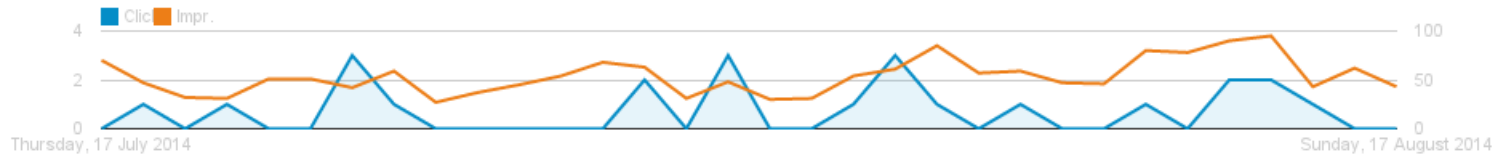


# Report

17 Jul 2014-17 Aug 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	3	208	1.44%	0.09	0.28	19959388920
enabled	CATEGORY=pulse oximetry	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	7	676	1.04%	0.18	1.26	47973108273
enabled	CATEGORY=oxygen sensors	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	4	301	1.33%	0.17	0.68	48053655161
enabled	CATEGORY=oxygen monitoring	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	141	0.00%	0.00	0.00	48053655281
enabled	CATEGORY=infant resuscitation	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	30	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	4	0.00%	0.00	0.00	48053655641
enabled	CATEGORY=capnography	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	97	0.00%	0.00	0.00	48053655761
enabled	CATEGORY=pressure management	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	2	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	6	220	2.73%	0.15	0.91	50828634401
enabled	CATEGORY =teccare antimicrobial technologies	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	5	20.00%	0.14	0.14	50828866241
enabled	CATEGORY =automotive	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	2	32	6.25%	0.14	0.28	51445251587
<b>Total - filtered</b>	--	--	--	--	--	--	--	<b>23</b>	<b>1717</b>	<b>1.34%</b>	<b>0.15</b>	<b>3.55</b>	--
<b>Total</b>	--	--	--	--	--	--	--	<b>98</b>	<b>8404</b>	<b>1.17%</b>	<b>0.22</b>	<b>21.40</b>	--