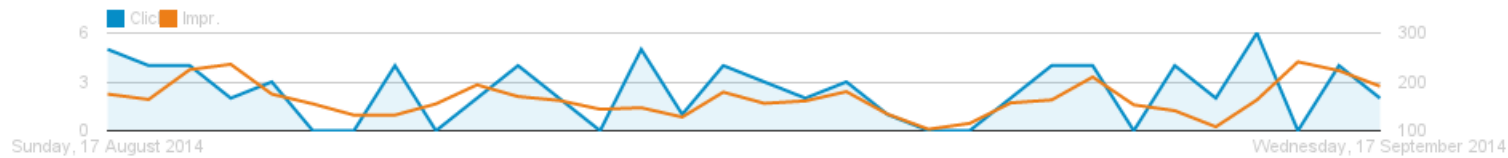


Keyword report

17 Aug 2014-17 Sep 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	1	373	0.27%	0.35	0.35	3.8	4	0.79	1.13
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	3	57	5.26%	0.28	0.84	1.4	5	0.26	0.43
enabled	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.70)	0.35	3	449	0.67%	0.06	0.17	1.4	5	0.70	0.87
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.69)	0.35	1	63	1.59%	0.34	0.34	2.6	3	0.69	1.14
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.43)	0.35	2	114	1.75%	0.18	0.36	1.9	5	0.43	0.92
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	2	51	3.92%	0.23	0.46	2.2	6	0.21	0.61
enabled	Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	12	348	3.45%	0.25	3.02	2.1	5	0.26	0.35
enabled	Capnographs	Medical Capnograph	Medical Capnograph #2	eligible	0.35	2	11	18.18%	0.22	0.43	1.6	5	0.01	0.30
enabled	Capnography	Medical Capnograph	Medical Capnograph - capnography	eligible	0.35	8	290	2.76%	0.32	2.54	1.8	6	0.31	0.48
enabled	Capnograph Vet	Medical Capnograph	Medical Capnograph - vet	eligible	0.35	2	23	8.70%	0.29	0.58	1.8	6	0.34	0.96

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	Monitor Veterinary	Medical Capnograph	Medical Capnograph - monitors veterinary	Below first page bid (First page CPC : 0.85)	0.35	2	289	0.69%	0.18	0.37	3.4	3	0.85	1.43
enabled	Emma Capnometer	Medical Capnograph	Medical Capnograph - capnometer	eligible	0.35	2	74	2.70%	0.33	0.66	1.6	5	0.27	0.40
enabled	co2 monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.47)	0.35	2	686	0.29%	0.25	0.50	3.8	4	0.47	0.69
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	352	0.28%	0.34	0.34	6.2	4	0.35	0.61
enabled	co2 monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.48)	0.35	4	637	0.63%	0.31	1.24	5.5	6	0.48	0.72
enabled	capnography monitoring devices	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	16	6.25%	0.21	0.21	2.3	6	0.15	0.43
enabled	Capnograph Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.44)	0.35	11	832	1.32%	0.29	3.14	1.9	5	0.44	0.73
enabled	ETCo2 Monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.63)	0.35	1	39	2.56%	0.20	0.20	3.1	3	0.63	1.06
enabled	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.61)	0.35	7	69	10.14%	0.29	2.01	3.2	5	0.61	1.17
enabled	End Tidal CO2 Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.58)	0.35	4	36	11.11%	0.32	1.27	3.2	5	0.58	0.95

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 Monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	57	1.75%	0.34	0.34	3.7	3	0.34	0.83
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	5	406	1.23%	0.18	0.88	3.8	6	0.20	0.46
Total - filtered	--	--	--	--	--	77	5272	1.46%	0.26	20.25	3.3	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	102	9877	1.03%	0.24	24.23	3.6	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	102	9877	1.03%	0.24	24.23	3.6	--	--	--