

Keyword report

1 Jan 2016-31 Jan 2016

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign Type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	baby warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.56)	0.20	Search Network with Display Select	All features	1	442	0.23%	0.16	0.16	3.1	6
enabled	hood oxygen	Oxygen Hoods	Single Patient Use Oxygen hood	Below first page bid (First page CPC : 0.30)	0.20	Search Network with Display Select	Standard	4	47	8.51%	0.08	0.33	1.7	4
enabled	automotive oxygen sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.24)	0.20	Search Network with Display Select	Standard	7	1668	0.42%	0.16	1.15	4.0	4
enabled	hospital bracelet	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.69)	0.20	Search Network with Display Select	All features	1	29	3.45%	0.20	0.20	3.7	6
enabled	patient warming	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	low quality score	0.20	Search Network with Display Select	All features	1	7	14.29%	0.20	0.20	4.4	1
enabled	radiant warmers	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.21)	0.20	Search Network with Display Select	All features	1	7	14.29%	0.16	0.16	3.1	5
enabled	haemoglobin	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.69)	0.35	Search Network with Display Select	Standard	7	914	0.77%	0.23	1.60	1.6	7
enabled	tracheostomy tube	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.86)	0.20	Search Network with Display Select	All features	8	444	1.80%	0.18	1.41	2.9	3
enabled	sampling lines	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.89)	0.35	Search Network with Display Select	All features	2	55	3.64%	0.35	0.70	3.1	4

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enabled	bosch o2 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	2	951	0.21%	0.19	0.38	4.0	3
enabled	posey splint	Posey Products	Posey Elbow Splint	low quality score	0.20	Search Network with Display Select	All features	1	20	5.00%	0.20	0.20	2.1	2
enabled	medical splint	Posey Products	Posey Elbow Splint	Below first page bid (First page CPC : 0.92)	0.20	Search Network with Display Select	All features	4	453	0.88%	0.17	0.69	3.5	3
enabled	nasal mask	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 1.12)	0.35	Search Network with Display Select	All features	1	50	2.00%	0.23	0.23	4.0	6
paused	foetal monitor	V1000	V1000	paused	0.20	Search Network with Display Select	All features	1	1858	0.05%	0.18	0.18	4.4	6
enabled	emergency medical bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.74)	0.20	Search Network with Display Select	All features	1	49	2.04%	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	28	7484	0.37%	0.30	8.44	2.6	3
enabled	philips respironics uk	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	9	11.11%	0.29	0.29	5.7	1
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	2	734	0.27%	0.14	0.27	2.4	3

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enabled	bosch o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.22)	0.20	Search Network with Display Select	Standard	4	1005	0.40%	0.18	0.72	3.9	6
enabled	automotive o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.58)	0.20	Search Network with Display Select	Standard	2	235	0.85%	0.17	0.34	4.1	6
enabled	cleaning tracheostomy tube	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.53)	0.20	Search Network with Display Select	All features	2	67	2.99%	0.14	0.27	2.2	6
enabled	hemoglobin	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.81)	0.35	Search Network with Display Select	Standard	3	1184	0.25%	0.18	0.55	1.4	3
enabled	newborn resuscitation	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	Below first page bid (First page CPC : 0.60)	0.30	Search Network with Display Select	Standard	2	306	0.65%	0.26	0.51	2.1	4
enabled	automotive sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.46)	0.35	Search Network with Display Select	Standard	22	13447	0.16%	0.28	6.21	3.4	6
enabled	haemoglobin testing	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.57)	0.35	Search Network with Display Select	Standard	2	64	3.12%	0.16	0.33	2.1	6
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.59)	0.20	Search Network with Display Select	All features	1	441	0.23%	0.14	0.14	2.8	5
enabled	pulse oximetry and oxygen saturation	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	Below first page bid (First page CPC : 0.50)	0.35	Search Network with Display Select	Standard	1	50	2.00%	0.18	0.18	2.2	6

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enabled	philips line	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	272	0.37%	0.30	0.30	2.8	2
enabled	warming cabinet	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.37)	0.20	Search Network with Display Select	All features	1	44	2.27%	0.19	0.19	3.6	5
enabled	infant radiant warmers	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.53)	0.20	Search Network with Display Select	All features	1	13	7.69%	0.15	0.15	1.2	5
enabled	infant warmers	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.79)	0.25	Search Network with Display Select	All features	3	3563	0.08%	0.20	0.60	3.2	5
enabled	bosch 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	895	0.11%	0.16	0.16	3.5	3
enabled	baby radiant warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.21)	0.20	Search Network with Display Select	All features	1	3	33.33%	0.15	0.15	2.7	6
enabled	radiant infant warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	eligible	0.20	Search Network with Display Select	All features	1	5	20.00%	0.13	0.13	1.8	4
enabled	bracelet bracelet	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.53)	0.20	Search Network with Display Select	All features	1	353	0.28%	0.16	0.16	3.7	6
enabled	pulse ox wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.35)	0.20	Search Network with Display Select	All features	1	49	2.04%	0.20	0.20	2.7	7

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enabled	bosch oxygen sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 0.88)	0.20	Search Network with Display Select	Standard	13	3012	0.43%	0.18	2.31	3.2	7
Total - filtered	--	--	--	--	--	--	--	136	40229	0.34%	0.22	30.39	3.2	--
Total	--	--	--	--	--	--	--	496	67595	0.73%	0.11	53.62	2.8	--