

Keyword report

1 Nov 2015-30 Nov 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	infant phototherapy	Oxygen Hoods	Phototherapy Oxygen Hood	Below first page bid (First page CPC : 0.57)	0.20	Search Network with Display Select	Standard	1	32	3.12%	0.19	0.19	4.7	6
enabled	bracelets bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.76)	0.20	Search Network with Display Select	All features	1	287	0.35%	0.20	0.20	4.5	6
enabled	cleaning tracheostomy tube	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.69)	0.20	Search Network with Display Select	All features	1	34	2.94%	0.12	0.12	3.6	6
enabled	infant warmers	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.78)	0.25	Search Network with Display Select	All features	2	967	0.21%	0.24	0.49	3.9	6
enabled	testing equipment	V1000	V1000	Below first page bid (First page CPC : 0.95)	0.20	Search Network with Display Select	All features	1	52	1.92%	0.20	0.20	4.7	6
enabled	haemoglobin	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	eligible	0.35	Search Network with Display Select	Standard	6	262	2.29%	0.22	1.32	1.5	7
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	4	865	0.46%	0.18	0.73	4.6	6
enabled	foetal monitor	V1000	V1000	Below first page bid (First page CPC : 0.23)	0.20	Search Network with Display Select	All features	1	989	0.10%	0.19	0.19	4.3	3
enabled	tracheostomy tube holder	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.69)	0.20	Search Network with Display Select	All features	1	18	5.56%	0.17	0.17	3.4	6

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enabled	oxygen hoods	Oxygen Hoods	Single Patient Use Oxygen hood	Below first page bid (First page CPC : 0.23)	0.20	Search Network with Display Select	Standard	1	37	2.70%	0.17	0.17	2.2	7
enabled	tracheostomy tube	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.84)	0.20	Search Network with Display Select	All features	4	202	1.98%	0.15	0.59	3.7	7
enabled	oxygen content	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	Below first page bid (First page CPC : 0.72)	0.20	Search Network with Display Select	Standard	1	207	0.48%	0.20	0.20	4.0	6
enabled	bosch O2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.36)	0.20	Search Network with Display Select	Standard	4	563	0.71%	0.18	0.70	4.5	6
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.79)	0.20	Search Network with Display Select	All features	4	504	0.79%	0.17	0.68	2.7	3
enabled	respironics uk	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.90)	0.35	Search Network with Display Select	All features	1	28	3.57%	0.34	0.34	7.8	4
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.56)	0.20	Search Network with Display Select	All features	3	247	1.21%	0.14	0.42	3.5	3
enabled	tracheostomy ties	Posey Products	Posey Foam Trach Ties	eligible	0.20	Search Network with Display Select	All features	1	13	7.69%	0.20	0.20	3.9	5
enabled	bosch oxygen 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	19	2203	0.86%	0.18	3.44	3.8	7

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enabled	automotive sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.47)	0.35	Search Network with Display Select	Standard	19	10505	0.18%	0.27	5.21	3.5	4
enabled	bosch O2 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	2	480	0.42%	0.20	0.40	4.3	3
enabled	hemoglobin	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.58)	0.35	Search Network with Display Select	Standard	2	333	0.60%	0.26	0.53	1.2	3
enabled	wrist splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.80)	0.20	Search Network with Display Select	All features	1	192	0.52%	0.15	0.15	4.1	6
enabled	bosch O2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.41)	0.35	Search Network with Display Select	Standard	43	5444	0.79%	0.30	12.79	3.2	3
enabled	infant 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	23	4.35%	0.14	0.14	3.3	6
Total - filtered	--	--	--	--	--	--	--	124	24487	0.51%	0.24	29.57	3.6	--
Total	--	--	--	--	--	--	--	127	30438	0.42%	0.24	29.94	3.5	--