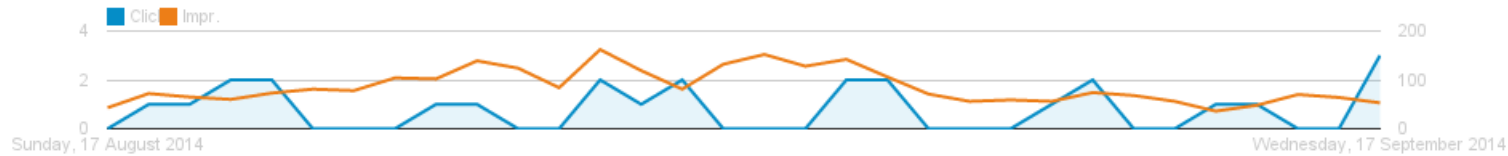


Report

17 Aug 2014-17 Sep 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	2	1238	0.16%	0.20	0.39	19959388920
enabled	CATEGORY=pulse oximetry	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	13	713	1.82%	0.16	2.06	47973108273
enabled	CATEGORY=oxygen sensors	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	251	0.40%	0.16	0.16	48053655161
enabled	CATEGORY=oxygen monitoring	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	3	274	1.09%	0.15	0.44	48053655281
enabled	CATEGORY=infant resuscitation	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	36	2.78%	0.19	0.19	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	1	10	10.00%	0.09	0.09	48053655641
enabled	CATEGORY=capnography	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	67	1.49%	0.20	0.20	48053655761
enabled	CATEGORY=pressure management	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	5	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	0	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	3	0.00%	0.00	0.00	50827952321
enabled	CATEGORY=oxygen hoods tents	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	2	91	2.20%	0.18	0.35	50828634401
enabled	CATEGORY=teccare antimicrobial technologies	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	21	0.00%	0.00	0.00	50828866241
enabled	CATEGORY=automotive	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	49	2.04%	0.10	0.10	51445251587
Total - filtered	--	--	--	--	--	--	--	25	2758	0.91%	0.16	3.98	--
Total	--	--	--	--	--	--	--	102	9877	1.03%	0.24	24.23	--