

Keyword report

1 Oct 2015-31 Oct 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	emma capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	1	25	4.00%	0.31	0.31	1.4	6	0.17	0.32
enabled	co2 monitor	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.47)	0.35	5	447	1.12%	0.30	1.51	4.1	6	0.47	0.85
enabled	etco2	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.67)	0.35	1	56	1.79%	0.08	0.08	2.1	5	0.67	1.18
enabled	Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.24)	0.20	1	60	1.67%	0.19	0.19	3.7	6	0.24	0.48
enabled	emma capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	1	20	5.00%	0.29	0.29	1.4	6	0.27	0.27
enabled	Capnometer	Capnograph	Sidestream Capnograph	eligible	0.35	4	43	9.30%	0.31	1.23	1.0	6	0.13	0.44
enabled	portable co2 monitor	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.49)	0.35	2	250	0.80%	0.33	0.66	4.9	6	0.49	0.73
enabled	co2 monitors for homes	Capnograph	Sidestream Capnograph	eligible	0.35	2	184	1.09%	0.32	0.64	7.6	5	0.31	0.75
enabled	Viamed	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.72)	0.35	1	38	2.63%	0.07	0.07	1.3	5	0.72	0.72
enabled	Capnograph	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.44)	0.35	1	140	0.71%	0.21	0.21	1.6	7	0.44	0.74
enabled	Capnograph Monitoring	Capnograph	Sidestream Capnograph	eligible	0.35	1	1	100.00%	0.33	0.33	3.0	6	0.07	0.33
enabled	End Tidal CO2 Monitors	Capnograph	Mainstream Capnograph	eligible	0.35	3	87	3.45%	0.30	0.90	2.2	5	0.31	0.71

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enabled	Capnography Monitor	Capnography	Mainstream Capnograph	eligible	0.35	1	27	3.70%	0.21	0.21	2.0	7	0.24	0.46
enabled	Capnography Monitors	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.46)	0.35	3	164	1.83%	0.29	0.88	2.2	7	0.46	0.66
enabled	Capnography Monitors	Capnography	Sidestream Capnograph	eligible	0.35	6	122	4.92%	0.27	1.62	2.1	7	0.35	0.49
enabled	capnography monitoring devices	Capnography	Sidestream Capnograph	eligible	0.35	1	6	16.67%	0.30	0.30	2.3	6	0.07	0.32
enabled	Capnography	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.50)	0.35	3	156	1.92%	0.25	0.76	1.7	7	0.50	0.69
enabled	home co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.62)	0.35	1	194	0.52%	0.33	0.33	8.9	5	0.62	0.91
enabled	Oxygen Tent	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.25)	0.20	8	88	9.09%	0.18	1.47	3.7	4	0.25	0.70
enabled	Capnography Monitoring	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.75)	0.35	1	4	25.00%	0.31	0.31	1.8	7	0.75	0.00
enabled	SpO2 Monitor	Capnography	Sidestream Capnograph	eligible	0.35	9	1327	0.68%	0.30	2.70	2.9	6	0.17	0.34
enabled	Capnograph	Capnography	Sidestream Capnograph	eligible	0.35	3	117	2.56%	0.25	0.75	1.8	8	0.35	0.54
enabled	Sidestream Capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	7	14.29%	0.14	0.14	2.3	3	0.27	0.45
enabled	oxygen treatment	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.52)	0.20	1	45	2.22%	0.20	0.20	6.9	5	0.52	0.65

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enabled	capnography monitoring devices	Capnography	Mainstream Capnograph	eligible	0.35	1	7	14.29%	0.31	0.31	1.3	8	0.21	0.77
enabled	capnography equipment	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.49)	0.35	1	5	20.00%	0.33	0.33	4.2	7	0.49	0.00
enabled	portable co2 monitor	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.45)	0.35	4	315	1.27%	0.34	1.35	5.0	6	0.45	0.73
enabled	co2 monitor	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.48)	0.35	4	481	0.83%	0.30	1.22	4.2	4	0.48	0.81
enabled	Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.24)	0.20	4	128	3.12%	0.19	0.77	3.2	6	0.24	0.30
enabled	co2 sensor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.67)	0.35	4	878	0.46%	0.32	1.30	5.6	6	0.67	1.15
enabled	End Tidal CO2 Monitors	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.41)	0.35	2	101	1.98%	0.34	0.68	2.5	5	0.41	0.52
enabled	ETCo2 Monitors	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.51)	0.35	1	92	1.09%	0.31	0.31	2.6	5	0.51	0.71
enabled	emma co2	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.60)	0.35	1	3	33.33%	0.20	0.20	1.3	6	0.60	0.00
enabled	carbon dioxide analyzer	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.53)	0.35	2	207	0.97%	0.20	0.39	5.2	6	0.53	0.75
enabled	home co2 monitor	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.61)	0.35	2	163	1.23%	0.32	0.63	9.0	6	0.61	0.88

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enabled	Neonatal Oxygen Hoods	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.40)	0.20	1	2	50.00%	0.12	0.12	1.0	6	0.40	0.51
enabled	co2 monitors	Capnography	Sidestream Capnograph	eligible	0.35	3	249	1.20%	0.31	0.93	6.7	6	0.33	0.65
enabled	Capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	2	151	1.32%	0.20	0.39	1.9	7	0.29	0.57
enabled	Capnometer	Capnograph	Mainstream Capnograph	eligible	0.35	6	52	11.54%	0.30	1.83	1.6	6	0.14	0.33
enabled	Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.27)	0.20	4	202	1.98%	0.19	0.76	2.6	4	0.27	0.39
enabled	SpO2 Monitor	Capnograph	Mainstream Capnograph	eligible	0.35	12	2228	0.54%	0.28	3.32	3.0	6	0.06	0.33
enabled	co2 monitors	Capnograph	Mainstream Capnograph	eligible	0.35	3	274	1.09%	0.29	0.87	6.4	6	0.32	0.69
enabled	Capnograph Monitors	Capnograph	Mainstream Capnograph	eligible	0.35	2	16	12.50%	0.32	0.65	1.3	6	0.33	0.49
Total - filtered	--	--	--	--	--	120	9162	1.31%	0.27	32.45	3.9	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	159	16878	0.94%	0.24	38.52	4.4	--	--	--