

Keyword report

1 Sep 2015-30 Sep 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 warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	eligible	0.20	Search Network with Display Select	All features	1	14	7.14%	0.20	0.20	3.6	7
enabled	oxygen delivery	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	Below first page bid (First page CPC : 0.62)	0.20	Search Network with Display Select	Standard	1	81	1.23%	0.19	0.19	4.8	7
enabled	splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.72)	0.20	Search Network with Display Select	All features	2	382	0.52%	0.05	0.10	3.3	5
enabled	warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.60)	0.20	Search Network with Display Select	All features	7	5435	0.13%	0.19	1.30	3.7	5
enabled	bosch oxygen sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.52)	0.20	Search Network with Display Select	Standard	5	407	1.23%	0.18	0.91	5.0	7
enabled	splints	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.57)	0.20	Search Network with Display Select	All features	4	1316	0.30%	0.19	0.77	3.5	5
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.71)	0.20	Search Network with Display Select	All features	2	343	0.58%	0.20	0.39	3.2	5
enabled	trach ties	Posey Products	Posey Foam Trach Ties	eligible	0.20	Search Network with Display Select	All features	1	5	20.00%	0.19	0.19	3.0	8
enabled	bosch o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.63)	0.35	Search Network with Display Select	Standard	7	1153	0.61%	0.30	2.09	3.7	3

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign Type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	viamed	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.44)	0.15	Search Network with Display Select	All features	1	1	100.00%	0.15	0.15	2.0	6
enabled	oxygen canula	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 1.19)	0.35	Search Network with Display Select	All features	1	4	25.00%	0.31	0.31	4.3	6
enabled	sensor wrap	Posey Products	Posey Sensor Wraps	eligible	0.20	Search Network with Display Select	All features	1	12	8.33%	0.09	0.09	2.2	5
enabled	oxygen monitor	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	Below first page bid (First page CPC : 0.67)	0.38	Search Network with Display Select	Standard	1	1419	0.07%	0.33	0.33	4.7	5
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.55)	0.20	Search Network with Display Select	All features	4	244	1.64%	0.13	0.53	3.7	5
paused	posey	Posey Products	Posey SecureSleeve	paused	0.15	Search Network with Display Select	All features	1	532	0.19%	0.13	0.13	2.6	3
enabled	hand splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.68)	0.20	Search Network with Display Select	All features	1	36	2.78%	0.13	0.13	3.9	6
enabled	baby id bracelet	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.86)	0.25	Search Network with Display Select	All features	1	28	3.57%	0.25	0.25	4.1	6
enabled	bosch 02 sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.51)	0.20	Search Network with Display Select	Standard	3	246	1.22%	0.20	0.60	4.8	6

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign Type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	phillips cpap	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.98)	0.35	Search Network with Display Select	All features	1	6	16.67%	0.32	0.32	6.5	6
enabled	automotive sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.36)	0.35	Search Network with Display Select	Standard	10	4464	0.22%	0.32	3.15	3.5	4
enabled	patient warming system	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.55)	0.20	Search Network with Display Select	All features	1	15	6.67%	0.18	0.18	3.5	6
Total - filtered	--	--	--	--	--	--	--	56	16143	0.35%	0.22	12.31	3.7	--
Total – all removed	--	--	--	--	--	--	--	0	52	0.00%	0.00	0.00	2.5	--
Total	--	--	--	--	--	--	--	59	30509	0.19%	0.21	12.64	3.9	--