

Keyword report

19 Dec 2014-19 Jan 2015

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	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	13	118	11.02%	0.20	2.58	1.4	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	227	0.88%	0.29	0.58	2.6	3	0.70	1.19
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.82)	0.35	3	74	4.05%	0.24	0.71	1.6	5	0.82	1.06
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	3	68	4.41%	0.22	0.66	2.7	6	0.18	0.51
enabled	Capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	2	8	25.00%	0.34	0.69	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	7	14.29%	0.27	0.27	1.4	5	0.47	1.38
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	42	2.38%	0.34	0.34	1.6	3	0.24	0.65
enabled	Capnography	Medical Capnograph	Medical Capnograph - capnography	eligible	0.35	4	415	0.96%	0.25	1.01	1.8	6	0.35	0.71
enabled	portable capnography	Medical Capnograph	Medical Capnograph - capnography	eligible	0.35	1	23	4.35%	0.35	0.35	2.7	7	0.10	0.29
enabled	Capnometer	Medical Capnograph	Medical Capnograph - capnometer	Below first page bid (First page CPC : 0.50)	0.35	1	11	9.09%	0.15	0.15	1.5	5	0.50	0.69
enabled	Capnometers	Medical Capnograph	Medical Capnograph - capnometer	eligible	0.35	2	21	9.52%	0.31	0.62	2.6	6	0.33	0.62

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	Emma Capnometer	Medical Capnograph	Medical Capnograph - capnometer	eligible	0.35	2	32	6.25%	0.26	0.51	1.3	5	0.08	0.33
enabled	co2 monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.95)	0.35	3	414	0.72%	0.33	0.98	4.5	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	1466	0.75%	0.30	3.31	3.9	4	0.52	1.65
enabled	co2 monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.72)	0.35	4	893	0.45%	0.31	1.24	3.8	6	0.72	1.40
enabled	capnography monitoring devices	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	1	36	2.78%	0.29	0.29	1.7	6	0.29	0.82
enabled	Capnography Monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	4	664	0.60%	0.22	0.90	2.0	5	0.20	0.74
enabled	ETCo2 Monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.41)	0.35	2	19	10.53%	0.32	0.64	3.1	3	0.41	0.78
enabled	End Tidal CO2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.47)	0.35	1	54	1.85%	0.29	0.29	3.5	3	0.47	1.40
enabled	oxygen treatment	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.50)	0.20	1	201	0.50%	0.15	0.15	4.6	3	0.50	1.07
enabled	oxygen administration	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.57)	0.20	1	65	1.54%	0.14	0.14	4.6	3	0.57	1.00

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	Oxygen Tent	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.29)	0.20	3	270	1.11%	0.19	0.57	3.7	4	0.29	0.54
Total - filtered	--	--	--	--	--	66	5128	1.29%	0.26	16.98	3.3	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	80	8766	0.91%	0.24	19.25	3.5	--	--	--
Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	80	8766	0.91%	0.24	19.25	3.5	--	--	--