

Keyword report

20 Jan 2015-20 Feb 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	etco2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.44)	0.35	2	33	6.06%	0.28	0.55	1.8	3	0.44	0.71
enabled	Capnometers	Medical Capnograph	Medical Capnograph - capnometer	Below first page bid (First page CPC : 0.51)	0.35	2	32	6.25%	0.26	0.51	1.6	6	0.51	1.01
enabled	end tidal co2	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.71)	0.35	1	169	0.59%	0.33	0.33	2.3	3	0.71	1.32
enabled	Capnography Monitoring	Medical Capnograph	Medical Capnograph - monitors	eligible	0.35	9	922	0.98%	0.31	2.83	1.9	5	0.09	0.91
enabled	Oxygen Hoods	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.59)	0.20	1	42	2.38%	0.09	0.09	3.3	7	0.59	1.31
enabled	capnometry	Medical Capnograph	Medical Capnograph	eligible	0.35	9	139	6.47%	0.20	1.84	1.3	3	0.16	0.41
enabled	portable capnography	Medical Capnograph	Medical Capnograph - capnography	eligible	0.35	3	50	6.00%	0.33	0.98	1.7	7	0.12	0.61
enabled	emma capnograph	Medical Capnograph	Medical Capnograph #2	eligible	0.35	1	50	2.00%	0.25	0.25	1.1	3	0.20	0.70
enabled	Capnography Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.47)	0.35	2	73	2.74%	0.30	0.60	2.5	6	0.47	0.90
enabled	Viamed	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.83)	0.35	5	82	6.10%	0.26	1.28	1.6	3	0.83	1.05
enabled	Capnograph Monitor	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	1	105	0.95%	0.34	0.34	2.4	6	0.10	0.40

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enabled	capnography monitoring devices	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.49)	0.35	1	74	1.35%	0.15	0.15	2.3	6	0.49	1.13
enabled	co2 monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.88)	0.35	2	440	0.45%	0.26	0.53	4.0	4	0.88	1.32
enabled	Monitors Vet	Medical Capnograph	Medical Capnograph - vet monitor	Below first page bid (First page CPC : 0.61)	0.35	1	41	2.44%	0.32	0.32	4.9	3	0.61	1.39
enabled	Oxygen Tents	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.23)	0.20	1	113	0.88%	0.20	0.20	3.9	4	0.23	0.46
enabled	Emma Capnometer	Medical Capnograph	Medical Capnograph - capnometer	eligible	0.35	2	66	3.03%	0.31	0.62	1.1	5	0.20	0.41
enabled	End Tidal CO2 Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.58)	0.35	1	46	2.17%	0.31	0.31	3.8	5	0.58	1.25
enabled	Oxygen Hood	Medical	Oxygen Hoods	eligible	0.20	2	121	1.65%	0.12	0.25	2.3	4	0.19	0.43
enabled	Oxygen Tent	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.25)	0.20	6	223	2.69%	0.18	1.11	3.6	4	0.25	0.50
enabled	Monitor Vet	Medical Capnograph	Medical Capnograph - vet monitor	Below first page bid (First page CPC : 0.92)	0.35	1	75	1.33%	0.34	0.34	3.7	3	0.92	1.51
enabled	carbon dioxide analyzer	Medical Capnograph	Medical Capnograph	Below first page bid (First page CPC : 0.71)	0.35	8	343	2.33%	0.31	2.46	4.3	4	0.71	1.26
enabled	Capnometer	Medical Capnograph	Medical Capnograph - capnometer	Below first page bid (First page CPC : 0.40)	0.35	3	16	18.75%	0.24	0.71	1.3	5	0.40	0.41

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enabled	oxygen treatment	Medical	Oxygen Hoods	Below first page bid (First page CPC : 0.46)	0.20	1	244	0.41%	0.18	0.18	5.6	3	0.46	1.02
enabled	Animal Monitors	Medical Capnograph	Medical Capnograph - monitors	low quality score	0.35	2	1275	0.16%	0.27	0.54	3.2	2	0.97	1.54
enabled	carbon dioxide monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.62)	0.35	10	1312	0.76%	0.30	3.03	4.7	4	0.62	1.31
enabled	ETCo2 Monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.68)	0.35	2	161	1.24%	0.26	0.53	2.4	3	0.68	1.14
enabled	End Tidal CO2 Monitor	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.81)	0.35	2	94	2.13%	0.29	0.58	3.6	5	0.81	1.45
enabled	co2 monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.83)	0.35	12	1083	1.11%	0.30	3.66	4.0	6	0.83	1.44
enabled	ETCo2 Monitors	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.83)	0.35	2	249	0.80%	0.32	0.63	3.3	5	0.83	1.05
enabled	co2 monitoring	Medical Capnograph	Medical Capnograph - monitors	Below first page bid (First page CPC : 0.95)	0.35	1	33	3.03%	0.15	0.15	4.0	4	0.95	1.51
enabled	Capnograph Monitors	Medical Capnograph	Medical Capnograph - monitor	eligible	0.35	2	5	40.00%	0.29	0.58	1.8	6	0.07	0.29
Total - filtered	--	--	--	--	--	98	7711	1.27%	0.27	26.48	3.5	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	123	10705	1.15%	0.25	30.22	3.5	--	--	--

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Total - Display Network	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	123	10705	1.15%	0.25	30.22	3.5	--	--	--