

Keyword report

1 Aug 2015-31 Aug 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	SpO2 Monitor	Capnography	Sidestream Capnograph	eligible	0.35	32	3884	0.82%	0.30	9.49	2.9	6	0.16	0.34
enabled	oxygen administration	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.57)	0.20	1	48	2.08%	0.18	0.18	5.9	6	0.57	0.89
enabled	Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	2	215	0.93%	0.18	0.37	2.4	4	0.18	0.37
enabled	emma capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	41	2.44%	0.34	0.34	1.2	7	0.24	0.50
enabled	Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	3	235	1.28%	0.19	0.58	2.4	6	0.16	0.26
enabled	Capnograph Monitors	Capnography	Sidestream Capnograph	eligible	0.35	4	328	1.22%	0.24	0.96	1.9	9	0.34	0.77
enabled	Capnograph Monitor	Capnography	Sidestream Capnograph	eligible	0.35	1	19	5.26%	0.19	0.19	2.3	6	0.32	0.58
enabled	Capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	5	470	1.06%	0.21	1.06	1.7	7	0.35	0.71
enabled	Capnographs	Capnograph	Sidestream Capnograph	eligible	0.35	2	36	5.56%	0.32	0.64	1.5	7	0.32	0.82
enabled	portable capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	2	8	25.00%	0.22	0.44	1.4	7	0.04	0.18
enabled	Oxygen Tent	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.34)	0.20	6	150	4.00%	0.20	1.18	3.7	4	0.34	0.56
enabled	oxygen treatment	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.44)	0.20	3	156	1.92%	0.19	0.57	5.2	6	0.44	0.79
enabled	emma capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	1	19	5.26%	0.29	0.29	1.2	4	0.03	0.00

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enabled	Emma Capnometer	Capnography	Sidestream Capnograph	eligible	0.35	1	33	3.03%	0.23	0.23	1.1	6	0.16	0.61
enabled	End Tidal CO2 Monitors	Capnography	Sidestream Capnograph	eligible	0.35	8	184	4.35%	0.29	2.29	2.7	5	0.15	0.58
enabled	Capnography Monitors	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.44)	0.35	1	47	2.13%	0.34	0.34	1.7	6	0.44	0.80
enabled	Capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	2	281	0.71%	0.18	0.36	1.7	7	0.23	0.39
enabled	Emma Capnometer	Capnography	Mainstream Capnograph	eligible	0.35	1	3	33.33%	0.34	0.34	1.0	6	0.31	0.00
enabled	capnometry	Capnograph	Sidestream Capnograph	eligible	0.35	4	44	9.09%	0.24	0.95	1.2	5	0.34	1.05
enabled	co2 monitors	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.52)	0.35	2	202	0.99%	0.32	0.64	5.8	6	0.52	0.88
enabled	co2 monitor	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.68)	0.35	6	604	0.99%	0.30	1.80	3.7	5	0.68	0.95
enabled	etco2	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.41)	0.35	3	66	4.55%	0.17	0.51	1.8	5	0.41	0.85
enabled	oxygen tent for infants	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.23)	0.20	1	30	3.33%	0.19	0.19	3.7	3	0.23	0.59
enabled	co2 monitor	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.50)	0.35	1	22	4.55%	0.34	0.34	4.1	4	0.50	0.50
enabled	Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.23)	0.20	5	355	1.41%	0.19	0.93	3.5	6	0.23	0.38

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enabled	end tidal co2	Capnography	Sidestream Capnograph	low quality score	0.35	1	7	14.29%	0.34	0.34	2.3	1	0.69	1.08
enabled	Capnometer	Capnography	Sidestream Capnograph	eligible	0.35	2	53	3.77%	0.32	0.63	1.2	5	0.10	0.65
Total - filtered	--	--	--	--	--	101	7540	1.34%	0.26	26.18	2.9	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total - search	--	--	--	--	--	140	13900	1.01%	0.23	32.21	3.7	--	--	--
Total - Display Network	--	--	--	--	--	0	186	0.00%	0.00	0.00	5.0	--	--	--
Total	--	--	--	--	--	140	14086	0.99%	0.23	32.21	3.8	--	--	--