

Report

1 Jul 2015-31 Jul 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=pressure management	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	2	0.00%	0.00	0.00	48053655881
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=anaesthesia nerve stimulation	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	0	0.00%	0.00	0.00	50827952321
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=Acrylic Products	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	11	0.00%	0.00	0.00	108021813881
enabled	CATEGORY=oxygen monitoring	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	55	0.00%	0.00	0.00	48053655281
enabled	CATEGORY=phototherapy	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	1	67	1.49%	0.16	0.16	48053655641
enabled	CATEGORY=capnography	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	13	0.00%	0.00	0.00	48053655761
enabled	CATEGORY=Neonatal and Paediatric Products	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	1	17	5.88%	0.14	0.14	108023041241
enabled	All web pages	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	5	298	1.68%	0.14	0.68	19959388920

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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	PAGE_TITLE contains Tom Thumb Infant Resuscitators	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	4	0.00%	0.00	0.00	50823635081
enabled	CATEGORY=automotive	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	4	72	5.56%	0.17	0.69	51445251587
enabled	CATEGORY=oxygen sensors	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	1	67	1.49%	0.11	0.11	48053655161
enabled	CATEGORY=pulse oximetry	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	18	3082	0.58%	0.16	2.94	47973108273
enabled	CATEGORY=oxygen hoods tents	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	3	104	2.88%	0.13	0.38	50828634401
enabled	CATEGORY=infant resuscitation	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	22	0.00%	0.00	0.00	48053655401
Total - filtered	--	--	--	--	--	--	--	33	3814	0.87%	0.15	5.10	--
Total	--	--	--	--	--	--	--	111	13411	0.83%	0.23	25.93	--