

Report

20 Jan 2015-20 Feb 2015

State	Dynamic ad target	Campaign	Campaign Type	Campaign sub-type	Ad group	Status	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Target ID
enabled	CATEGORY=flowsensors	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	0	0.00%	0.00	0.00	50823634481
enabled	CATEGORY=teccare antimicrobial technologies	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	83	1.20%	0.09	0.09	50828866241
enabled	CATEGORY=oxygen hoods tents	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	75	1.33%	0.18	0.18	50828634401
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=oxygen sensors	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	2	107	1.87%	0.09	0.18	48053655161
enabled	CATEGORY=automotive	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	15	6.67%	0.18	0.18	51445251587
enabled	CATEGORY=capnography	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	40	0.00%	0.00	0.00	48053655761
enabled	All web pages	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	3	373	0.80%	0.16	0.47	19959388920
enabled	CATEGORY=oxygen monitoring	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	15	0.00%	0.00	0.00	48053655281
enabled	CATEGORY=pulse oximetry	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	16	1125	1.42%	0.15	2.47	47973108273
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=infant resuscitation	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	1	47	2.13%	0.17	0.17	48053655401
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=phototherapy	Dynamic	Search Only	Dynamic Search Ads	Dynamic	eligible	0.20	0	5	0.00%	0.00	0.00	48053655641

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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
Total - filtered	--	--	--	--	--	--	--	25	1892	1.32%	0.15	3.74	--
Total	--	--	--	--	--	--	--	123	10705	1.15%	0.25	30.22	--