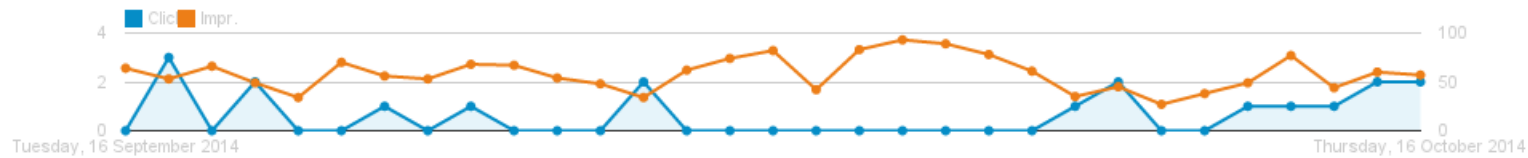


Report

16 Sep 2014-16 Oct 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	638	0.47%	0.19	0.56	19959388920
enabled	CATEGORY=pulse oximetry	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	9	593	1.52%	0.15	1.35	47973108273
enabled	CATEGORY=oxygen sensors	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	4	161	2.48%	0.17	0.67	48053655161
enabled	CATEGORY=oxygen monitoring	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	143	0.00%	0.00	0.00	48053655281
enabled	CATEGORY=infant resuscitation	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	25	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	13	0.00%	0.00	0.00	48053655641
enabled	CATEGORY=capnography	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	43	0.00%	0.00	0.00	48053655761
enabled	CATEGORY=pressure management	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	11	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	0	0.00%	0.00	0.00	50827952321
enabled	CATEGORY=oxygen hoods tents	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	3	137	2.19%	0.19	0.58	50828634401
enabled	CATEGORY=teccare antimicrobial technologies	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	32	0.00%	0.00	0.00	50828866241
enabled	CATEGORY=automotive	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	16	0.00%	0.00	0.00	51445251587
Total - filtered	--	--	--	--	--	--	--	19	1812	1.05%	0.17	3.16	--
Total	--	--	--	--	--	--	--	117	11210	1.04%	0.25	29.05	--