

Keyword report

1 Aug 2015-31 Aug 2015

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign Type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	radiant infant warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.40)	0.20	Search Network with Display Select	All features	1	8	12.50%	0.20	0.20	3.4	4
enabled	splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.65)	0.20	Search Network with Display Select	All features	1	118	0.85%	0.20	0.20	3.4	7
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.64)	0.20	Search Network with Display Select	All features	1	406	0.25%	0.19	0.19	3.0	5
enabled	floor warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.50)	0.20	Search Network with Display Select	All features	1	1	100.00%	0.19	0.19	3.0	6
enabled	warming stand	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.74)	0.20	Search Network with Display Select	All features	1	11	9.09%	0.19	0.19	4.1	6
enabled	oxygen delivery	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	Below first page bid (First page CPC : 0.52)	0.20	Search Network with Display Select	Standard	4	151	2.65%	0.18	0.71	4.9	7
enabled	oxygen content	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	Below first page bid (First page CPC : 0.74)	0.20	Search Network with Display Select	Standard	2	507	0.39%	0.17	0.34	2.8	6
enabled	elbow splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.39)	0.20	Search Network with Display Select	All features	1	387	0.26%	0.12	0.12	4.1	6
enabled	tracheostomy tie	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.58)	0.20	Search Network with Display Select	All features	1	28	3.57%	0.20	0.20	4.0	6

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enabled	foetal heart monitoring	V1000	V1000	Below first page bid (First page CPC : 0.58)	0.20	Search Network with Display Select	All features	1	224	0.45%	0.19	0.19	3.8	6
enabled	medical oxygen masks	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 1.06)	0.35	Search Network with Display Select	All features	1	12	8.33%	0.34	0.34	4.6	6
enabled	posey splint	Posey Products	Posey Elbow Splint	low quality score	0.20	Search Network with Display Select	All features	1	12	8.33%	0.07	0.07	2.7	2
enabled	posey	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.41)	0.15	Search Network with Display Select	All features	7	2331	0.30%	0.13	0.88	2.3	3
enabled	posey wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.42)	0.20	Search Network with Display Select	All features	1	11	9.09%	0.05	0.05	1.2	6
enabled	medical identification bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.63)	0.20	Search Network with Display Select	All features	1	2	50.00%	0.18	0.18	5.5	5
enabled	trach ties	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.24)	0.20	Search Network with Display Select	All features	1	5	20.00%	0.16	0.16	2.2	5
enabled	warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.52)	0.20	Search Network with Display Select	All features	3	3532	0.08%	0.17	0.51	3.6	5
enabled	sensor wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.53)	0.20	Search Network with Display Select	All features	1	24	4.17%	0.20	0.20	2.6	7

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enabled	splints	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.67)	0.20	Search Network with Display Select	All features	3	1787	0.17%	0.17	0.51	3.3	5
enabled	foetal heart monitor	V1000	V1000	Below first page bid (First page CPC : 0.27)	0.26	Search Network with Display Select	All features	1	272	0.37%	0.26	0.26	4.1	6
enabled	oxygen monitor	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	low quality score	0.38	Search Network with Display Select	Standard	1	503	0.20%	0.36	0.36	4.4	1
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.64)	0.20	Search Network with Display Select	All features	4	361	1.11%	0.16	0.64	3.7	5
enabled	oxygen tent for cats	Oxygen Hoods	Phototherapy Oxygen Hood	Below first page bid (First page CPC : 0.54)	0.20	Search Network with Display Select	Standard	1	4	25.00%	0.13	0.13	3.0	6
enabled	infant splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.57)	0.20	Search Network with Display Select	All features	1	12	8.33%	0.20	0.20	4.3	6
enabled	cabinet warmers	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.65)	0.20	Search Network with Display Select	All features	2	10	20.00%	0.19	0.38	4.3	6
enabled	foetal monitor	V1000	V1000	Below first page bid (First page CPC : 0.68)	0.20	Search Network with Display Select	All features	1	211	0.47%	0.16	0.16	3.2	3
Total - filtered	--	--	--	--	--	--	--	44	10930	0.40%	0.17	7.56	3.3	--
Total	--	--	--	--	--	--	--	45	23220	0.19%	0.17	7.70	3.5	--