

Keyword report

1 Dec 2015-31 Dec 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	Viamed	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.56)	0.35	1	13	7.69%	0.35	0.35	2.2	6	0.56	0.65
enabled	Capnometer	Capnograph	Sidestream Capnograph	eligible	0.35	5	44	11.36%	0.21	1.04	1.1	6	0.15	0.45
enabled	End Tidal CO2 Monitors	Capnograph	Sidestream Capnograph	eligible	0.35	3	106	2.83%	0.27	0.82	1.9	5	0.28	0.74
enabled	co2 monitoring devices	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.50)	0.35	1	29	3.45%	0.35	0.35	7.8	5	0.50	0.67
enabled	End Tidal CO2 Monitors	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.46)	0.35	4	104	3.85%	0.32	1.27	1.9	5	0.46	0.60
enabled	emma co2 monitor	Capnograph	Sidestream Capnograph	low search volume	0.35	1	4	25.00%	0.22	0.22	1.0	6	1.05	1.05
enabled	Capnograph	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.55)	0.35	1	150	0.67%	0.23	0.23	1.6	7	0.55	0.67
enabled	Capnograph Monitors	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.36)	0.35	5	196	2.55%	0.19	0.96	2.0	7	0.36	0.65
enabled	Capnometer	Capnograph	Mainstream Capnograph	eligible	0.35	3	41	7.32%	0.11	0.34	1.2	6	0.06	0.28
enabled	co2 monitors for homes	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.45)	0.35	1	103	0.97%	0.35	0.35	7.3	5	0.45	0.85
enabled	portable co2 monitor	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.48)	0.35	3	259	1.16%	0.29	0.87	4.3	6	0.48	0.68
enabled	co2 monitor	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.50)	0.35	3	416	0.72%	0.30	0.90	4.0	4	0.50	0.88

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enabled	portable capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	3	28	10.71%	0.25	0.75	1.6	7	0.30	0.54
enabled	SpO2 Monitor	Capnograph	Mainstream Capnograph	eligible	0.35	10	2520	0.40%	0.31	3.06	2.9	6	0.17	0.48
enabled	Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	7	179	3.91%	0.17	1.17	2.0	6	0.19	0.46
enabled	Capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	2	146	1.37%	0.28	0.56	1.8	8	0.30	0.51
enabled	Emma Capnometer	Capnograph	Sidestream Capnograph	eligible	0.35	2	16	12.50%	0.30	0.61	1.3	6	0.22	0.44
enabled	co2 monitors	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.36)	0.35	1	181	0.55%	0.33	0.33	6.6	6	0.36	0.74
enabled	oxygen tent for infants	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	1	27	3.70%	0.17	0.17	2.2	6	0.17	0.25
enabled	Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.25)	0.20	9	230	3.91%	0.18	1.60	1.7	7	0.25	0.37
enabled	SpO2 Monitor	Capnograph	Sidestream Capnograph	eligible	0.35	14	1987	0.70%	0.29	4.11	2.8	6	0.21	0.44
enabled	carbon dioxide analyzer	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.40)	0.35	2	154	1.30%	0.30	0.59	5.2	6	0.40	0.83
enabled	handheld co2 monitor	Capnograph	Mainstream Capnograph	eligible	0.35	1	54	1.85%	0.34	0.34	6.4	6	0.35	0.57
enabled	co2 monitor	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.50)	0.35	4	449	0.89%	0.29	1.15	4.3	4	0.50	0.84
enabled	emma capnograph	Capnograph	Sidestream Capnograph	eligible	0.35	3	36	8.33%	0.34	1.02	1.1	6	0.29	0.35

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enabled	co2 sensor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.57)	0.35	4	785	0.51%	0.34	1.37	4.8	6	0.57	0.91
enabled	co2 monitors	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.36)	0.35	1	171	0.58%	0.35	0.35	6.0	6	0.36	0.71
enabled	Viamed	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.94)	0.35	1	15	6.67%	0.35	0.35	2.1	6	0.94	0.94
enabled	Capnograph	Capnography	Mainstream Capnograph	eligible	0.35	1	131	0.76%	0.32	0.32	1.8	8	0.35	0.59
enabled	Capnograph Monitors	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.43)	0.35	4	171	2.34%	0.30	1.20	2.1	7	0.43	0.70
Total - filtered	--	--	--	--	--	101	8745	1.15%	0.26	26.75	3.3	--	--	--
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	126	14117	0.89%	0.24	30.70	4.0	--	--	--