

Keyword report

18 Nov 2014-18 Dec 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	1	211	0.47%	0.34	0.34	4.5	4	0.66	1.22
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	4	94	4.26%	0.27	1.09	1.3	3	0.27	0.34
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.70)	0.35	2	381	0.52%	0.32	0.65	2.9	3	0.70	1.19
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.82)	0.35	3	85	3.53%	0.12	0.37	1.4	5	0.82	1.06
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	5	101	4.95%	0.27	1.36	2.3	6	0.18	0.51
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	61	1.64%	0.27	0.27	1.2	3	0.24	0.65
enabled	Capnograph y	Medical Capnograph	Medical Capnograph - capnograph y	eligible	0.35	7	545	1.28%	0.25	1.74	1.7	6	0.35	0.71
enabled	Capnograph y Vet	Medical Capnograph	Medical Capnograph - capnograph y	low search volume	0.35	1	20	5.00%	0.30	0.30	1.8	6	0.18	0.75
enabled	Sidestream Capnograph y	Medical Capnograph	Medical Capnograph - capnograph y	eligible	0.35	1	27	3.70%	0.31	0.31	1.4	5	0.33	0.77
enabled	Capnograph h Vet	Medical Capnograph	Medical Capnograph h - vet	eligible	0.35	1	28	3.57%	0.32	0.32	2.6	6	0.34	0.72
enabled	Capnometer	Medical Capnograph	Medical Capnograph h - capnometer	Below first page bid (First page CPC : 0.50)	0.35	1	4	25.00%	0.35	0.35	1.8	5	0.50	0.69

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enabled	Monitor Vet	Medical Capnograph	Medical Capnograph - vet monitor	Below first page bid (First page CPC : 1.01)	0.35	1	76	1.32%	0.35	0.35	3.4	3	1.01	1.34
enabled	co2 monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.95)	0.35	3	451	0.67%	0.29	0.87	4.3	4	0.95	1.30
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.52)	0.35	11	1048	1.05%	0.32	3.51	5.0	4	0.52	1.65
enabled	co2 monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.72)	0.35	2	747	0.27%	0.32	0.64	4.1	6	0.72	1.40
enabled	Animal Monitors	Medical Capnograph	Medical Capnograph - monitors	low quality score	0.35	1	580	0.17%	0.34	0.34	3.8	2	0.57	0.70
enabled	capnography monitoring devices	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	2	43	4.65%	0.34	0.67	1.7	6	0.29	0.82
enabled	Capnography Monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	5	1020	0.49%	0.23	1.16	1.7	5	0.20	0.74
enabled	ETCo2 Monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.41)	0.35	1	25	4.00%	0.10	0.10	2.6	3	0.41	0.78
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.69)	0.35	1	96	1.04%	0.34	0.34	2.1	3	0.69	1.02
enabled	End Tidal CO2 Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.50)	0.35	1	30	3.33%	0.35	0.35	3.7	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	3	50	6.00%	0.30	0.91	3.3	3	0.47	1.40

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enabled	oxygen delivery systems	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.41)	0.20	2	42	4.76%	0.19	0.38	4.7	4	0.41	0.97
enabled	Oxygen Tent	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.29)	0.20	7	149	4.70%	0.19	1.36	4.7	4	0.29	0.54
enabled	Oxygen Tents	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.23)	0.20	2	73	2.74%	0.18	0.36	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	9	11.11%	0.19	0.19	5.0	5	0.46	0.88
enabled	Oxygen Hood	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.22)	0.20	1	142	0.70%	0.20	0.20	3.2	4	0.22	0.46
Total - filtered	--	--	--	--	--	71	6138	1.16%	0.27	18.83	3.4	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	100	8632	1.16%	0.24	23.79	3.5	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	100	8632	1.16%	0.24	23.79	3.5	--	--	--