

Keyword report

1 Feb 2016-29 Feb 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	phototherapy treatment	Oxygen Hoods	Phototherapy Oxygen Hood	low quality score	0.20	Search Network with Display Select	Standard	2	139	1.44%	0.17	0.34	3.5	1
enabled	respironics supplies	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 1.01)	0.35	Search Network with Display Select	All features	1	13	7.69%	0.33	0.33	7.6	6
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	1	2536	0.04%	0.25	0.25	3.1	5
enabled	co2 detector intubation	Maxtec Flocap	Flocap	Below first page bid (First page CPC : 1.34)	0.30	Search Network with Display Select	Standard	1	1	100.00%	0.26	0.26	2.0	6
enabled	haemoglobin testing	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	ad group paused	0.35	Search Network with Display Select	Standard	3	91	3.30%	0.30	0.89	1.3	6
enabled	oxygen canula	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.92)	0.35	Search Network with Display Select	All features	1	187	0.53%	0.33	0.33	3.3	6
paused	bosch oxygen sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.20	Search Network with Display Select	Standard	3	670	0.45%	0.20	0.59	3.7	4
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.65)	0.20	Search Network with Display Select	All features	4	408	0.98%	0.16	0.64	3.0	5
enabled	pulse ox wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.55)	0.20	Search Network with Display Select	All features	1	74	1.35%	0.16	0.16	3.6	7

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enabled	philips respironics uk	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	7	14.29%	0.34	0.34	3.3	1
enabled	haemoglobin	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	ad group paused	0.35	Search Network with Display Select	Standard	4	384	1.04%	0.26	1.02	1.2	7
enabled	sampling lines	VersaStream	VersaStream All Types	eligible	0.35	Search Network with Display Select	All features	2	72	2.78%	0.33	0.66	2.9	4
enabled	wall mounting stand	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.75)	0.20	Search Network with Display Select	All features	1	77	1.30%	0.20	0.20	3.9	6
enabled	phototherapy	Oxygen Hoods	Phototherapy Oxygen Hood	Below first page bid (First page CPC : 0.34)	0.20	Search Network with Display Select	Standard	2	329	0.61%	0.16	0.33	3.1	5
paused	bosch O2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.20	Search Network with Display Select	Standard	1	257	0.39%	0.16	0.16	3.6	6
enabled	bracelets bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.77)	0.20	Search Network with Display Select	All features	5	2590	0.19%	0.18	0.89	3.7	6
enabled	patient warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	Below first page bid (First page CPC : 0.51)	0.20	Search Network with Display Select	All features	1	5	20.00%	0.18	0.18	4.8	6
paused	O2 sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.20	Search Network with Display Select	Standard	7	1623	0.43%	0.17	1.21	3.5	6

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paused	automotive o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.20	Search Network with Display Select	Standard	1	203	0.49%	0.20	0.20	3.6	6
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.80)	0.20	Search Network with Display Select	All features	2	492	0.41%	0.14	0.29	2.5	3
enabled	etco2	Maxtec Flocap	Flocap	Below first page bid (First page CPC : 1.29)	0.30	Search Network with Display Select	Standard	1	86	1.16%	0.25	0.25	2.6	5
enabled	blood oximeter	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	ad group paused	0.35	Search Network with Display Select	Standard	1	80	1.25%	0.29	0.29	3.4	6
enabled	respironics	VersaStream	VersaStream All Types	Below first page bid (First page CPC : 0.63)	0.35	Search Network with Display Select	All features	1	23	4.35%	0.34	0.34	5.6	5
enabled	bosch o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors #2	Below first page bid (First page CPC : 0.44)	0.35	Search Network with Display Select	Standard	1	27	3.70%	0.26	0.26	2.6	6
enabled	hemoglobin lab results	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	ad group paused	0.35	Search Network with Display Select	Standard	1	27	3.70%	0.18	0.18	1.3	6
paused	oxygen O2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.20	Search Network with Display Select	Standard	7	790	0.89%	0.18	1.29	3.5	6
enabled	resuscitator	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	low quality score	0.30	Search Network with Display Select	Standard	2	758	0.26%	0.28	0.55	2.7	1

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enabled	wrist splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.81)	0.20	Search Network with Display Select	All features	1	461	0.22%	0.20	0.20	3.9	6
enabled	bosch sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors #2	Below first page bid (First page CPC : 0.59)	0.20	Search Network with Display Select	Standard	1	4	25.00%	0.20	0.20	2.3	6
enabled	bili light phototherapy	Oxygen Hoods	Phototherapy Oxygen Hood	Below first page bid (First page CPC : 0.60)	0.20	Search Network with Display Select	Standard	1	27	3.70%	0.19	0.19	2.7	6
enabled	capnograph	Maxtec Flocap	Flocap	Below first page bid (First page CPC : 1.52)	0.30	Search Network with Display Select	Standard	2	90	2.22%	0.18	0.35	2.2	6
enabled	disposable resuscitation mask	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	Below first page bid (First page CPC : 0.85)	0.30	Search Network with Display Select	Standard	2	1069	0.19%	0.22	0.45	3.0	6
enabled	hb	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	ad group paused	0.35	Search Network with Display Select	Standard	1	676	0.15%	0.21	0.21	1.6	1
enabled	hemoglobin testing	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	ad group paused	0.35	Search Network with Display Select	Standard	2	118	1.69%	0.17	0.34	1.4	6
enabled	hemoglobin	VM-2400 Haemoglobin Monitor	VM-2400 Blood Donor Centre	ad group paused	0.35	Search Network with Display Select	Standard	10	1472	0.68%	0.24	2.39	1.4	3
enabled	medical identification bracelets	Posey Products	Posey Removable ID Bracelets	Below first page bid (First page CPC : 0.64)	0.20	Search Network with Display Select	All features	1	348	0.29%	0.20	0.20	5.3	5

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enabled	R17AV	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	Below first page bid (First page CPC : 1.00)	0.20	Search Network with Display Select	Standard	1	2	50.00%	0.04	0.04	1.0	6
paused	bosch o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.35	Search Network with Display Select	Standard	73	19556	0.37%	0.28	20.59	2.9	3
enabled	posey wrap	Posey Products	Posey Sensor Wraps	Below first page bid (First page CPC : 0.30)	0.20	Search Network with Display Select	All features	1	11	9.09%	0.18	0.18	1.6	6
enabled	newborn resuscitation	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	Below first page bid (First page CPC : 0.63)	0.30	Search Network with Display Select	Standard	3	298	1.01%	0.23	0.70	2.1	4
paused	automotive sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.35	Search Network with Display Select	Standard	6	3806	0.16%	0.28	1.68	3.6	6
enabled	tracheostomy tube	Posey Products	Posey Foam Trach Ties	Below first page bid (First page CPC : 0.80)	0.20	Search Network with Display Select	All features	5	409	1.22%	0.16	0.81	2.8	3
enabled	child splint	Posey Products	Posey SecureSleeve	Below first page bid (First page CPC : 0.77)	0.20	Search Network with Display Select	All features	1	35	2.86%	0.11	0.11	3.6	6
enabled	oxygen medical	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	20	5.00%	0.35	0.35	5.0	1
paused	sensors automotive	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.20	Search Network with Display Select	Standard	1	5	20.00%	0.13	0.13	3.2	6

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paused	auto parts oxygen sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors	paused	0.20	Search Network with Display Select	Standard	1	336	0.30%	0.20	0.20	3.9	6
Total - filtered	--	--	--	--	--	--	--	172	40692	0.42%	0.24	41.75	3.0	--
Total	--	--	--	--	--	--	--	588	75116	0.78%	0.12	68.49	2.8	--