

Keyword report

1 Jul 2015-31 Jul 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	trach ties for infants	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.52)	0.20	Search Network with Display Select	All features	1	13	7.69%	0.20	0.20	2.5	6
enabled	posey	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.47)	0.15	Search Network with Display Select	All features	3	1685	0.18%	0.12	0.37	2.5	3
enabled	splints	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.54)	0.20	Search Network with Display Select	All features	1	1713	0.06%	0.10	0.10	3.3	5
enabled	ID bracelet	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.81)	0.25	Search Network with Display Select	All features	1	638	0.16%	0.25	0.25	4.9	5
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.52)	0.20	Search Network with Display Select	All features	2	292	0.68%	0.17	0.34	3.7	5
enabled	bracelets for	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.76)	0.20	Search Network with Display Select	All features	1	86	1.16%	0.20	0.20	4.6	6
enabled	elbow splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.54)	0.20	Search Network with Display Select	All features	3	578	0.52%	0.19	0.58	4.3	6
enabled	warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.48)	0.20	Search Network with Display Select	All features	3	1464	0.20%	0.19	0.58	3.6	5
enabled	sensor wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.61)	0.20	Search Network with Display Select	All features	2	31	6.45%	0.18	0.36	3.4	6

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enabled	foetal monitor	V1000	V1000	Below first page bid (First page CPC : 0.57)	0.20	Search Network with Display Select	All features	1	153	0.65%	0.19	0.19	3.0	3
enabled	medical bracelets uk	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.71)	0.20	Search Network with Display Select	All features	1	10	10.00%	0.18	0.18	5.6	5
enabled	iv shield	Posey Products	Posey I.V. Shield	Below first page bid (First page CPC : 0.58)	0.35	Search Network with Display Select	All features	3	212	1.42%	0.33	1.00	1.8	7
enabled	limb splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.77)	0.20	Search Network with Display Select	All features	1	6	16.67%	0.17	0.17	4.8	4
enabled	warming cabinet	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.35)	0.20	Search Network with Display Select	All features	1	3	33.33%	0.19	0.19	3.3	3
enabled	foetal heart monitor	V1000	V1000	Below first page bid (First page CPC : 0.29)	0.20	Search Network with Display Select	All features	1	79	1.27%	0.17	0.17	4.0	6
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.70)	0.20	Search Network with Display Select	All features	2	392	0.51%	0.10	0.19	3.5	5
enabled	patient warming system	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.54)	0.20	Search Network with Display Select	All features	1	9	11.11%	0.19	0.19	4.7	6
Total - filtered	--	--	--	--	--	--	--	28	7364	0.38%	0.19	5.26	3.4	--
Total - search	--	--	--	--	--	--	--	28	11251	0.25%	0.19	5.26	3.6	--

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Total - Display Network	--	--	--	--	--	--	--	1	6978	0.01%	0.09	0.09	4.8	--
Total	--	--	--	--	--	--	--	29	18229	0.16%	0.18	5.35	4.0	--