

Report

1 Aug 2015-31 Aug 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=Neonatal and Paediatric Products	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	1	16	6.25%	0.15	0.15	108023041241
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=oxygen sensors	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	2	50	4.00%	0.18	0.37	48053655161
enabled	CATEGORY=phototherapy	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	28	0.00%	0.00	0.00	48053655641
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=Acrylic Products	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	9	0.00%	0.00	0.00	108021813881
enabled	CATEGORY=automotive	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	2	66	3.03%	0.17	0.34	51445251587
enabled	CATEGORY=capnography	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	9	0.00%	0.00	0.00	48053655761
enabled	CATEGORY=oxygen monitoring	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	3	53	5.66%	0.18	0.53	48053655281
enabled	All web pages	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	4	379	1.06%	0.14	0.58	19959388920
enabled	CATEGORY=pulse oximetry	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	26	3638	0.71%	0.15	3.86	47973108273

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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=infant resuscitation	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	17	0.00%	0.00	0.00	48053655401
enabled	PAGE_TITLE contains Tom Thumb Infant Resuscitators	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	2	0.00%	0.00	0.00	50823635081
enabled	CATEGORY=pressure management	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	0	17	0.00%	0.00	0.00	48053655881
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	CATEGORY=oxygen hoods tents	Dynamic	Search Network with Display Select	All features	Dynamic	eligible	0.20	1	21	4.76%	0.20	0.20	50828634401
Total - filtered	--	--	--	--	--	--	--	39	4305	0.91%	0.15	6.03	--
Total	--	--	--	--	--	--	--	140	14086	0.99%	0.23	32.21	--