

Keyword report

21 Apr 2015-20 May 2015

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign Type	Campaign sub-type	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	wrist splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.77)	0.20	Search Network with Display Select	All features	1	580	0.17%	0.20	0.20	3.6	3
enabled	sensor wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.33)	0.20	Search Network with Display Select	All features	1	28	3.57%	0.12	0.12	2.6	6
enabled	changing trach ties	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.35)	0.20	Search Network with Display Select	All features	1	18	5.56%	0.17	0.17	3.1	6
enabled	newborn identification	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.59)	0.20	Search Network with Display Select	All features	3	51	5.88%	0.15	0.46	2.9	7
enabled	warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.47)	0.20	Search Network with Display Select	All features	3	7154	0.04%	0.17	0.50	3.4	5
enabled	posey	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.49)	0.15	Search Network with Display Select	All features	1	2549	0.04%	0.15	0.15	2.5	5
enabled	oxygen parts	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.92)	0.35	Search Network with Display Select	All features	2	423	0.47%	0.28	0.56	3.9	3
enabled	hand splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.58)	0.20	Search Network with Display Select	All features	1	1712	0.06%	0.15	0.15	3.7	3
enabled	bracelets bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.70)	0.20	Search Network with Display Select	All features	2	1068	0.19%	0.18	0.35	4.1	3

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enabled	wrist splints	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.92)	0.20	Search Network with Display Select	All features	2	248	0.81%	0.18	0.36	4.6	3
enabled	tracheostomy tube	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.61)	0.20	Search Network with Display Select	All features	3	494	0.61%	0.15	0.46	3.4	7
enabled	sampling lines	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.66)	0.35	Search Network with Display Select	All features	2	174	1.15%	0.28	0.57	3.1	6
enabled	tube support	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.51)	0.20	Search Network with Display Select	All features	2	63	3.17%	0.08	0.17	3.7	5
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.71)	0.20	Search Network with Display Select	All features	4	723	0.55%	0.13	0.53	3.0	7
enabled	ID bracelet	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.51)	0.25	Search Network with Display Select	All features	7	5555	0.13%	0.22	1.54	4.5	6
enabled	iv shield	Posey Products	Posey I.V. Shield	Below first page bid (First page CPC : 0.77)	0.35	Search Network with Display Select	All features	1	298	0.34%	0.31	0.31	2.1	6
enabled	splints	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.66)	0.20	Search Network with Display Select	All features	6	3566	0.17%	0.17	1.00	3.3	5
enabled	oxygen masks	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	591	0.17%	0.33	0.33	4.0	1

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enabled	splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.63)	0.20	Search Network with Display Select	All features	1	1092	0.09%	0.17	0.17	3.5	5
enabled	trach support	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.55)	0.20	Search Network with Display Select	All features	1	2	50.00%	0.18	0.18	1.5	6
enabled	medical identification bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.37)	0.20	Search Network with Display Select	All features	1	30	3.33%	0.19	0.19	7.6	6
enabled	wrist bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.50)	0.20	Search Network with Display Select	All features	1	70	1.43%	0.19	0.19	4.8	3
enabled	elbow splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.40)	0.20	Search Network with Display Select	All features	5	1116	0.45%	0.18	0.92	4.5	6
enabled	nasal prongs oxygen	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	19	5.26%	0.29	0.29	3.9	1
enabled	oxygen cannula	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.74)	0.35	Search Network with Display Select	All features	3	2045	0.15%	0.34	1.01	2.5	3
Total - filtered	--	--	--	--	--	--	--	56	29669	0.19%	0.19	10.88	3.6	--
Total - search	--	--	--	--	--	--	--	56	40588	0.14%	0.19	10.88	3.6	--
Total - Display Network	--	--	--	--	--	--	--	22	11858	0.19%	0.14	3.13	2.1	--
Total	--	--	--	--	--	--	--	78	52446	0.15%	0.18	14.01	3.3	--