

Report

18 Nov 2014-18 Dec 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	1	209	0.48%	0.20	0.20	19959388920
enabled	CATEGORY=pulse oximetry	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	13	612	2.12%	0.18	2.30	47973108273
enabled	CATEGORY=oxygen sensors	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	5	73	6.85%	0.14	0.71	48053655161
enabled	CATEGORY=oxygen monitoring	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	3	35	8.57%	0.18	0.55	48053655281
enabled	CATEGORY=infant resuscitation	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	27	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	4	0.00%	0.00	0.00	48053655641
enabled	CATEGORY=capnography	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	17	0.00%	0.00	0.00	48053655761
enabled	CATEGORY=pressure management	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	7	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
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	6	96	6.25%	0.17	1.04	50828634401

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enabled	CATEGORY =teccare antimicrobial technologies	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	43	0.00%	0.00	0.00	50828866241
enabled	CATEGORY =automotive	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	14	7.14%	0.16	0.16	51445251587
Total - filtered	--	--	--	--	--	--	--	29	1137	2.55%	0.17	4.96	--
Total	--	--	--	--	--	--	--	100	8632	1.16%	0.24	23.79	--