

Keyword report

1 Dec 2015-31 Dec 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	hemoglobin	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.66)	0.35	Search Network with Display Select	Standard	20	2161	0.93%	0.25	5.08	1.3	3
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.78)	0.20	Search Network with Display Select	All features	4	653	0.61%	0.15	0.59	2.3	3
enabled	bosch o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.58)	0.35	Search Network with Display Select	Standard	21	4785	0.44%	0.30	6.28	3.1	3
enabled	changing trach ties	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.76)	0.20	Search Network with Display Select	All features	1	10	10.00%	0.20	0.20	3.1	7
enabled	posey wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.21)	0.20	Search Network with Display Select	All features	1	18	5.56%	0.17	0.17	1.4	6
enabled	tracheostomy ties	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.72)	0.20	Search Network with Display Select	All features	1	15	6.67%	0.16	0.16	3.1	5
enabled	infant warmers	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.82)	0.25	Search Network with Display Select	All features	2	1552	0.13%	0.14	0.29	3.6	6
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	11	1675	0.66%	0.18	2.00	3.6	7
enabled	haemoglobin	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.41)	0.35	Search Network with Display Select	Standard	18	1598	1.13%	0.26	4.74	1.3	7

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enabled	wrist splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.87)	0.20	Search Network with Display Select	All features	1	258	0.39%	0.20	0.20	4.1	6
enabled	tracheostomy tube holder	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.42)	0.20	Search Network with Display Select	All features	2	58	3.45%	0.15	0.30	2.9	6
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.74)	0.20	Search Network with Display Select	All features	3	435	0.69%	0.16	0.49	2.9	3
enabled	hood oxygen	Oxygen Hoods	Single Patient Use Oxygen hood	Below first page bid (First page CPC : 0.44)	0.20	Search Network with Display Select	Standard	3	32	9.38%	0.11	0.32	2.2	4
enabled	automotive oxygen sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.48)	0.20	Search Network with Display Select	Standard	4	964	0.41%	0.17	0.67	4.3	6
enabled	tracheostomy tube	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.81)	0.20	Search Network with Display Select	All features	3	413	0.73%	0.16	0.48	2.9	3
enabled	hb testing	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.68)	0.35	Search Network with Display Select	Standard	1	42	2.38%	0.30	0.30	1.4	3
enabled	hb	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	low quality score	0.35	Search Network with Display Select	Standard	3	883	0.34%	0.29	0.86	1.5	1
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	1	538	0.19%	0.18	0.18	4.2	3

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enabled	posey foam trach ties	Posey Products	Posey Foam Trach Ties	eligible	0.20	Search Network with Display Select	All features	1	20	5.00%	0.05	0.05	1.2	7
enabled	testing automotive sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	low quality score	0.35	Search Network with Display Select	Standard	1	113	0.88%	0.35	0.35	4.0	1
enabled	haemoglobin testing	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.76)	0.35	Search Network with Display Select	Standard	1	111	0.90%	0.19	0.19	1.3	6
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	10	9538	0.10%	0.30	2.95	3.6	4
Total - filtered	--	--	--	--	--	--	--	113	25872	0.44%	0.24	26.85	3.1	--
Total	--	--	--	--	--	--	--	135	34788	0.39%	0.21	28.13	3.1	--