

Keyword report

1 May 2015-31 May 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	Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	2	200	1.00%	0.13	0.26	2.5	6	0.14	0.37
enabled	carbon dioxide analyzer	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.62)	0.35	1	109	0.92%	0.33	0.33	4.6	4	0.62	0.80
enabled	Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.25)	0.20	3	367	0.82%	0.18	0.53	3.6	4	0.25	0.54
enabled	Capnography Monitoring	Capnography	Sidestream Capnograph	eligible	0.35	3	97	3.09%	0.32	0.95	1.7	6	0.35	0.51
enabled	Emma Capnometer	Capnography	Sidestream Capnograph	eligible	0.35	3	46	6.52%	0.28	0.83	1.2	6	0.02	0.35
enabled	portable capnograph	Capnography	Sidestream Capnograph	eligible	0.35	2	20	10.00%	0.28	0.56	1.8	8	0.05	0.24
enabled	End Tidal CO2 Monitors	Capnography	Sidestream Capnograph	eligible	0.35	4	127	3.15%	0.26	1.05	2.2	5	0.28	0.64
enabled	Oxygen Head Box	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.52)	0.20	1	5	20.00%	0.08	0.08	2.2	5	0.52	0.88
enabled	co2 monitors	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.60)	0.35	5	220	2.27%	0.30	1.52	4.7	4	0.60	0.87
enabled	Capnographs	Capnography	Sidestream Capnograph	eligible	0.35	2	78	2.56%	0.25	0.50	1.4	7	0.28	0.60
enabled	portable capnograph	Capnography	Mainstream Capnograph	eligible	0.35	1	5	20.00%	0.34	0.34	2.2	8	0.10	0.39
enabled	Capnometer	Capnography	Mainstream Capnograph	eligible	0.35	1	9	11.11%	0.34	0.34	1.6	6	0.35	0.58
enabled	Capnograph	Capnography	Mainstream Capnograph	eligible	0.35	2	31	6.45%	0.34	0.69	1.4	8	0.11	0.29

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enabled	Viamed	Capnography	Mainstream Capnograph	eligible	0.35	1	6	16.67%	0.24	0.24	1.5	5	0.09	1.00
enabled	co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.76)	0.35	4	415	0.96%	0.28	1.12	4.0	4	0.76	0.88
enabled	Capnography	Capnography	Sidestream Capnograph	eligible	0.35	6	701	0.86%	0.28	1.65	1.8	8	0.28	0.48
enabled	Capnography Monitors	Capnography	Mainstream Capnograph	eligible	0.35	1	27	3.70%	0.34	0.34	1.8	9	0.35	0.64
enabled	Capnometer	Capnography	Sidestream Capnograph	eligible	0.35	3	65	4.62%	0.16	0.48	1.0	6	0.26	0.37
enabled	Portable capnograph	Capnography	Sidestream Capnograph	eligible	0.35	3	22	13.64%	0.24	0.73	1.6	8	0.12	0.54
enabled	emma capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	30	3.33%	0.31	0.31	1.1	6	0.27	0.34
enabled	handheld co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.55)	0.35	2	29	6.90%	0.33	0.66	7.8	6	0.55	0.80
enabled	Capnography Monitor	Capnography	Sidestream Capnograph	eligible	0.35	1	44	2.27%	0.32	0.32	1.8	6	0.02	0.24
enabled	SpO2 Monitor	Capnography	Sidestream Capnograph	eligible	0.35	15	4067	0.37%	0.29	4.33	3.1	6	0.12	0.35
enabled	Capnographs	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.50)	0.35	1	16	6.25%	0.33	0.33	1.6	7	0.50	0.90
enabled	oxygen treatment	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.50)	0.20	3	180	1.67%	0.18	0.55	5.6	3	0.50	1.00
enabled	Capnography Monitors	Capnography	Sidestream Capnograph	eligible	0.35	4	223	1.79%	0.27	1.09	1.9	7	0.35	0.53

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enabled	Oxygen Tent	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.30)	0.20	2	121	1.65%	0.18	0.36	3.8	4	0.30	0.58
enabled	Capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	10	445	2.25%	0.28	2.85	1.7	8	0.10	0.38
enabled	SpO2 Monitor	Capnograph	Mainstream Capnograph	eligible	0.35	3	808	0.37%	0.24	0.73	2.9	7	0.08	0.26
enabled	ETCo2 Monitors	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.53)	0.35	1	134	0.75%	0.29	0.29	3.0	5	0.53	0.73
Total - filtered	--	--	--	--	--	91	8647	1.05%	0.27	24.36	3.0	--	--	--
Total – all paused and removed	--	--	--	--	--	6	1044	0.57%	0.26	1.59	3.8	--	--	--
Total - search	--	--	--	--	--	149	19192	0.78%	0.23	34.30	3.9	--	--	--
Total - Display Network	--	--	--	--	--	18	7303	0.25%	0.15	2.73	2.4	--	--	--
Total	--	--	--	--	--	167	26495	0.63%	0.22	37.03	3.5	--	--	--