

Campaign report

1 Jan 2016-31 Jan 2016

Campaign state	Campaign	Budget	Status	Campaign Type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Labels
enabled	VM-2400 Haemoglobin Monitor	3.00	eligible	Search Network with Display Select	Standard	363	14098	2.57%	0.07	24.89	1.3	--
enabled	Infant Resuscitation Cabinet	1.00	eligible	Search Network with Display Select	Standard	4	5390	0.07%	0.18	0.70	2.6	--
enabled	Posey Products	1.00	eligible	Search Network with Display Select	All features	26	6754	0.38%	0.16	4.14	3.1	--
enabled	Automotive MOT Oxygen Sensors	1.00	campaign budget constrained	Search Network with Display Select	Standard	79	29433	0.27%	0.25	19.71	3.3	--
enabled	VersaStream	1.00	eligible	Search Network with Display Select	All features	7	2624	0.27%	0.25	1.72	3.3	--
enabled	Radiant Warmers	1.00	eligible	Search Network with Display Select	All features	12	6750	0.18%	0.16	1.95	3.2	--
enabled	Oxygen Hoods	1.00	eligible	Search Network with Display Select	Standard	4	493	0.81%	0.08	0.33	3.3	--
enabled	V1000	1.00	eligible	Search Network with Display Select	All features	1	2053	0.05%	0.18	0.18	4.5	--
Total – all but removed campaigns	--	--	--	--	--	496	67595	0.73%	0.11	53.62	2.8	--
Total	--	10.00	--	--	--	496	67595	0.73%	0.11	53.62	2.8	--