

Report

1 May 2015-31 May 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=infant warming	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	0	0.00%	0.00	0.00	48053655521
enabled	CATEGORY=pulse oximetry	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	32	5344	0.60%	0.17	5.46	47973108273
enabled	CATEGORY=phototherapy	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	40	0.00%	0.00	0.00	48053655641
enabled	CATEGORY=oxygen hoods tents	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	6	298	2.01%	0.15	0.91	50828634401
enabled	CATEGORY=Neonatal and Paediatric Products	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	2	18	11.11%	0.13	0.26	108023041241
enabled	CATEGORY=oxygen sensors	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	3	148	2.03%	0.17	0.51	48053655161
enabled	CATEGORY=infant resuscitation	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	1	19	5.26%	0.20	0.20	48053655401
enabled	All web pages	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	8	1165	0.69%	0.13	1.01	19959388920
enabled	CATEGORY=flowsensors	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	0	0.00%	0.00	0.00	50823634481
enabled	CATEGORY=capnography	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	43	0.00%	0.00	0.00	48053655761
enabled	CATEGORY=automotive	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	22	0.00%	0.00	0.00	51445251587

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enabled	CATEGORY=pressure management	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	19	0.00%	0.00	0.00	48053655881
enabled	PAGE_TITLE contains Tom Thumb Infant Resuscitators	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	13	0.00%	0.00	0.00	50823635081
enabled	CATEGORY=mounting options	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	0	0.00%	0.00	0.00	108752952761
enabled	CATEGORY=Gas Sampling Lines	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	0	0.00%	0.00	0.00	108021037721
enabled	CATEGORY=oxygen monitoring	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	16	0.00%	0.00	0.00	48053655281
enabled	CATEGORY=Acrylic Products	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	15	0.00%	0.00	0.00	108021813881
enabled	CATEGORY=anaesthesia nerve stimulation	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	0	0.00%	0.00	0.00	50827952321
Total - filtered	--	--	--	--	--	--	--	52	7160	0.73%	0.16	8.35	--
Total	--	--	--	--	--	--	--	167	26495	0.63%	0.22	37.03	--