

Keyword report

1 Jul 2015-31 Jul 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	Capnograph Monitors	Capnograph	Sidestream Capnograph	eligible	0.35	5	385	1.30%	0.27	1.34	1.7	7	0.35	0.79
enabled	Capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	1	28	3.57%	0.34	0.34	1.8	7	0.28	0.62
enabled	portable co2 monitor	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.48)	0.35	1	11	9.09%	0.34	0.34	6.5	6	0.48	1.03
enabled	emma capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	1	45	2.22%	0.05	0.05	1.2	7	0.10	0.41
enabled	Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.24)	0.20	4	432	0.93%	0.20	0.78	3.2	4	0.24	0.57
enabled	ETCo2 Monitors	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.48)	0.35	5	198	2.53%	0.31	1.57	2.5	5	0.48	0.84
enabled	ETCo2 Monitor	Capnograph	Sidestream Capnograph	eligible	0.35	2	6	33.33%	0.30	0.61	2.0	5	0.27	0.54
enabled	Portable capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	1	14	7.14%	0.35	0.35	1.1	6	0.02	0.45
enabled	Oxygen Hoods	Oxygen Hoods	Re-usable Oxygen Hoods	eligible	0.20	1	9	11.11%	0.06	0.06	1.2	7	0.20	0.94
enabled	Capnographs	Capnograph	Sidestream Capnograph	eligible	0.35	1	38	2.63%	0.31	0.31	1.8	7	0.30	0.52
enabled	End Tidal CO2 Monitor	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.42)	0.35	1	1	100.00%	0.34	0.34	6.0	3	0.42	1.07
enabled	Emma Capnometer	Capnograph	Sidestream Capnograph	eligible	0.35	1	24	4.17%	0.31	0.31	1.1	6	0.19	0.55
enabled	Capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	7	512	1.37%	0.24	1.67	1.3	7	0.33	0.61

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enabled	Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	1	149	0.67%	0.16	0.16	2.9	4	0.18	0.36
enabled	portable co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.53)	0.35	2	96	2.08%	0.35	0.70	6.0	6	0.53	0.95
enabled	Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	2	163	1.23%	0.19	0.38	2.6	6	0.17	0.45
enabled	Capnometer	Capnography	Sidestream Capnograph	eligible	0.35	2	111	1.80%	0.05	0.10	1.1	5	0.26	0.52
enabled	capnometry	Capnography	Sidestream Capnograph	eligible	0.35	1	25	4.00%	0.32	0.32	2.1	5	0.33	1.04
enabled	co2 monitors	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.49)	0.35	2	322	0.62%	0.34	0.68	5.6	4	0.49	0.89
enabled	home co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.36)	0.35	1	20	5.00%	0.32	0.32	6.1	3	0.36	0.89
enabled	co2 sensor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.98)	0.35	3	352	0.85%	0.33	0.98	5.2	6	0.98	1.03
enabled	emma capnograph	Capnography	Mainstream Capnograph	eligible	0.35	1	3	33.33%	0.27	0.27	1.0	5	0.22	0.50
enabled	co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.64)	0.35	3	226	1.33%	0.34	1.02	4.2	5	0.64	1.03
enabled	Capnography Monitors	Capnography	Mainstream Capnograph	eligible	0.35	2	48	4.17%	0.26	0.51	1.7	6	0.33	0.56
enabled	End Tidal CO2 Monitors	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.54)	0.35	3	152	1.97%	0.27	0.81	2.5	5	0.54	0.79

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enabled	Capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	6	414	1.45%	0.21	1.28	1.5	7	0.30	0.58
enabled	oxygen administration	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.56)	0.20	1	52	1.92%	0.20	0.20	5.4	6	0.56	0.89
enabled	SpO2 Monitor	Capnograph	Sidestream Capnograph	eligible	0.35	17	3524	0.48%	0.30	5.03	3.1	6	0.21	0.55
Total - filtered	--	--	--	--	--	78	7360	1.06%	0.27	20.83	3.0	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	111	13223	0.84%	0.23	25.93	3.8	--	--	--
Total - Display Network	--	--	--	--	--	0	188	0.00%	0.00	0.00	4.7	--	--	--
Total	--	--	--	--	--	111	13411	0.83%	0.23	25.93	3.8	--	--	--