

Keyword report

1 Jun 2015-30 Jun 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	End Tidal CO2 Monitors	Capnography	Sidestream Capnograph	eligible	0.35	4	133	3.01%	0.31	1.24	2.7	5	0.32	0.96
enabled	Oxygen Hood	Oxygen Hoods	Re-usable Oxygen Hoods	eligible	0.20	1	81	1.23%	0.18	0.18	2.4	7	0.14	0.48
enabled	SpO2 Monitor	Capnography	Sidestream Capnograph	eligible	0.35	15	4358	0.34%	0.29	4.33	3.2	6	0.17	0.45
enabled	Portable capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	14	7.14%	0.31	0.31	1.4	8	0.06	0.30
enabled	Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	1	171	0.58%	0.18	0.18	2.4	6	0.17	0.48
enabled	Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	3	169	1.78%	0.20	0.60	2.5	7	0.16	0.41
enabled	co2 sensor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.96)	0.35	3	371	0.81%	0.33	0.99	4.7	3	0.96	1.04
enabled	Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.22)	0.20	2	405	0.49%	0.14	0.29	3.3	5	0.22	0.50
enabled	Capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	678	0.15%	0.11	0.11	1.5	7	0.35	0.71
enabled	co2 monitoring devices	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.48)	0.35	1	12	8.33%	0.34	0.34	6.2	5	0.48	0.77
enabled	Capnometer	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.47)	0.35	1	25	4.00%	0.24	0.24	3.6	6	0.47	0.47
enabled	Emma Capnometer	Capnography	Mainstream Capnograph	eligible	0.35	1	5	20.00%	0.31	0.31	2.0	6	0.26	0.83
enabled	co2 monitors	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.71)	0.35	2	286	0.70%	0.33	0.66	5.4	4	0.71	1.00

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 Hood	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.21)	0.20	1	4	25.00%	0.19	0.19	1.8	7	0.21	1.06
enabled	oxygen delivery systems	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.44)	0.20	1	15	6.67%	0.20	0.20	4.3	3	0.44	0.69
enabled	Capnography Monitors	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.38)	0.35	1	45	2.22%	0.32	0.32	1.4	9	0.38	0.75
enabled	emma capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	44	2.27%	0.33	0.33	1.0	6	0.17	0.55
enabled	portable capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	10	10.00%	0.33	0.33	1.4	8	0.03	0.31
enabled	co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.75)	0.35	2	452	0.44%	0.30	0.61	4.1	4	0.75	0.96
enabled	Capnographs	Capnography	Sidestream Capnograph	eligible	0.35	1	72	1.39%	0.31	0.31	1.7	7	0.23	0.77
enabled	Capnography Monitors	Capnography	Sidestream Capnograph	eligible	0.35	4	442	0.90%	0.34	1.36	1.7	7	0.06	0.29
enabled	oxygen tent for infants	Oxygen Hoods	Re-usable Oxygen Hoods	eligible	0.20	1	5	20.00%	0.20	0.20	3.0	5	0.18	0.60
enabled	ETCo2 Monitors	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.51)	0.35	4	276	1.45%	0.32	1.27	2.7	5	0.51	0.67
enabled	End Tidal CO2 Monitors	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.36)	0.35	1	9	11.11%	0.32	0.32	2.2	5	0.36	0.77
enabled	Oxygen Tent	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.35)	0.20	1	106	0.94%	0.14	0.14	3.5	4	0.35	0.65

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	Capnograph Monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.44)	0.35	1	136	0.74%	0.15	0.15	1.6	7	0.44	0.72
enabled	carbon dioxide analyzer	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.43)	0.35	1	199	0.50%	0.33	0.33	4.9	4	0.43	0.55
enabled	handheld co2 monitor	Capnography	Sidestream Capnograph	eligible	0.35	1	68	1.47%	0.34	0.34	6.0	6	0.32	1.07
enabled	Capnometer	Capnography	Sidestream Capnograph	eligible	0.35	3	89	3.37%	0.16	0.49	1.2	6	0.21	0.66
enabled	capnometry	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.94)	0.35	1	25	4.00%	0.20	0.20	1.1	5	0.94	0.94
enabled	Capnograph	Capnography	Sidestream Capnograph	eligible	0.35	5	400	1.25%	0.21	1.04	1.6	8	0.27	0.76
enabled	end tidal co2	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.75)	0.35	1	26	3.85%	0.30	0.30	2.1	3	0.75	1.14
Total - filtered	--	--	--	--	--	68	9131	0.74%	0.27	18.21	3.0	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	113	14896	0.76%	0.23	25.74	3.7	--	--	--
Total - Display Network	--	--	--	--	--	3	2225	0.13%	0.12	0.35	2.6	--	--	--
Total	--	--	--	--	--	116	17121	0.68%	0.22	26.09	3.6	--	--	--