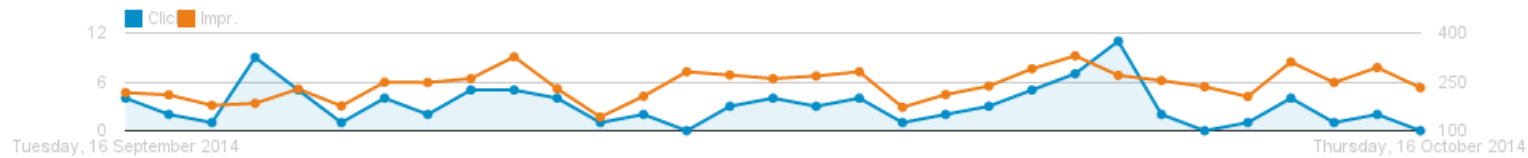


Keyword report

16 Sep 2014-16 Oct 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	5	631	0.79%	0.29	1.45	4.0	4	0.79	1.13
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	2	79	2.53%	0.32	0.64	1.5	5	0.26	0.43
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.69)	0.35	1	94	1.06%	0.33	0.33	3.4	3	0.69	1.14
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.43)	0.35	1	140	0.71%	0.05	0.05	1.6	5	0.43	0.92
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	1	59	1.69%	0.21	0.21	1.9	6	0.21	0.61
enabled	Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	6	217	2.76%	0.19	1.14	1.9	5	0.26	0.35
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	70	1.43%	0.23	0.23	1.2	5	0.22	0.46
enabled	Capnograph	Medical Capnograph	Medical Capnograph - capnograph	eligible	0.35	1	324	0.31%	0.34	0.34	1.9	6	0.31	0.48
enabled	portable capnograph	Medical Capnograph	Medical Capnograph - capnograph	eligible	0.35	1	19	5.26%	0.34	0.34	1.6	7	0.05	0.34

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 Capnograph	Medical Capnograph - capnography	eligible	0.35	1	16	6.25%	0.27	0.27	2.3	6	0.20	0.40
enabled	Monitor Veterinary	Medical Capnograph	Medical Capnograph - monitors veterinary	Below first page bid (First page CPC : 0.85)	0.35	2	208	0.96%	0.21	0.42	3.6	3	0.85	1.43
enabled	Capnometer	Medical Capnograph	Medical Capnograph - capnometer	eligible	0.35	2	97	2.06%	0.18	0.36	1.4	6	0.23	0.35
enabled	Emma Capnometer	Medical Capnograph	Medical Capnograph - capnometer	eligible	0.35	1	66	1.52%	0.35	0.35	1.3	5	0.27	0.40
enabled	co2 monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.47)	0.35	4	932	0.43%	0.32	1.29	4.5	4	0.47	0.69
enabled	co2 monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	238	0.42%	0.30	0.30	4.7	4	0.18	0.52
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	20	1223	1.64%	0.29	5.78	5.9	4	0.35	0.61
enabled	co2 monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.48)	0.35	2	525	0.38%	0.33	0.66	5.0	6	0.48	0.72
enabled	Animal Monitors	Medical Capnograph	Medical Capnograph - monitors	low quality score	0.35	1	404	0.25%	0.29	0.29	3.6	2	0.82	1.26
enabled	capnography monitoring devices	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	3	32	9.38%	0.29	0.87	1.9	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	25	1145	2.18%	0.28	6.99	1.8	5	0.44	0.73
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.72)	0.35	1	77	1.30%	0.32	0.32	2.5	3	0.72	1.05
enabled	ETCo2 Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.53)	0.35	1	32	3.12%	0.26	0.26	3.7	3	0.53	1.15
enabled	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.61)	0.35	3	77	3.90%	0.32	0.96	2.9	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	1	43	2.33%	0.32	0.32	2.7	5	0.58	0.95
enabled	oxygen treatment	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.35)	0.20	1	174	0.57%	0.20	0.20	5.9	3	0.35	0.78
enabled	oxygen administration	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.31)	0.20	1	54	1.85%	0.17	0.17	5.1	5	0.31	0.71
enabled	Oxygen Hoods	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.46)	0.20	2	32	6.25%	0.16	0.32	2.7	6	0.46	0.57
enabled	Oxygen Tent	Medical	Oxygen Hoods	eligible	0.20	3	280	1.07%	0.18	0.54	4.8	6	0.20	0.46
enabled	Oxygen Tents	Medical	Oxygen Hoods	eligible	0.20	1	73	1.37%	0.17	0.17	5.3	6	0.18	0.46
enabled	Neonatal Oxygen Hood	Medical	Oxygen Hoods	eligible	0.20	2	4	50.00%	0.10	0.19	2.0	6	0.03	0.14
enabled	Oxygen Hood	Medical	Oxygen Hoods	eligible	0.20	1	139	0.72%	0.13	0.13	2.8	6	0.20	0.43
Total - filtered	--	--	--	--	--	98	7504	1.31%	0.26	25.89	3.8	--	--	--

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
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	117	11210	1.04%	0.25	29.05	3.7	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	117	11210	1.04%	0.25	29.05	3.7	--	--	--