

# Keyword report

21 Feb 2015-24 Mar 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       | capnography monitoring devices | Medical Capnograph | Medical Capnograph - monitors    | eligible                                     | 0.35     | 2      | 90          | 2.22%  | 0.30     | 0.60 | 2.2           | 6             | 0.20           | 0.56            |
| enabled       | portable capnography           | Medical Capnograph | Medical Capnograph - capnography | eligible                                     | 0.35     | 1      | 22          | 4.55%  | 0.20     | 0.20 | 2.0           | 7             | 0.15           | 0.49            |
| enabled       | Capnometers                    | Medical Capnograph | Medical Capnograph - capnometer  | eligible                                     | 0.35     | 1      | 15          | 6.67%  | 0.30     | 0.30 | 2.1           | 6             | 0.22           | 0.65            |
| enabled       | End Tidal CO2 Monitor          | Medical Capnograph | Medical Capnograph - monitors    | eligible                                     | 0.35     | 3      | 82          | 3.66%  | 0.28     | 0.83 | 3.0           | 5             | 0.25           | 0.56            |
| enabled       | End Tidal CO2 Monitoring       | Medical Capnograph | Medical Capnograph - monitors    | Below first page bid (First page CPC : 0.60) | 0.35     | 1      | 28          | 3.57%  | 0.35     | 0.35 | 3.9           | 3             | 0.60           | 1.07            |
| enabled       | co2 monitors                   | Medical Capnograph | Medical Capnograph - monitors    | Below first page bid (First page CPC : 0.79) | 0.35     | 4      | 726         | 0.55%  | 0.27     | 1.09 | 3.8           | 7             | 0.79           | 1.23            |
| enabled       | ETCo2 Monitors                 | Medical Capnograph | Medical Capnograph - monitors    | Below first page bid (First page CPC : 0.70) | 0.35     | 1      | 156         | 0.64%  | 0.35     | 0.35 | 2.4           | 5             | 0.70           | 1.15            |
| enabled       | End Tidal CO2 Monitors         | Medical Capnograph | Medical Capnograph - monitors    | Below first page bid (First page CPC : 0.66) | 0.35     | 1      | 81          | 1.23%  | 0.29     | 0.29 | 2.8           | 5             | 0.66           | 1.14            |
| enabled       | Capnograph Vet                 | Medical Capnograph | Medical Capnograph - vet         | eligible                                     | 0.35     | 2      | 19          | 10.53% | 0.28     | 0.57 | 2.9           | 6             | 0.32           | 0.56            |
| enabled       | Viamed                         | Medical Capnograph | Medical Capnograph               | Below first page bid (First page CPC : 0.73) | 0.35     | 6      | 72          | 8.33%  | 0.25     | 1.52 | 2.3           | 5             | 0.73           | 0.97            |
| enabled       | vet anesthesia monitoring      | Medical Capnograph | Medical Capnograph - vet monitor | Below first page bid (First page CPC : 1.07) | 0.35     | 1      | 89          | 1.12%  | 0.31     | 0.31 | 3.6           | 5             | 1.07           | 1.58            |

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|---------------|---------------------------|--------------------|---------------------------------|----------------------------------------------|----------|--------|-------------|--------|----------|------|---------------|---------------|----------------|-----------------|
| enabled       | Capnography Monitoring    | Medical Capnograph | Medical Capnograph - monitors   | eligible                                     | 0.35     | 6      | 624         | 0.96%  | 0.24     | 1.41 | 1.8           | 5             | 0.29           | 0.69            |
| enabled       | emma capnograph           | Medical Capnograph | Medical Capnograph #2           | eligible                                     | 0.35     | 5      | 135         | 3.70%  | 0.23     | 1.13 | 1.2           | 5             | 0.22           | 0.43            |
| enabled       | end tidal co2             | Medical Capnograph | Medical Capnograph              | Below first page bid (First page CPC : 0.77) | 0.35     | 2      | 150         | 1.33%  | 0.29     | 0.58 | 2.1           | 3             | 0.77           | 1.13            |
| enabled       | carbon dioxide monitoring | Medical Capnograph | Medical Capnograph - monitors   | Below first page bid (First page CPC : 0.76) | 0.35     | 5      | 1176        | 0.43%  | 0.32     | 1.62 | 4.4           | 5             | 0.76           | 1.29            |
| enabled       | oxygen treatment          | Medical            | Oxygen Hoods                    | Below first page bid (First page CPC : 0.60) | 0.20     | 1      | 188         | 0.53%  | 0.20     | 0.20 | 5.3           | 3             | 0.60           | 1.62            |
| enabled       | ETCo2 Monitor             | Medical Capnograph | Medical Capnograph - monitors   | Below first page bid (First page CPC : 0.83) | 0.35     | 2      | 53          | 3.77%  | 0.30     | 0.60 | 2.4           | 5             | 0.83           | 0.98            |
| enabled       | Capnograph Veterinary     | Medical Capnograph | Medical Capnograph #2           | Below first page bid (First page CPC : 0.41) | 0.35     | 1      | 24          | 4.17%  | 0.34     | 0.34 | 3.2           | 5             | 0.41           | 1.28            |
| enabled       | Capnography Monitors      | Medical Capnograph | Medical Capnograph - monitors   | Below first page bid (First page CPC : 0.54) | 0.35     | 4      | 430         | 0.93%  | 0.28     | 1.10 | 2.2           | 8             | 0.54           | 0.91            |
| enabled       | Capnograph Monitor        | Medical Capnograph | Medical Capnograph - monitors   | eligible                                     | 0.35     | 2      | 121         | 1.65%  | 0.28     | 0.55 | 1.9           | 6             | 0.24           | 0.77            |
| enabled       | capnometry                | Medical Capnograph | Medical Capnograph              | eligible                                     | 0.35     | 12     | 111         | 10.81% | 0.26     | 3.14 | 1.2           | 5             | 0.11           | 0.30            |
| enabled       | Capnograph                | Medical Capnograph | Medical Capnograph - capnograph | Below first page bid (First page CPC : 0.39) | 0.35     | 4      | 367         | 1.09%  | 0.17     | 0.67 | 1.9           | 7             | 0.39           | 0.67            |

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|--------------------------------|----------------------------|--------------------|----------------------------------|----------------------------------------------|----------|--------|-------------|-------|----------|-------|---------------|---------------|----------------|-----------------|
| enabled                        | Capnograph Monitor         | Medical Capnograph | Medical Capnograph - monitor     | eligible                                     | 0.35     | 1      | 71          | 1.41% | 0.22     | 0.22  | 2.5           | 7             | 0.18           | 0.33            |
| enabled                        | Animal Monitors            | Medical Capnograph | Medical Capnograph - monitors    | low quality score                            | 0.35     | 1      | 898         | 0.11% | 0.20     | 0.20  | 3.0           | 2             | 1.02           | 1.56            |
| enabled                        | carbon dioxide analyzer    | Medical Capnograph | Medical Capnograph               | Below first page bid (First page CPC : 0.48) | 0.35     | 1      | 428         | 0.23% | 0.33     | 0.33  | 4.3           | 4             | 0.48           | 1.68            |
| enabled                        | Oxygen Hood                | Medical            | Oxygen Hoods                     | eligible                                     | 0.20     | 4      | 129         | 3.10% | 0.13     | 0.52  | 2.7           | 7             | 0.18           | 0.34            |
| enabled                        | Oxygen Tents               | Medical            | Oxygen Hoods                     | Below first page bid (First page CPC : 0.26) | 0.20     | 4      | 322         | 1.24% | 0.18     | 0.74  | 3.4           | 4             | 0.26           | 0.47            |
| enabled                        | Oxygen Tent                | Medical            | Oxygen Hoods                     | Below first page bid (First page CPC : 0.27) | 0.20     | 6      | 217         | 2.76% | 0.18     | 1.09  | 3.4           | 6             | 0.27           | 0.49            |
| enabled                        | co2 monitor                | Medical Capnograph | Medical Capnograph - monitors    | Below first page bid (First page CPC : 0.61) | 0.35     | 1      | 270         | 0.37% | 0.29     | 0.29  | 4.2           | 6             | 0.61           | 0.80            |
| enabled                        | Monitor Vet                | Medical Capnograph | Medical Capnograph - vet monitor | low quality score                            | 0.35     | 1      | 72          | 1.39% | 0.33     | 0.33  | 3.6           | 1             | 1.00           | 1.55            |
| enabled                        | transcutaneous co2 monitor | Medical Capnograph | Co2 Monitoring                   | eligible                                     | 0.35     | 1      | 57          | 1.75% | 0.24     | 0.24  | 5.7           | 5             | 0.15           | 0.39            |
| Total - filtered               | --                         | --                 | --                               | --                                           | --       | 87     | 7223        | 1.20% | 0.25     | 21.71 | 3.2           | --            | --             | --              |
| Total – all paused and removed | --                         | --                 | --                               | --                                           | --       | 0      | 0           | 0.00% | 0.00     | 0.00  | 0.0           | --            | --             | --              |
| Total - search                 | --                         | --                 | --                               | --                                           | --       | 109    | 10758       | 1.01% | 0.23     | 25.16 | 3.4           | --            | --             | --              |
| Total - Display Network        | --                         | --                 | --                               | --                                           | --       | 0      | 0           | 0.00% | 0.00     | 0.00  | 0.0           | --            | --             | --              |
| Total                          | --                         | --                 | --                               | --                                           | --       | 109    | 10758       | 1.01% | 0.23     | 25.16 | 3.4           | --            | --             | --              |