

Keyword report

17 Oct 2014-17 Nov 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 : 0.66)	0.35	2	455	0.44%	0.28	0.57	4.3	4	0.66	1.22
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	8	104	7.69%	0.26	2.07	1.6	3	0.27	0.34
enabled	etco2	Medical Capnograph	Medical Capnograph	eligible	0.35	2	248	0.81%	0.14	0.27	2.3	3	0.35	0.76
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.70)	0.35	2	274	0.73%	0.22	0.44	3.1	3	0.70	1.19
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.82)	0.35	1	111	0.90%	0.33	0.33	1.4	5	0.82	1.06
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	7	85	8.24%	0.24	1.66	2.0	6	0.18	0.51
enabled	Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	2	154	1.30%	0.30	0.60	1.9	5	0.21	0.51
enabled	Capnograph Veterinary	Medical Capnograph	Medical Capnograph #2	Below first page bid (First page CPC : 0.47)	0.35	1	16	6.25%	0.27	0.27	1.4	5	0.47	1.38
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	2	67	2.99%	0.30	0.59	1.3	3	0.24	0.65
enabled	Capnograph	Medical Capnograph	Medical Capnograph - capnograph	eligible	0.35	8	515	1.55%	0.28	2.24	1.6	6	0.35	0.71
enabled	portable capnograph	Medical Capnograph	Medical Capnograph - capnograph	eligible	0.35	1	26	3.85%	0.20	0.20	2.2	7	0.10	0.29

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enabled	Capnography Vet	Medical Capnography	Medical Capnography - capnography	low search volume	0.35	1	13	7.69%	0.35	0.35	1.3	6	0.18	0.75
enabled	Veterinary Monitors	Medical Capnography	Medical Capnography - monitors veterinary	Below first page bid (First page CPC : 0.90)	0.35	1	55	1.82%	0.35	0.35	6.0	3	0.90	1.47
enabled	Capnometers	Medical Capnography	Medical Capnography - capnometer	eligible	0.35	2	26	7.69%	0.32	0.65	2.3	6	0.33	0.62
enabled	Emma Capnometer	Medical Capnography	Medical Capnography - capnometer	eligible	0.35	2	71	2.82%	0.26	0.51	1.3	5	0.08	0.33
enabled	co2 monitor	Medical Capnography	Medical Capnography - monitors	Below first page bid (First page CPC : 0.95)	0.35	4	1033	0.39%	0.34	1.35	4.6	4	0.95	1.30
enabled	co2 monitoring	Medical Capnography	Medical Capnography - monitors	Below first page bid (First page CPC : 0.43)	0.35	2	211	0.95%	0.34	0.68	4.2	4	0.43	0.73
enabled	carbon dioxide monitoring	Medical Capnography	Medical Capnography - monitors	Below first page bid (First page CPC : 0.52)	0.35	5	1173	0.43%	0.32	1.58	5.7	4	0.52	1.65
enabled	co2 monitors	Medical Capnography	Medical Capnography - monitors	Below first page bid (First page CPC : 0.72)	0.35	3	882	0.34%	0.29	0.86	4.2	6	0.72	1.40
enabled	Capnography Monitor	Medical Capnography	Medical Capnography - monitors	eligible	0.35	1	18	5.56%	0.31	0.31	1.7	5	0.22	0.75
enabled	capnography monitoring devices	Medical Capnography	Medical Capnography - monitors	eligible	0.35	1	26	3.85%	0.28	0.28	2.3	6	0.29	0.82

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enabled	Capnography Monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	18	1269	1.42%	0.28	5.01	1.7	5	0.20	0.74
enabled	Capnograph Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.36)	0.35	4	79	5.06%	0.24	0.98	3.5	6	0.36	0.76
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.69)	0.35	1	93	1.08%	0.10	0.10	2.7	3	0.69	1.02
enabled	ETCo2 Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.61)	0.35	1	44	2.27%	0.34	0.34	3.2	5	0.61	1.17
enabled	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	50	2.00%	0.31	0.31	3.3	5	0.23	0.75
enabled	End Tidal CO2 Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.50)	0.35	1	33	3.03%	0.33	0.33	3.3	5	0.50	1.11
enabled	End Tidal CO2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.47)	0.35	1	80	1.25%	0.35	0.35	3.8	3	0.47	1.40
enabled	oxygen treatment	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.50)	0.20	1	313	0.32%	0.14	0.14	5.5	3	0.50	1.07
enabled	Oxygen Tent	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.29)	0.20	3	211	1.42%	0.18	0.55	4.3	4	0.29	0.54
enabled	Oxygen Tents	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.23)	0.20	1	107	0.93%	0.18	0.18	4.9	4	0.23	0.49
enabled	Oxygen Head Box	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.46)	0.20	1	17	5.88%	0.16	0.16	2.2	5	0.46	0.88

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enabled	Oxygen Hood	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.22)	0.20	2	167	1.20%	0.16	0.31	3.0	4	0.22	0.46
Total - filtered	--	--	--	--	--	93	8026	1.16%	0.27	24.92	3.6	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	110	11231	0.98%	0.25	27.59	3.7	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	110	11231	0.98%	0.25	27.59	3.7	--	--	--