

Keyword report

1 May 2015-31 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	posey	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.52)	0.15	Search Network with Display Select	All features	3	2137	0.14%	0.12	0.37	2.7	5
enabled	changing trach ties	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.42)	0.20	Search Network with Display Select	All features	1	4	25.00%	0.17	0.17	3.8	6
enabled	hand splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.70)	0.20	Search Network with Display Select	All features	1	106	0.94%	0.20	0.20	3.6	3
enabled	trach support	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.45)	0.20	Search Network with Display Select	All features	1	2	50.00%	0.18	0.18	4.5	7
enabled	oxygen cannula	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.70)	0.35	Search Network with Display Select	All features	2	1304	0.15%	0.34	0.68	2.7	3
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	8129	0.04%	0.17	0.50	3.4	5
enabled	splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.69)	0.20	Search Network with Display Select	All features	1	994	0.10%	0.17	0.17	3.7	5
enabled	newborn identification	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.66)	0.20	Search Network with Display Select	All features	1	31	3.23%	0.15	0.15	3.3	7
enabled	sampling lines	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.61)	0.35	Search Network with Display Select	All features	2	126	1.59%	0.28	0.57	3.3	6

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enabled	oxygen parts	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.90)	0.35	Search Network with Display Select	All features	1	301	0.33%	0.27	0.27	3.9	3
enabled	ID bracelet	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.49)	0.25	Search Network with Display Select	All features	2	1737	0.12%	0.24	0.47	5.1	6
enabled	wrist 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	1	82	1.22%	0.19	0.19	4.7	3
enabled	posey wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.50)	0.20	Search Network with Display Select	All features	1	26	3.85%	0.17	0.17	2.1	6
enabled	oxygen masks	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.72)	0.35	Search Network with Display Select	All features	1	469	0.21%	0.33	0.33	4.0	3
enabled	sensor wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.54)	0.20	Search Network with Display Select	All features	1	23	4.35%	0.12	0.12	3.0	6
enabled	medical identification bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.55)	0.20	Search Network with Display Select	All features	1	45	2.22%	0.19	0.19	7.7	6
enabled	splints	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.64)	0.20	Search Network with Display Select	All features	3	3092	0.10%	0.17	0.51	3.3	5
enabled	wrist splints	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.82)	0.20	Search Network with Display Select	All features	1	108	0.93%	0.16	0.16	4.9	3

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enabled	tube support	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.69)	0.20	Search Network with Display Select	All features	2	21	9.52%	0.08	0.17	4.2	5
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.60)	0.20	Search Network with Display Select	All features	1	95	1.05%	0.15	0.15	4.2	5
enabled	bracelets bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.84)	0.20	Search Network with Display Select	All features	2	1229	0.16%	0.18	0.35	4.1	3
enabled	nasal prongs oxygen	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	8	12.50%	0.29	0.29	4.0	1
enabled	elbow splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.56)	0.20	Search Network with Display Select	All features	4	590	0.68%	0.19	0.76	4.6	6
Total - filtered	--	--	--	--	--	--	--	37	20659	0.18%	0.19	7.12	3.6	--
Total - search	--	--	--	--	--	--	--	37	28761	0.13%	0.19	7.12	3.7	--
Total - Display Network	--	--	--	--	--	--	--	26	14653	0.18%	0.14	3.66	2.0	--
Total	--	--	--	--	--	--	--	63	43414	0.15%	0.17	10.78	3.1	--