

Keyword report

1 Oct 2015-31 Oct 2015

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign Type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
paused	posey	Posey Products	Posey Elbow Splint	paused	0.15	Search Network with Display Select	All features	1	406	0.25%	0.14	0.14	2.6	5
paused	oxygen monitor	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	paused	0.38	Search Network with Display Select	Standard	1	137	0.73%	0.35	0.35	5.1	5
paused	arm splint	Posey Products	Posey Elbow Splint	paused	0.20	Search Network with Display Select	All features	1	47	2.13%	0.14	0.14	3.8	2
enabled	posey tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.27)	0.20	Search Network with Display Select	All features	1	4	25.00%	0.17	0.17	2.5	6
paused	warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	paused	0.20	Search Network with Display Select	All features	1	2774	0.04%	0.17	0.17	3.5	5
enabled	automotive oxygen sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.46)	0.20	Search Network with Display Select	Standard	5	678	0.74%	0.18	0.88	4.7	6
enabled	bosch sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.46)	0.20	Search Network with Display Select	Standard	1	532	0.19%	0.20	0.20	3.8	3
enabled	bosch oxygen sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.48)	0.20	Search Network with Display Select	Standard	14	2026	0.69%	0.17	2.36	4.0	7
paused	wrist splints	Posey Products	Posey Elbow Splint	paused	0.20	Search Network with Display Select	All features	1	35	2.86%	0.08	0.08	3.8	6

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enabled	bosch 02 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.45)	0.20	Search Network with Display Select	Standard	1	446	0.22%	0.19	0.19	4.4	6
enabled	phillips cpap	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.70)	0.35	Search Network with Display Select	All features	1	4	25.00%	0.34	0.34	3.8	6
enabled	medical bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.55)	0.20	Search Network with Display Select	All features	1	3	33.33%	0.20	0.20	10.3	6
enabled	bosch 02 sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.50)	0.20	Search Network with Display Select	Standard	1	428	0.23%	0.19	0.19	4.3	6
enabled	sensor wrap	Posey Products	Posey Sensor Wraps	eligible	0.20	Search Network with Display Select	All features	2	28	7.14%	0.18	0.37	2.5	5
enabled	trach tube ties	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.74)	0.20	Search Network with Display Select	All features	1	8	12.50%	0.19	0.19	3.1	4
enabled	oxygen hoods	Oxygen Hoods	Single Patient Use Oxygen hood	Below first page bid (First page CPC : 0.47)	0.20	Search Network with Display Select	Standard	1	31	3.23%	0.15	0.15	2.6	7
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.84)	0.20	Search Network with Display Select	All features	1	510	0.20%	0.13	0.13	2.7	5
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.68)	0.20	Search Network with Display Select	All features	2	185	1.08%	0.16	0.32	3.7	5

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paused	splint	Posey Products	Posey Elbow Splint	paused	0.20	Search Network with Display Select	All features	1	449	0.22%	0.19	0.19	3.4	5
paused	splints	Posey Products	Posey Elbow Splint	paused	0.20	Search Network with Display Select	All features	1	482	0.21%	0.18	0.18	3.6	5
enabled	bracelets for	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.70)	0.20	Search Network with Display Select	All features	1	54	1.85%	0.20	0.20	5.0	6
enabled	bosch o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	eligible	0.35	Search Network with Display Select	Standard	40	4051	0.99%	0.32	12.69	3.4	3
enabled	wrist splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.77)	0.20	Search Network with Display Select	All features	1	174	0.57%	0.18	0.18	4.3	6
enabled	oxygen medical	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	22	4.55%	0.33	0.33	5.2	1
paused	ID bracelet	Posey Products	Posey Removable ID Bracelets	paused	0.25	Search Network with Display Select	All features	1	120	0.83%	0.24	0.24	4.5	5
enabled	radiant infant warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	eligible	0.20	Search Network with Display Select	All features	2	7	28.57%	0.12	0.25	1.6	4
enabled	posey wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.31)	0.20	Search Network with Display Select	All features	2	13	15.38%	0.16	0.33	1.5	6

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enabled	tracheostomy ties	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.68)	0.20	Search Network with Display Select	All features	1	23	4.35%	0.14	0.14	4.1	3
enabled	foetal monitor	V1000	V1000	Below first page bid (First page CPC : 0.48)	0.20	Search Network with Display Select	All features	1	1227	0.08%	0.18	0.18	4.5	5
enabled	automotive sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.43)	0.35	Search Network with Display Select	Standard	14	9789	0.14%	0.30	4.16	3.6	4
Total - filtered	--	--	--	--	--	--	--	103	24693	0.42%	0.25	25.64	3.7	--
Total	--	--	--	--	--	--	--	104	31944	0.33%	0.25	25.73	3.7	--