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	3	117	2.56%	0.19	0.56	4.4	6	0.18	0.46
Total - filtered	--	--	--	--	--	75	5380	1.39%	0.24	17.85	3.2	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	98	8404	1.17%	0.22	21.40	3.6	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	98	8404	1.17%	0.22	21.40	3.6	--	--	--