

# Keyword report

1 Mar 2016-31 Mar 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       | sensors automotive        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | Below first page bid (First page CPC : 0.78) | 0.20     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 2.9           | 6             |
| enabled       | co2 monitoring devices    | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 1.48) | 0.30     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 2.3           | 6             |
| enabled       | co2 waveform              | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.87) | 0.30     | Search Network with Display Select | Standard         | 1      | 29          | 3.45% | 0.10     | 0.10 | 2.0           | 6             |
| enabled       | sensor wrap               | Posey Products                | Posey Sensor Wraps                          | Below first page bid (First page CPC : 0.51) | 0.20     | Search Network with Display Select | All features     | 0      | 42          | 0.00% | 0.00     | 0.00 | 2.1           | 5             |
| enabled       | warmer for baby           | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.65) | 0.20     | Search Network with Display Select | All features     | 0      | 1286        | 0.00% | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | phototherapy light        | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.56) | 0.20     | Search Network with Display Select | Standard         | 0      | 206         | 0.00% | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | automotive sensor         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | low quality score                            | 0.20     | Search Network with Display Select | Standard         | 0      | 113         | 0.00% | 0.00     | 0.00 | 2.6           | 2             |
| enabled       | adult drager oxipac       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive sensor testing | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

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|---------------|----------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | infant mini torr plus      | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | digimax 5500               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | teledyne sensor automotive | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics filter         | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.83) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | oxygen medical             | VersaStream                   | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 1      | 26          | 3.85% | 0.35     | 0.35 | 3.7           | 1             |
| enabled       | haemoglobin                | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| enabled       | face mask for oxygen       | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 1.01) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tent for infants    | Oxygen Hoods                  | Reusable Oxygen Hoods (Paediatrics)         | Below first page bid (First page CPC : 0.78) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cheap co2 detectors        | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.73) | 0.30     | Search Network with Display Select | Standard         | 0      | 25          | 0.00% | 0.00     | 0.00 | 4.1           | 6             |

| Keyword state | Keyword                     | Campaign                      | Ad group                             | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost  | Avg. position | Quality score |
|---------------|-----------------------------|-------------------------------|--------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|-------|---------------|---------------|
| enabled       | infant radiant warmer price | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer       | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00  | 3.0           | 5             |
| enabled       | phototherapy eye protection | Oxygen Hoods                  | Phototherapy Oxygen Hood             | Below first page bid (First page CPC : 0.58) | 0.20     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00  | 2.0           | 6             |
| enabled       | entitled co2 monitor        | Maxtec Flocap                 | Flocap                               | Below first page bid (First page CPC : 1.00) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00  | 0.0           | 6             |
| enabled       | Teledyne R21A               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00  | 0.0           | 6             |
| enabled       | single patient use hood     | Oxygen Hoods                  | Single Patient Use Oxygen hood       | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00  | 0.0           | 6             |
| enabled       | bosch o2 sensor             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2         | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 93     | 24385       | 0.38% | 0.28     | 26.14 | 2.5           | 3             |
| enabled       | respironics philipsa        | VersaStream                   | VersaStream All Types                | Below first page bid (First page CPC : 0.72) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00  | 8.0           | 6             |
| enabled       | infant id bracelets         | Posey Products                | Posey Removable ID Bracelets         | Below first page bid (First page CPC : 0.60) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00  | 0.0           | 6             |
| enabled       | oxygen saturation           | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre           | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00  | 0.0           | 3             |

| Keyword state | Keyword                   | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | co2 monitoring device     | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 1.23) | 0.30     | Search Network with Display Select | Standard         | 0      | 5           | 0.00% | 0.00     | 0.00 | 2.6           | 6             |
| enabled       | phototherapy guidelines   | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.71) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | Teledyne R22AH            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1406        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive sensor testing | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | Below first page bid (First page CPC : 0.80) | 0.20     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | burdick pr02              | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1503        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | knee splint               | Posey Products                | Posey Elbow Splint                          | Below first page bid (First page CPC : 0.95) | 0.20     | Search Network with Display Select | All features     | 0      | 79          | 0.00% | 0.00     | 0.00 | 3.4           | 6             |
| paused        | hand splint               | Posey Products                | Posey SecureSleeve                          | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                      | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | trach support                | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.45) | 0.20     | Search Network with Display Select | All features     | 0      | 35          | 0.00% | 0.00     | 0.00 | 2.6           | 6             |
| enabled       | posey wrap                   | Posey Products                | Posey Sensor Wraps                          | Below first page bid (First page CPC : 0.35) | 0.20     | Search Network with Display Select | All features     | 0      | 13          | 0.00% | 0.00     | 0.00 | 1.1           | 6             |
| enabled       | mobile warmer                | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.64) | 0.20     | Search Network with Display Select | All features     | 0      | 9           | 0.00% | 0.00     | 0.00 | 4.1           | 6             |
| paused        | emission sensors car         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R22AH                        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3304               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy complications   | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.34) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | emergency medical bracelet   | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.75) | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 5.3           | 6             |
| enabled       | philips respironics products | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.77) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

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|---------------|-------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | respironics co2 line    | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong 2000          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | automotive o2 sensor    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 225         | 0.00% | 0.00     | 0.00 | 2.8           | 6             |
| enabled       | 3300                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.24) | 0.35     | Search Network with Display Select | Standard         | 0      | 153         | 0.00% | 0.00     | 0.00 | 1.9           | 6             |
| enabled       | 1303                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.34) | 0.35     | Search Network with Display Select | Standard         | 1      | 1364        | 0.07% | 0.11     | 0.11 | 3.0           | 6             |
| paused        | bosch o2 sensors        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | L&T Medical Planet      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tent for cats    | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 0.39) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | paediatric oxygen hoods | Oxygen Hoods                  | Single Patient Use Oxygen hood              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

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|---------------|---------------------------|-----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | 3444n                     | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 8197 tie                  | Posey Products  | Posey Foam Trach Ties                       | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby warmer manufacturers | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.94) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager 2500               | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics sampling line | VersaStream     | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | foetal monitor test       | V1000           | V1000                                       | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | easy cap co2 detector     | Maxtec Flocap   | Flocap                                      | Below first page bid (First page CPC : 0.76) | 0.30     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | 5500                      | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.29) | 0.35     | Search Network with Display Select | Standard         | 0      | 166         | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | paediatric tent           | Oxygen Hoods    | Phototherapy Oxygen Hood                    | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

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| enabled       | mini torr             | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 9100           | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 9100        | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 6100       | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mmedchoic<br>e md300m | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1201    | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1406    | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | childrens id bracelet | Posey Products | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.75) | 0.20     | Search Network with Display Select | All features     | 0      | 10          | 0.00% | 0.00     | 0.00 | 2.6           | 6             |
| enabled       | ultrasound tester     | V1000          | V1000                                       | Below first page bid (First page CPC : 0.69) | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 5.5           | 6             |



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| enabled       | bosch oxygen sensors     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.67) | 0.20     | Search Network with Display Select | Standard         | 2      | 518         | 0.39% | 0.18     | 0.36 | 3.8           | 6             |
| enabled       | auto parts oxygen sensor | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.47) | 0.20     | Search Network with Display Select | Standard         | 0      | 510         | 0.00% | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | philips co2 line         | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | short-term sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | warmer stand             | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.76) | 0.20     | Search Network with Display Select | All features     | 0      | 17          | 0.00% | 0.00     | 0.00 | 2.9           | 3             |
| enabled       | odam                     | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.16) | 0.35     | Search Network with Display Select | Standard         | 0      | 17          | 0.00% | 0.00     | 0.00 | 1.1           | 6             |
| enabled       | Magna Medical 1401       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-17AH                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Elmed PSO1000            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

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| enabled       | adult bci 3301           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci mini torr plus       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Stellar P    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 5500               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3304                 | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | o2 sensor bosch          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | burdick pro2             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tracheostomy tube holder | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.50) | 0.20     | Search Network with Display Select | All features     | 0      | 65          | 0.00% | 0.00     | 0.00 | 2.4           | 6             |
| enabled       | tracheostomy ties        | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.55) | 0.20     | Search Network with Display Select | All features     | 0      | 7           | 0.00% | 0.00     | 0.00 | 2.6           | 5             |

| Keyword state | Keyword                 | Campaign                      | Ad group                     | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | high flow nasal cannula | VersaStream                   | VersaStream All Types        | Below first page bid (First page CPC : 0.85) | 0.35     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | posey splint            | Posey Products                | Posey Elbow Splint           | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.5           | 4             |
| enabled       | nasal prongs oxygen     | VersaStream                   | VersaStream All Types        | Below first page bid (First page CPC : 0.64) | 0.35     | Search Network with Display Select | All features     | 0      | 14          | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | testing sensors         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2 | Below first page bid (First page CPC : 0.56) | 0.20     | Search Network with Display Select | Standard         | 0      | 77          | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | hb monitor              | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | arm splint              | Posey Products                | Posey Elbow Splint           | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 2             |
| enabled       | posey i.v. shield       | Posey Products                | Posey I.V. Shield            | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal/oral cannula      | VersaStream                   | VersaStream All Types        | Below first page bid (First page CPC : 0.68) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mot testing sensor      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2 | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | oxygen equipment       | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 0.50) | 0.20     | Search Network with Display Select | Standard         | 0      | 21          | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | infant radiant warmers | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 1.18) | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 1.3           | 5             |
| enabled       | teledyne R22A          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | Below first page bid (First page CPC : 0.41) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | co2 monitor medical    | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 1.21) | 0.30     | Search Network with Display Select | Standard         | 0      | 10          | 0.00% | 0.00     | 0.00 | 2.8           | 6             |
| paused        | Teledyne R21A          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci autocorr    | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R17ALV                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MEDLAB NANOX2          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-22AV        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                   | Campaign       | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | spu oxygen hood           | Oxygen Hoods   | Single Patient Use Oxygen hood              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips gas line          | VersaStream    | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male capnograph | VersaStream    | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy              | Oxygen Hoods   | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.58) | 0.20     | Search Network with Display Select | Standard         | 0      | 508         | 0.00% | 0.00     | 0.00 | 2.3           | 7             |
| enabled       | Magna Medical 1503        | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3303                | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey tracheostomy        | Posey Products | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.27) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant odam               | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant spacelabs pro2     | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                 | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | Teledyne R-22AH         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R17A           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 9100              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | o 2 sensors             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.65) | 0.20     | Search Network with Display Select | Standard         | 6      | 1771        | 0.34% | 0.17     | 1.02 | 3.2           | 7             |
| enabled       | o2 sensor bosch         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.33) | 0.20     | Search Network with Display Select | Standard         | 0      | 49          | 0.00% | 0.00     | 0.00 | 3.2           | 6             |
| enabled       | face mask oxygen        | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.98) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| enabled       | flexible sampling lines | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | et tube placement       | Maxtec Flocap                 | Flocap                                      | low quality score                            | 0.30     | Search Network with Display Select | Standard         | 0      | 53          | 0.00% | 0.00     | 0.00 | 1.7           | 2             |
| enabled       | 3402                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.17) | 0.35     | Search Network with Display Select | Standard         | 0      | 19          | 0.00% | 0.00     | 0.00 | 1.8           | 6             |

| Keyword state | Keyword                | Campaign       | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | Weinmann Oxycount Mini | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1413     | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey sensor wrap      | Posey Products | Posey Sensor Wraps                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult spacelabs pro2   | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen mask            | VersaStream    | VersaStream All Types                       | Below first page bid (First page CPC : 1.04) | 0.35     | Search Network with Display Select | All features     | 0      | 113         | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | oxygen mask types      | VersaStream    | VersaStream All Types                       | Below first page bid (First page CPC : 0.67) | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | patient id bracelets   | Posey Products | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.63) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | easycap 2 co2 detector | Maxtec Flocap  | Flocap                                      | Below first page bid (First page CPC : 0.78) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mini corr              | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                          | Campaign                      | Ad group                       | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-------------------------------|--------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | Teledyne R-17A-LV                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics parts                | VersaStream                   | VersaStream All Types          | Below first page bid (First page CPC : 0.54) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.7           | 6             |
| enabled       | medical alarm bracelet           | Posey Products                | Posey Removable ID Bracelets   | Below first page bid (First page CPC : 0.80) | 0.20     | Search Network with Display Select | All features     | 0      | 9           | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | kids medical 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     | 0      | 4           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | LLM gas sampling line            | VersaStream                   | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male gas sampling line | VersaStream                   | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | foetal monitor                   | V1000                         | V1000                          | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed co2 sampling line         | VersaStream                   | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonatal oxygen hoods            | Oxygen Hoods                  | Single Patient Use Oxygen hood | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |



| Keyword state | Keyword                 | Campaign       | Ad group                     | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|----------------|------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | medical oxygen masks    | VersaStream    | VersaStream All Types        | Below first page bid (First page CPC : 0.94) | 0.35     | Search Network with Display Select | All features     | 0      | 39          | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | oxygen parts            | VersaStream    | VersaStream All Types        | Below first page bid (First page CPC : 0.96) | 0.35     | Search Network with Display Select | All features     | 0      | 31          | 0.00% | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | pediatric splint        | Posey Products | Posey Elbow Splint           | Below first page bid (First page CPC : 0.75) | 0.20     | Search Network with Display Select | All features     | 0      | 66          | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | bracelet bracelet       | Posey Products | Posey Removable ID Bracelets | Below first page bid (First page CPC : 0.67) | 0.20     | Search Network with Display Select | All features     | 1      | 851         | 0.12% | 0.17     | 0.17 | 3.6           | 6             |
| enabled       | bracelets bracelets     | Posey Products | Posey Removable ID Bracelets | Below first page bid (First page CPC : 0.71) | 0.20     | Search Network with Display Select | All features     | 0      | 1394        | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | hospital bracelet baby  | Posey Products | Posey Removable ID Bracelets | Below first page bid (First page CPC : 0.70) | 0.20     | Search Network with Display Select | All features     | 0      | 12          | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | nafion tube alternative | VersaStream    | VersaStream All Types        | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal oxygen mask       | VersaStream    | VersaStream All Types        | Below first page bid (First page CPC : 1.08) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | ID bracelet             | Posey Products | Posey Removable ID Bracelets | paused                                       | 0.25     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |

| Keyword state | Keyword                   | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | neonatal phototherapy     | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | low quality score                            | 0.20     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 2.1           | 2             |
| enabled       | oxygen hoods              | Oxygen Hoods                  | Single Patient Use Oxygen hood              | Below first page bid (First page CPC : 0.34) | 0.20     | Search Network with Display Select | Standard         | 1      | 30          | 3.33% | 0.08     | 0.08 | 2.1           | 7             |
| enabled       | R-22A                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 10          | 0.00% | 0.00     | 0.00 | 2.3           | 6             |
| enabled       | colorimetric co2 detector | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 1.12) | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | R-22AV                    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | Below first page bid (First page CPC : 0.58) | 0.20     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 2.6           | 6             |
| enabled       | Teledyne R17AH            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3402                  | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager oxipac             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3402            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                              | Campaign                    | Ad group                            | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------------|-----------------------------|-------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | Magna Medical MON-MTEK-30            | BCI Sensors                 | Ad Group #2                         | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical identification bracelet      | Posey Products              | Posey Removable ID Bracelets        | Below first page bid (First page CPC : 0.78) | 0.20     | Search Network with Display Select | All features     | 0      | 42          | 0.00% | 0.00     | 0.00 | 4.7           | 5             |
| enabled       | blood oxygen saturation levels       | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre          | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | blood oximeter                       | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre          | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonatal oxygen                      | Oxygen Hoods                | Reusable Oxygen Hoods (Paediatrics) | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics co2 sampling line        | VersaStream                 | VersaStream All Types               | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pulse oximetry and oxygen saturation | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre          | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen saturation in the blood       | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre          | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips respironics parts            | VersaStream                 | VersaStream All Types               | Below first page bid (First page CPC : 0.81) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                  | Campaign                     | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | md300m                   | BCI Sensors                  | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ceiling mounting bracket | Radiant Warmers              | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.70) | 0.20     | Search Network with Display Select | All features     | 0      | 10          | 0.00% | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | baby warmer price        | Radiant Warmers              | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.61) | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | bci pulse oximeter       | BCI Sensors                  | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 0.80) | 0.35     | Search Network with Display Select | Standard         | 0      | 21          | 0.00% | 0.00     | 0.00 | 4.1           | 6             |
| enabled       | 0021015                  | Posey Products               | Posey Sensor Wraps                          | Below first page bid (First page CPC : 0.25) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3302              | BCI Sensors                  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager                   | Infant Resuscitation Cabinet | Infant Resuscitation Cabinet                | Below first page bid (First page CPC : 0.79) | 0.30     | Search Network with Display Select | Standard         | 0      | 2067        | 0.00% | 0.00     | 0.00 | 3.5           | 3             |
| enabled       | low flow oxygen mask     | VersaStream                  | VersaStream All Types                       | Below first page bid (First page CPC : 1.00) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8168l              | Posey Products               | Posey SecureSleeve                          | Below first page bid (First page CPC : 0.38) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                  | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | colorimetric etco2       | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.61) | 0.30     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 2.2           | 6             |
| enabled       | 3100                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.06) | 0.35     | Search Network with Display Select | Standard         | 0      | 162         | 0.00% | 0.00     | 0.00 | 2.2           | 6             |
| enabled       | sensor automotive        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | Below first page bid (First page CPC : 0.69) | 0.20     | Search Network with Display Select | Standard         | 0      | 101         | 0.00% | 0.00     | 0.00 | 2.4           | 6             |
| enabled       | bosch sensors automotive | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | Below first page bid (First page CPC : 0.72) | 0.20     | Search Network with Display Select | Standard         | 0      | 28          | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | R17A                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | Below first page bid (First page CPC : 0.97) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | infant 3303              | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | emission analyser        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | Below first page bid (First page CPC : 0.97) | 0.20     | Search Network with Display Select | Standard         | 0      | 14          | 0.00% | 0.00     | 0.00 | 2.1           | 6             |
| enabled       | endotracheal tube        | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.96) | 0.30     | Search Network with Display Select | Standard         | 0      | 539         | 0.00% | 0.00     | 0.00 | 2.0           | 3             |
| enabled       | 3044                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.08) | 0.35     | Search Network with Display Select | Standard         | 0      | 8           | 0.00% | 0.00     | 0.00 | 1.6           | 6             |

| Keyword state | Keyword                | Campaign                     | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR    | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|--------|----------|------|---------------|---------------|
| enabled       | colorimetric co2       | Maxtec Flocap                | Flocap                                      | Below first page bid (First page CPC : 0.95) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3301               | BCI Sensors                  | Ad Group #2                                 | Below first page bid (First page CPC : 0.58) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pulse oximetry wrap    | Posey Products               | Posey Sensor Wraps                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1401     | BCI Sensors                  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3303               | BCI Sensors                  | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci mini torr          | BCI Sensors                  | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | paediatric oxygen hood | Oxygen Hoods                 | Single Patient Use Oxygen hood              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant medlab pox10    | BCI Sensors                  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | resuscitaire           | Infant Resuscitation Cabinet | Infant Resuscitation Cabinet                | Below first page bid (First page CPC : 0.99) | 0.30     | Search Network with Display Select | Standard         | 2      | 16          | 12.50% | 0.14     | 0.27 | 2.1           | 3             |

| Keyword state | Keyword                      | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | bracelet for newborn         | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.71) | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | posey wrap id                | Posey Products                | Posey Removable ID Bracelets                | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pediatric trach ties         | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.68) | 0.20     | Search Network with Display Select | All features     | 0      | 26          | 0.00% | 0.00     | 0.00 | 2.8           | 6             |
| enabled       | cleaning tracheostomy tube   | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.59) | 0.20     | Search Network with Display Select | All features     | 0      | 59          | 0.00% | 0.00     | 0.00 | 2.6           | 6             |
| enabled       | warming stand                | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | low quality score                            | 0.20     | Search Network with Display Select | All features     | 0      | 18          | 0.00% | 0.00     | 0.00 | 2.2           | 1             |
| enabled       | adult dignicare digimax 5500 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MON-MTEK-MOD3                | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-17A               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Planet           | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                 | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | adult oxipulse 20       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-17AV                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 8197 tracheostomy       | Posey Products                | Posey Foam Trach Ties                       | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 detector intubation | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 1.28) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 1303                | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mini torr plus          | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics             | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.66) | 0.35     | Search Network with Display Select | All features     | 0      | 25          | 0.00% | 0.00     | 0.00 | 3.2           | 5             |
| enabled       | philips oxygen          | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | adult splint            | Posey Products                | Posey SecureSleeve                          | Below first page bid (First page CPC : 0.82) | 0.20     | Search Network with Display Select | All features     | 0      | 26          | 0.00% | 0.00     | 0.00 | 2.5           | 6             |



| Keyword state | Keyword                         | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | limb splint                     | Posey Products                | Posey Elbow Splint                          | Below first page bid (First page CPC : 0.75) | 0.20     | Search Network with Display Select | All features     | 1      | 134         | 0.75% | 0.16     | 0.16 | 3.5           | 4             |
| enabled       | philips sampling line           | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cpap accessories                | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 1.06) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen sensor in exhaust system | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.56) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | radiant infant warmer           | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.69) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 4             |
| enabled       | bosch automotive sensors        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | Below first page bid (First page CPC : 0.63) | 0.20     | Search Network with Display Select | Standard         | 0      | 26          | 0.00% | 0.00     | 0.00 | 4.1           | 5             |
| enabled       | bci 3301                        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 0.36) | 0.35     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | tracheostomy collar             | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.43) | 0.20     | Search Network with Display Select | All features     | 1      | 11          | 9.09% | 0.20     | 0.20 | 1.9           | 5             |
| enabled       | phototherapy nursing care       | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.97) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |

| Keyword state | Keyword                         | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | bci 3304                        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MON-MTEK-MOD2                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bosch O2 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         | 0      | 177         | 0.00% | 0.00     | 0.00 | 3.2           | 6             |
| enabled       | mobile resuscitation            | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet                | Below first page bid (First page CPC : 0.75) | 0.30     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | bosch O2 sensors                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.46) | 0.20     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 2.2           | 6             |
| enabled       | respironics products            | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.82) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips low flow sampling lines | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-17A-LV               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 35                | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                         | Campaign                      | Ad group                             | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR    | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|--------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|--------|----------|------|---------------|---------------|
| enabled       | infant advisor                  | BCI Sensors                   | Ad Group #2                          | Below first page bid (First page CPC : 0.93) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-17AH                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cpap parts                      | VersaStream                   | VersaStream All Types                | Below first page bid (First page CPC : 0.99) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00%  | 0.00     | 0.00 | 7.0           | 6             |
| enabled       | LLM capnograph                  | VersaStream                   | VersaStream All Types                | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | trach ties                      | Posey Products                | Posey Foam Trach Ties                | Below first page bid (First page CPC : 0.50) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 7             |
| enabled       | warmer floor                    | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer       | Below first page bid (First page CPC : 0.58) | 0.20     | Search Network with Display Select | All features     | 1      | 7           | 14.29% | 0.17     | 0.17 | 3.7           | 6             |
| enabled       | phototherapy treatment          | Oxygen Hoods                  | Phototherapy Oxygen Hood             | low quality score                            | 0.20     | Search Network with Display Select | Standard         | 0      | 187         | 0.00%  | 0.00     | 0.00 | 3.2           | 1             |
| paused        | oxygen sensor in exhaust system | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 6100                     | BCI Sensors                   | Ad Group #2                          | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                     | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | adult 6100                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3300              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | mot testing sensor          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3302                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3300                        | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 0.64) | 0.35     | Search Network with Display Select | Standard         | 1      | 121         | 0.83% | 0.26     | 0.26 | 2.0           | 6             |
| enabled       | infant corpluse             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | colorimetric etco2 detector | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.95) | 0.30     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.3           | 6             |
| enabled       | infant 3402                 | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3302                    | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                | Campaign                      | Ad group                                    | Status            | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|-------------------------------|---------------------------------------------|-------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | adult drager 2500      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | dignicare digimax 5500 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci mini corr          | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MON-MTEK-MOD3          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci autocorr     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-17A         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult burdick pr02     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021019                | Posey Products                | Posey Sensor Wraps                          | low search volume | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Planet 50  | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword               | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | corpluse              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3100       | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3301       | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R17AH                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R21AV                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | posey                 | Posey Products                | Posey Elbow Splint                          | paused                                       | 0.15     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | philips low flow      | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | portable oxygen tanks | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 1.17) | 0.20     | Search Network with Display Select | Standard         | 1      | 27          | 3.70% | 0.19     | 0.19 | 5.4           | 6             |
| enabled       | emission monitoring   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | Below first page bid (First page CPC : 0.88) | 0.20     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 10.0          | 6             |

| Keyword state | Keyword                     | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | guidelines for phototherapy | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.27) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | R-21A                       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | Below first page bid (First page CPC : 1.05) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Galaxy          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R22A               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci advisor          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | exhaust o2 sensor           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult burdick pro2          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | spacelabs pr02              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mini corr                   | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| 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 level        | Oxygen Hoods                  | Phototherapy Oxygen Hood       | Below first page bid (First page CPC : 0.51) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tube support              | Posey Products                | Posey Foam Trach Ties          | Below first page bid (First page CPC : 0.76) | 0.20     | Search Network with Display Select | All features     | 0      | 127         | 0.00% | 0.00     | 0.00 | 4.1           | 3             |
| enabled       | radiant warmer            | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer | Below first page bid (First page CPC : 0.46) | 0.20     | Search Network with Display Select | All features     | 0      | 19          | 0.00% | 0.00     | 0.00 | 1.9           | 7             |
| enabled       | tidal co2 monitor         | Maxtec Flocap                 | Flocap                         | Below first page bid (First page CPC : 0.82) | 0.30     | Search Network with Display Select | Standard         | 0      | 8           | 0.00% | 0.00     | 0.00 | 1.8           | 6             |
| paused        | R-17AV                    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci mini torr plus        | BCI Sensors                   | Ad Group #2                    | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-22A                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive oxygen sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021013                   | Posey Products                | Posey Sensor Wraps             | Below first page bid (First page CPC : 0.46) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |



| Keyword state | Keyword                     | Campaign                      | Ad group                       | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------|-------------------------------|--------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | replacement emission sensor | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | warming products            | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer | Below first page bid (First page CPC : 0.67) | 0.20     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | phillips cpap               | VersaStream                   | VersaStream All Types          | Below first page bid (First page CPC : 0.89) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.7           | 6             |
| enabled       | LLM line                    | VersaStream                   | VersaStream All Types          | Below first page bid (First page CPC : 0.86) | 0.35     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 5.9           | 6             |
| enabled       | vm-2500 co2 sampling line   | VersaStream                   | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male sidestream   | VersaStream                   | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal cannula placement     | VersaStream                   | VersaStream All Types          | Below first page bid (First page CPC : 1.04) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey iv shield             | Posey Products                | Posey I.V. Shield              | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy in neonates    | Oxygen Hoods                  | Phototherapy Oxygen Hood       | Below first page bid (First page CPC : 0.60) | 0.20     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.3           | 6             |

| Keyword state | Keyword                | Campaign        | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|-----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | invacare               | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.06) | 0.35     | Search Network with Display Select | Standard         | 0      | 257         | 0.00% | 0.00     | 0.00 | 3.6           | 5             |
| enabled       | 0021018 viamed         | Posey Products  | Posey Sensor Wraps                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci advisor      | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | care of baby in warmer | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.55) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | entitled co2           | Maxtec Flocap   | Flocap                                      | Below first page bid (First page CPC : 0.93) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mmedchoice md300a      | BCI Sensors     | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult md300m           | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci pin d              | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey foam trach ties  | Posey Products  | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.29) | 0.20     | Search Network with Display Select | All features     | 0      | 25          | 0.00% | 0.00     | 0.00 | 1.0           | 7             |

| Keyword state | Keyword                          | Campaign                      | Ad group                         | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-------------------------------|----------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | 3303                             | BCI Sensors                   | Ad Group #2                      | Below first page bid (First page CPC : 1.04) | 0.35     | Search Network with Display Select | Standard         | 0      | 9           | 0.00% | 0.00     | 0.00 | 1.4           | 6             |
| enabled       | automotive oxygen sensor         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3     | Below first page bid (First page CPC : 0.79) | 0.20     | Search Network with Display Select | Standard         | 0      | 92          | 0.00% | 0.00     | 0.00 | 3.6           | 6             |
| paused        | Teledyne R-21A                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors        | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nellcor easy cap ii co2 detector | Maxtec Flocap                 | Flocap                           | Below first page bid (First page CPC : 0.96) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tents                     | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates) | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | EnviteC PulsiQuant 8040          | BCI Sensors                   | Ad Group #2                      | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | versastream                      | VersaStream                   | VersaStream All Types            | Below first page bid (First page CPC : 0.46) | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.5           | 7             |
| enabled       | philips cpap                     | VersaStream                   | VersaStream All Types            | Below first page bid (First page CPC : 1.00) | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 4.5           | 6             |
| enabled       | exhaust manifold sensor          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2     | Below first page bid (First page CPC : 0.67) | 0.20     | Search Network with Display Select | Standard         | 0      | 55          | 0.00% | 0.00     | 0.00 | 3.1           | 6             |

| Keyword state | Keyword                | Campaign       | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | bci 3302               | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | changing trach ties    | Posey Products | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.55) | 0.20     | Search Network with Display Select | All features     | 0      | 11          | 0.00% | 0.00     | 0.00 | 2.4           | 7             |
| enabled       | posey 4849             | Posey Products | Posey Removable ID Bracelets                | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed co2 line        | VersaStream    | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tube            | VersaStream    | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 9           | 0.00% | 0.00     | 0.00 | 2.7           | 1             |
| enabled       | nasal oxygen cannula   | VersaStream    | VersaStream All Types                       | Below first page bid (First page CPC : 0.87) | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 5.3           | 6             |
| enabled       | vm-2500 capnograph     | VersaStream    | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen hood for adults | Oxygen Hoods   | Reusable Oxygen Hoods (Paediatrics)         | Below first page bid (First page CPC : 0.64) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal capnography      | VersaStream    | VersaStream All Types                       | Below first page bid (First page CPC : 0.81) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                | Campaign       | Ad group                         | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|----------------|----------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | trach tube ties        | Posey Products | Posey Foam Trach Ties            | Below first page bid (First page CPC : 0.22) | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 2.9           | 4             |
| enabled       | phototherapy blanket   | Oxygen Hoods   | Phototherapy Oxygen Hood         | Below first page bid (First page CPC : 0.55) | 0.20     | Search Network with Display Select | Standard         | 0      | 27          | 0.00% | 0.00     | 0.00 | 1.3           | 6             |
| enabled       | effect of phototherapy | Oxygen Hoods   | Phototherapy Oxygen Hood         | Below first page bid (First page CPC : 0.78) | 0.20     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | etco2                  | Maxtec Flocap  | Flocap                           | Below first page bid (First page CPC : 0.78) | 0.30     | Search Network with Display Select | Standard         | 0      | 45          | 0.00% | 0.00     | 0.00 | 1.6           | 5             |
| enabled       | exhaled co2            | Maxtec Flocap  | Flocap                           | Below first page bid (First page CPC : 0.85) | 0.30     | Search Network with Display Select | Standard         | 1      | 2744        | 0.04% | 0.19     | 0.19 | 2.5           | 6             |
| enabled       | neonatal oxygen        | Oxygen Hoods   | Single Patient Use Oxygen hood   | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | co2 detector           | Maxtec Flocap  | Flocap                           | Below first page bid (First page CPC : 1.37) | 0.30     | Search Network with Display Select | Standard         | 0      | 83          | 0.00% | 0.00     | 0.00 | 4.7           | 6             |
| enabled       | etco2 detector         | Maxtec Flocap  | Flocap                           | Below first page bid (First page CPC : 0.89) | 0.30     | Search Network with Display Select | Standard         | 0      | 5           | 0.00% | 0.00     | 0.00 | 2.8           | 6             |
| paused        | oxygen monitor         | Oxygen Hoods   | Reusable Oxygen Hoods (Neonates) | paused                                       | 0.38     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |

| Keyword state | Keyword                 | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | armstrong 3000          | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant md300a           | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant drager oxipac    | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-21AV                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1201      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | sensors in automotive   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen masks            | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 1.10) | 0.35     | Search Network with Display Select | All features     | 0      | 107         | 0.00% | 0.00     | 0.00 | 3.9           | 6             |
| enabled       | respironics accessories | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 1.00) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | iv shield               | Posey Products                | Posey I.V. Shield                           | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 147         | 0.00% | 0.00     | 0.00 | 1.5           | 2             |

| Keyword state | Keyword              | Campaign       | Ad group                            | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------|----------------|-------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | phillips respironics | VersaStream    | VersaStream All Types               | Below first page bid (First page CPC : 0.87) | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| enabled       | iv shield dome       | Posey Products | Posey I.V. Shield                   | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hood oxygen          | Oxygen Hoods   | Reusable Oxygen Hoods (Paediatrics) | Below first page bid (First page CPC : 0.34) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant nasal cannula | VersaStream    | VersaStream All Types               | Below first page bid (First page CPC : 1.11) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | vm-2500 co2 line     | VersaStream    | VersaStream All Types               | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 17cm splint          | Posey Products | Posey Elbow Splint                  | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable newborn id | Posey Products | Posey Removable ID Bracelets        | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | trap tester          | V1000          | V1000                               | Below first page bid (First page CPC : 1.02) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 monitor          | Maxtec Flocap  | Flocap                              | Below first page bid (First page CPC : 1.35) | 0.30     | Search Network with Display Select | Standard         | 0      | 19          | 0.00% | 0.00     | 0.00 | 3.5           | 6             |

| Keyword state | Keyword               | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | 9100                  | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 0.68) | 0.35     | Search Network with Display Select | Standard         | 0      | 127         | 0.00% | 0.00     | 0.00 | 2.7           | 6             |
| enabled       | mmedchoice md300a     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby identification   | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.54) | 0.20     | Search Network with Display Select | All features     | 0      | 38          | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | removable hospital id | Posey Products                | Posey Removable ID Bracelets                | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | wall mounting stand   | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.89) | 0.20     | Search Network with Display Select | All features     | 0      | 47          | 0.00% | 0.00     | 0.00 | 3.6           | 6             |
| enabled       | oxygen content        | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 1.13) | 0.20     | Search Network with Display Select | Standard         | 0      | 71          | 0.00% | 0.00     | 0.00 | 4.1           | 6             |
| enabled       | etco2 levels          | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.71) | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | automotive sensors    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | Below first page bid (First page CPC : 0.53) | 0.35     | Search Network with Display Select | Standard         | 8      | 2759        | 0.29% | 0.33     | 2.62 | 3.4           | 4             |
| enabled       | Teledyne R-22AH       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |



| Keyword state | Keyword                        | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | Goldway Industrial Inc UT4000A | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | testing o2 sensors             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | testing equipment              | V1000                         | V1000                                       | Below first page bid (First page CPC : 0.76) | 0.20     | Search Network with Display Select | All features     | 0      | 10          | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | equipment testing              | V1000                         | V1000                                       | Below first page bid (First page CPC : 1.01) | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 4.9           | 6             |
| enabled       | hospital identification        | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.59) | 0.20     | Search Network with Display Select | All features     | 0      | 9           | 0.00% | 0.00     | 0.00 | 2.4           | 6             |
| enabled       | knee splint                    | Posey Products                | Posey SecureSleeve                          | Below first page bid (First page CPC : 0.75) | 0.20     | Search Network with Display Select | All features     | 0      | 48          | 0.00% | 0.00     | 0.00 | 3.9           | 7             |
| enabled       | viamed gas sampling line       | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ultra sonic thickness tester   | V1000                         | V1000                                       | Below first page bid (First page CPC : 1.04) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | foetal doppler tester          | V1000                         | V1000                                       | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword               | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | LLM co2 line          | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.61) | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 1.8           | 6             |
| enabled       | baby sensor wrap      | Posey Products                | Posey Sensor Wraps                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3100        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-17AH       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | securesleeve          | Posey Products                | Posey SecureSleeve                          | Below first page bid (First page CPC : 0.80) | 0.20     | Search Network with Display Select | All features     | 0      | 36          | 0.00% | 0.00     | 0.00 | 2.8           | 5             |
| enabled       | oxygen face masks     | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.88) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy lamp     | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.80) | 0.20     | Search Network with Display Select | Standard         | 0      | 169         | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | co2 monitor levels    | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 1.11) | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |

| Keyword state | Keyword                          | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | 3402                             | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.31) | 0.35     | Search Network with Display Select | Standard         | 0      | 16          | 0.00% | 0.00     | 0.00 | 2.2           | 6             |
| enabled       | et co2                           | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.86) | 0.30     | Search Network with Display Select | Standard         | 0      | 61          | 0.00% | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | 3303                             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.21) | 0.35     | Search Network with Display Select | Standard         | 0      | 14          | 0.00% | 0.00     | 0.00 | 1.1           | 6             |
| enabled       | bci spo2                         | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 0.69) | 0.35     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 2.1           | 6             |
| enabled       | adult pox10                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | conventional phototherapy        | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.82) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonatal phototherapy guidelines | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.57) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical sensor wrap              | Posey Products                | Posey Sensor Wraps                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | sensors automotive               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                         | Campaign                      | Ad group                             | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|--------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | MEDLAB NANOXeco                 | BCI Sensors                   | Ad Group #2                          | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ge baby warmer                  | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer       | Below first page bid (First page CPC : 1.05) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical alarm bracelets         | Posey Products                | Posey Removable ID Bracelets         | Below first page bid (First page CPC : 0.79) | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 3.9           | 6             |
| enabled       | oxygen tank and mask            | VersaStream                   | VersaStream All Types                | Below first page bid (First page CPC : 0.98) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ultrasound probe tester         | V1000                         | V1000                                | Below first page bid (First page CPC : 0.90) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8168IL                    | Posey Products                | Posey SecureSleep                    | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R22A                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | Below first page bid (First page CPC : 0.34) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | neonatal radiant warmer         | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer       | Below first page bid (First page CPC : 0.68) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 3             |
| enabled       | automotive sensor manufacturers | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3         | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |

| Keyword state | Keyword                       | Campaign                     | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------------|------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | colorimetric detector         | Maxtec Flocap                | Flocap                                      | Below first page bid (First page CPC : 0.98) | 0.30     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.7           | 6             |
| enabled       | Omicron PREMIUM               | BCI Sensors                  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | n tidal co2                   | Maxtec Flocap                | Flocap                                      | Below first page bid (First page CPC : 0.74) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 detector for intubation   | Maxtec Flocap                | Flocap                                      | Below first page bid (First page CPC : 1.00) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mmedchoice md300m             | BCI Sensors                  | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult autocorr                | BCI Sensors                  | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nellcor co2 detector          | Maxtec Flocap                | Flocap                                      | Below first page bid (First page CPC : 0.63) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | disposable resuscitation mask | Infant Resuscitation Cabinet | Infant Resuscitation Cabinet                | Below first page bid (First page CPC : 0.82) | 0.30     | Search Network with Display Select | Standard         | 0      | 840         | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| paused        | foetal heart                  | V1000                        | V1000                                       | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |

| Keyword state | Keyword                 | Campaign        | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | pulse echo tester       | V1000           | V1000                                       | Below first page bid (First page CPC : 0.60) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonate id bracelet     | Posey Products  | Posey Removable ID Bracelets                | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal cannula fio2      | VersaStream     | VersaStream All Types                       | Below first page bid (First page CPC : 0.81) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | foetal heart monitoring | V1000           | V1000                                       | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male line     | VersaStream     | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen delivery         | Oxygen Hoods    | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 0.68) | 0.20     | Search Network with Display Select | Standard         | 0      | 8           | 0.00% | 0.00     | 0.00 | 6.0           | 7             |
| enabled       | adult bci mini torr     | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby radiant warmer     | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.28) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | colorimetric capnometry | Maxtec Flocap   | Flocap                                      | Below first page bid (First page CPC : 0.72) | 0.30     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 3.5           | 6             |

| Keyword state | Keyword                          | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | 6100                             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low quality score                            | 0.35     | Search Network with Display Select | Standard         | 0      | 554         | 0.00% | 0.00     | 0.00 | 2.2           | 1             |
| paused        | sensor automotive                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | burdick pro2                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips respironics uk           | VersaStream                   | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 4.0           | 1             |
| enabled       | respironics supplies             | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.98) | 0.35     | Search Network with Display Select | All features     | 1      | 22          | 4.55% | 0.28     | 0.28 | 4.4           | 6             |
| enabled       | medical identification bracelets | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.84) | 0.20     | Search Network with Display Select | All features     | 0      | 448         | 0.00% | 0.00     | 0.00 | 5.3           | 5             |
| enabled       | posey 4642                       | Posey Products                | Posey Elbow Splint                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8168P                      | Posey Products                | Posey SecureSleeve                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ultra sonic tester               | V1000                         | V1000                                       | Below first page bid (First page CPC : 0.84) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                          | Campaign                      | Ad group                       | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR     | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-------------------------------|--------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|---------|----------|------|---------------|---------------|
| enabled       | complications of phototherapy    | Oxygen Hoods                  | Phototherapy Oxygen Hood       | Below first page bid (First page CPC : 0.54) | 0.20     | Search Network with Display Select | Standard         | 1      | 1           | 100.00% | 0.19     | 0.19 | 3.0           | 6             |
| enabled       | 3100                             | BCI Sensors                   | Ad Group #2                    | Below first page bid (First page CPC : 0.88) | 0.35     | Search Network with Display Select | Standard         | 0      | 138         | 0.00%   | 0.00     | 0.00 | 2.2           | 6             |
| paused        | R-17A-LV                         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1200               | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer definition | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer | Below first page bid (First page CPC : 0.59) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | mini torr                        | BCI Sensors                   | Ad Group #2                    | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nomo adapter alternative         | VersaStream                   | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical bracelets for kids       | Posey Products                | Posey Removable ID Bracelets   | Below first page bid (First page CPC : 0.74) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hemoglobin lab results           | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre     | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |



| Keyword state | Keyword              | Campaign        | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR     | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------|-----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|---------|----------|------|---------------|---------------|
| enabled       | patient warming      | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | low quality score                            | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00%   | 0.00     | 0.00 | 3.0           | 1             |
| enabled       | infant burdick pr02  | BCI Sensors     | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 33     | BCI Sensors     | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1411   | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3304                 | BCI Sensors     | Ad Group #2                                 | Below first page bid (First page CPC : 0.61) | 0.35     | Search Network with Display Select | Standard         | 0      | 14          | 0.00%   | 0.00     | 0.00 | 2.6           | 6             |
| enabled       | trach tie            | Posey Products  | Posey Foam Trach Ties                       | eligible                                     | 0.20     | Search Network with Display Select | All features     | 1      | 1           | 100.00% | 0.20     | 0.20 | 2.0           | 5             |
| enabled       | infant mini torr     | BCI Sensors     | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3100           | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tracheostomy support | Posey Products  | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.35) | 0.20     | Search Network with Display Select | All features     | 0      | 31          | 0.00%   | 0.00     | 0.00 | 2.7           | 6             |

| Keyword state | Keyword                        | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | Magna Medical 1501             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant drager 2000             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | RGB medical devices Omicrom FT | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | md300a                         | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3304                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R17ALV                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci mini corr                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3100                    | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8197                     | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.84) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword            | Campaign                     | Ad group                           | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------|------------------------------|------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | Elmed PSO1000      | BCI Sensors                  | Ad Group #2                        | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tracheostomy tubes | Posey Products               | Posey Foam Trach Ties              | Below first page bid (First page CPC : 0.60) | 0.20     | Search Network with Display Select | All features     | 1      | 287         | 0.35% | 0.11     | 0.11 | 2.6           | 5             |
| enabled       | newborn bracelets  | Posey Products               | Posey Removable ID Bracelets       | Below first page bid (First page CPC : 0.54) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 7             |
| enabled       | resuscitator       | Infant Resuscitation Cabinet | Infant Resuscitation Cabinet       | low quality score                            | 0.30     | Search Network with Display Select | Standard         | 0      | 905         | 0.00% | 0.00     | 0.00 | 2.8           | 1             |
| enabled       | splint 4643        | Posey Products               | Posey Elbow Splint                 | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | posey              | Posey Products               | Posey Removable ID Bracelets       | paused                                       | 0.10     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| paused        | posey              | Posey Products               | Posey SecureSleeve                 | paused                                       | 0.15     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | posey 4643         | Posey Products               | Posey Elbow Splint                 | Below first page bid (First page CPC : 1.25) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tents       | Oxygen Hoods                 | Reusable Oxygen Hoods (Paediatric) | Below first page bid (First page CPC : 0.49) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword               | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | vm-2500 line          | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM sidestream        | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxygen hood    | Oxygen Hoods                  | Single Patient Use Oxygen hood              | Below first page bid (First page CPC : 0.36) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 3             |
| 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         | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | pedi cap co2 detector | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.96) | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | 3301                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.28) | 0.35     | Search Network with Display Select | Standard         | 0      | 185         | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | armstrong 2000        | BCI Sensors                   | Ad Group #2                                 | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager 2000           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.32) | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | oxygen for infants    | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 0.74) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |

| Keyword state | Keyword                 | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | R22AV                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | Below first page bid (First page CPC : 0.76) | 0.20     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 1.7           | 5             |
| enabled       | bosch emission analyser | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 15          | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | adult 3300              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R17AV          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-21AV         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R22AV          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Planet 50   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MON-MTEK-MOD2           | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant lynn medical     | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                   | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | spacelabs pro2            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | what is radiant warmer    | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.65) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | autocorr                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.12) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8197s               | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.60) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1411        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips capnograph        | VersaStream                   | VersaStream All Types                       | eligible                                     | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 1.3           | 6             |
| enabled       | philips sidestream        | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.71) | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 4.3           | 3             |
| enabled       | testing o2 sensors        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.90) | 0.20     | Search Network with Display Select | Standard         | 0      | 115         | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | philips gas sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword          | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | splint           | Posey Products                | Posey Elbow Splint                          | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | wall warmers     | 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     | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | Magna Medical 85 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | spacelabs pro2   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medlab pox10     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | autocorr         | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.12) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3301      | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bosch o2 sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| paused        | Teledyne R17AV   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                             | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | child splint                        | Posey Products                | Posey SecureSleeve                          | Below first page bid (First page CPC : 0.75) | 0.20     | Search Network with Display Select | All features     | 0      | 22          | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | bili light phototherapy             | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.61) | 0.20     | Search Network with Display Select | Standard         | 0      | 38          | 0.00% | 0.00     | 0.00 | 2.7           | 6             |
| enabled       | colorimetric end tidal co2 detector | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.80) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | odam                                | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low quality score                            | 0.35     | Search Network with Display Select | Standard         | 0      | 20          | 0.00% | 0.00     | 0.00 | 1.1           | 1             |
| enabled       | colorimetric detection              | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.64) | 0.30     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| paused        | Teledyne R17A                       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-21A                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | triple phototherapy                 | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.68) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3401                            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |



| Keyword state | Keyword                  | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR    | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|--------|----------|------|---------------|---------------|
| enabled       | co2 sampling             | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.81) | 0.35     | Search Network with Display Select | All features     | 1      | 5           | 20.00% | 0.33     | 0.33 | 1.0           | 6             |
| enabled       | posey 8168               | Posey Products                | Posey SecureSleeve                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | panda baby warmer        | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.48) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00%  | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | advisor                  | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.27) | 0.35     | Search Network with Display Select | Standard         | 0      | 722         | 0.00%  | 0.00     | 0.00 | 5.5           | 3             |
| enabled       | posey 6554p              | Posey Products                | Posey Sensor Wraps                          | Below first page bid (First page CPC : 0.22) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3302           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci mini torr            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bosch sensors automotive | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 4             |
| enabled       | infant invacare          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                        | Campaign                      | Ad group                      | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------|-------------------------------|-------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | pox10                          | BCI Sensors                   | Ad Group #2                   | Below first page bid (First page CPC : 1.20) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021019 viamed                 | Posey Products                | Posey Sensor Wraps            | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-21AV                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors     | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | kids id bracelet               | Posey Products                | Posey Removable ID Bracelets  | Below first page bid (First page CPC : 0.82) | 0.20     | Search Network with Display Select | All features     | 0      | 7           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | wrist bracelets                | Posey Products                | Posey Removable ID Bracelets  | Below first page bid (First page CPC : 0.80) | 0.20     | Search Network with Display Select | All features     | 0      | 180         | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | bracelets for                  | Posey Products                | Posey Removable ID Bracelets  | Below first page bid (First page CPC : 0.76) | 0.20     | Search Network with Display Select | All features     | 0      | 356         | 0.00% | 0.00     | 0.00 | 3.2           | 6             |
| enabled       | Goldway Industrial Inc UT4000A | BCI Sensors                   | Ad Group #2                   | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-21AV                         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | digimax 5500                   | BCI Sensors                   | Ad Group #2                   | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                     | Campaign                      | Ad group                     | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR    | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------|-------------------------------|------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|--------|----------|------|---------------|---------------|
| paused        | R-22AH                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors    | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MEDLAB NANOX2               | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 85            | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tracheostomy tie            | Posey Products                | Posey Foam Trach Ties        | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 10          | 0.00%  | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | emergency medical bracelets | Posey Products                | Posey Removable ID Bracelets | Below first page bid (First page CPC : 0.70) | 0.20     | Search Network with Display Select | All features     | 1      | 8           | 12.50% | 0.20     | 0.20 | 5.0           | 6             |
| enabled       | paediatric splint           | Posey Products                | Posey Elbow Splint           | Below first page bid (First page CPC : 0.72) | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00%  | 0.00     | 0.00 | 1.7           | 6             |
| enabled       | emission sensors car        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2 | Below first page bid (First page CPC : 0.58) | 0.20     | Search Network with Display Select | Standard         | 0      | 46          | 0.00%  | 0.00     | 0.00 | 3.6           | 6             |
| enabled       | respironic                  | VersaStream                   | VersaStream All Types        | Below first page bid (First page CPC : 0.89) | 0.35     | Search Network with Display Select | All features     | 0      | 13          | 0.00%  | 0.00     | 0.00 | 4.7           | 7             |
| enabled       | childrens id bracelets      | Posey Products                | Posey Removable ID Bracelets | Below first page bid (First page CPC : 0.76) | 0.20     | Search Network with Display Select | All features     | 0      | 30          | 0.00%  | 0.00     | 0.00 | 3.6           | 6             |

| Keyword state | Keyword                  | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | exhaust sensor           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.69) | 0.20     | Search Network with Display Select | Standard         | 0      | 277         | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | oxygen via nasal cannula | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.97) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R22A                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | Below first page bid (First page CPC : 0.71) | 0.20     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 5.5           | 3             |
| enabled       | drager 2000              | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 0.36) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-22A           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult mini torr plus     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MEDLAB NANOXeco          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 6100           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | types of nasal cannulas  | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.68) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 6.0           | 6             |

| 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   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | pulse oximetry oxygen saturation | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | capnograph sampling line         | VersaStream                   | VersaStream All Types        | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | long-term sampling line          | VersaStream                   | VersaStream All Types        | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed sidestream                | VersaStream                   | VersaStream All Types        | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen delivery devices          | VersaStream                   | VersaStream All Types        | Below first page bid (First page CPC : 1.20) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | home phototherapy                | Oxygen Hoods                  | Phototherapy Oxygen Hood     | Below first page bid (First page CPC : 0.62) | 0.20     | Search Network with Display Select | Standard         | 0      | 18          | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | posey trach ties                 | Posey Products                | Posey Foam Trach Ties        | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | automotive oxygen sensors        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3 | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 76          | 0.00% | 0.00     | 0.00 | 3.6           | 6             |

| Keyword state | Keyword              | Campaign                      | Ad group                             | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------|-------------------------------|--------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | Teledyne R17ALV      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy tent    | Oxygen Hoods                  | Phototherapy Oxygen Hood             | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | information bracelet | Posey Products                | Posey Removable ID Bracelets         | Below first page bid (First page CPC : 0.56) | 0.20     | Search Network with Display Select | All features     | 0      | 5           | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | neonate shield       | Posey Products                | Posey I.V. Shield                    | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | easycap co2 detector | Maxtec Flocap                 | Flocap                               | Below first page bid (First page CPC : 0.88) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive sensors   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | paused                                       | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed gas line      | VersaStream                   | VersaStream All Types                | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tracheostomy         | Posey Products                | Posey Foam Trach Ties                | Below first page bid (First page CPC : 0.73) | 0.20     | Search Network with Display Select | All features     | 2      | 551         | 0.36% | 0.15     | 0.30 | 2.6           | 5             |
| paused        | exhaust sensor       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                              | Campaign        | Ad group                         | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------------|-----------------|----------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | infant radiant warmer specifications | 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     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tent for infants              | Oxygen Hoods    | Reusable Oxygen Hoods (Neonates) | Below first page bid (First page CPC : 0.36) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby pulse oximetry wrap             | Posey Products  | Posey Sensor Wraps               | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | writing bracelet                     | Posey Products  | Posey Removable ID Bracelets     | Below first page bid (First page CPC : 0.75) | 0.20     | Search Network with Display Select | All features     | 0      | 10          | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | buy oxygen tank and mask             | VersaStream     | VersaStream All Types            | Below first page bid (First page CPC : 0.90) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male sampling line         | VersaStream     | VersaStream All Types            | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | wrist splints                        | Posey Products  | Posey Elbow Splint               | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant warmer                        | Radiant Warmers | Ceratherm 600-3 Radiant Warmer   | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 22          | 0.00% | 0.00     | 0.00 | 2.3           | 5             |
| enabled       | co2 capnometer                       | Maxtec Flocap   | Flocap                           | Below first page bid (First page CPC : 0.77) | 0.30     | Search Network with Display Select | Standard         | 1      | 42          | 2.38% | 0.29     | 0.29 | 2.0           | 6             |

| Keyword state | Keyword                | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | trach ties for infants | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.59) | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| paused        | R-17A                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Galaxy     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | md300a                 | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | corpluse               | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong ad-900       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Star 50    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 9100        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3044            | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |



| Keyword state | Keyword                           | Campaign                      | Ad group                       | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------------|-------------------------------|--------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | kids medical bracelets            | Posey Products                | Posey Removable ID Bracelets   | Below first page bid (First page CPC : 0.92) | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 4.7           | 6             |
| enabled       | nasal canula                      | VersaStream                   | VersaStream All Types          | Below first page bid (First page CPC : 0.52) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| paused        | splints                           | Posey Products                | Posey Elbow Splint             | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | respironics line                  | VersaStream                   | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ceiling mounted brackets          | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer | Below first page bid (First page CPC : 0.96) | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | neonatal oxygen                   | Oxygen Hoods                  | Phototherapy Oxygen Hood       | Below first page bid (First page CPC : 0.65) | 0.20     | Search Network with Display Select | Standard         | 0      | 36          | 0.00% | 0.00     | 0.00 | 2.8           | 6             |
| enabled       | nasal cannula with co2 monitoring | Maxtec Flocap                 | Flocap                         | Below first page bid (First page CPC : 0.77) | 0.30     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | teledyne sensor automotive        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3   | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive o2 sensor              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                  | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | infant bci 3302          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Invicare                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 0.80) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipac 2000              | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | teledyne automotive      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant mmedchoice md300a | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | burdick pr02             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3300          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 33         | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci mini torr     | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword               | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | infant burdick pro2   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 9100              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Omicron PREMIUM       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R17AH        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen breathing mask | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.93) | 0.35     | Search Network with Display Select | All features     | 0      | 16          | 0.00% | 0.00     | 0.00 | 4.7           | 6             |
| enabled       | medical bracelets     | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.81) | 0.20     | Search Network with Display Select | All features     | 0      | 7           | 0.00% | 0.00     | 0.00 | 3.6           | 6             |
| enabled       | oxygen 02 sensor      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.50) | 0.20     | Search Network with Display Select | Standard         | 0      | 546         | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | baby id bracelets     | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.81) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical gas sampling  | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                        | Campaign                      | Ad group                             | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------|-------------------------------|--------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | posey 6554                     | Posey Products                | Posey Sensor Wraps                   | Below first page bid (First page CPC : 0.49) | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | 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     | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.5           | 5             |
| enabled       | warming cabinet                | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer       | Below first page bid (First page CPC : 0.52) | 0.20     | Search Network with Display Select | All features     | 1      | 35          | 2.86% | 0.18     | 0.18 | 2.5           | 5             |
| enabled       | care of baby in radiant warmer | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer       | Below first page bid (First page CPC : 0.29) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | invacare                       | BCI Sensors                   | Ad Group #2                          | Below first page bid (First page CPC : 1.07) | 0.35     | Search Network with Display Select | Standard         | 0      | 280         | 0.00% | 0.00     | 0.00 | 3.5           | 3             |
| enabled       | oxygen hood for neonates       | Oxygen Hoods                  | Single Patient Use Oxygen hood       | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 16          | 0.00% | 0.00     | 0.00 | 1.3           | 6             |
| enabled       | exhaled co2 monitoring         | Maxtec Flocap                 | Flocap                               | Below first page bid (First page CPC : 0.67) | 0.30     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.5           | 6             |
| enabled       | Teledyne R21AV                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-17AV                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                     | Campaign       | Ad group                            | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------|----------------|-------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | bci 9100                    | BCI Sensors    | Ad Group #2                         | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021014 viamed              | Posey Products | Posey Sensor Wraps                  | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby id bracelet            | Posey Products | Posey Removable ID Bracelets        | Below first page bid (First page CPC : 0.96) | 0.25     | Search Network with Display Select | All features     | 0      | 162         | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | oxygen tent for paediatrics | Oxygen Hoods   | Reusable Oxygen Hoods (Paediatrics) | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | vm-2500 gas line            | VersaStream    | VersaStream All Types               | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 4648                  | Posey Products | Posey Removable ID Bracelets        | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen hoods                | Oxygen Hoods   | Reusable Oxygen Hoods (Paediatrics) | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| paused        | ppm procedure               | V1000          | V1000                               | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 detector color change   | Maxtec Flocap  | Flocap                              | Below first page bid (First page CPC : 1.05) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                             | Campaign                     | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------------------|------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | bci advisor                         | BCI Sensors                  | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1413                  | BCI Sensors                  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult oxipulse 30                   | BCI Sensors                  | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer manufacturers | Radiant Warmers              | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.46) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | double phototherapy                 | Oxygen Hoods                 | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.50) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips line                        | VersaStream                  | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 1      | 523         | 0.19% | 0.34     | 0.34 | 2.9           | 2             |
| enabled       | Infant Resus                        | Infant Resuscitation Cabinet | Infant Resuscitation Cabinet                | eligible                                     | 0.30     | Search Network with Display Select | Standard         | 0      | 126         | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | co2 detectors                       | Maxtec Flocap                | Flocap                                      | Below first page bid (First page CPC : 1.31) | 0.30     | Search Network with Display Select | Standard         | 0      | 73          | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | Magna Medical 40                    | BCI Sensors                  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                   | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | bci 3401                  | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3444n               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical MON-MTEK-30 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tent for infants   | Oxygen Hoods                  | Single Patient Use Oxygen hood              | Below first page bid (First page CPC : 0.58) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal cannula             | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.93) | 0.35     | Search Network with Display Select | All features     | 0      | 76          | 0.00% | 0.00     | 0.00 | 4.4           | 3             |
| enabled       | neonate wrap              | Posey Products                | Posey Sensor Wraps                          | Below first page bid (First page CPC : 0.65) | 0.20     | Search Network with Display Select | All features     | 0      | 103         | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| paused        | bosch o2 sensor           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | L&T Medical Cosmic        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R21AV            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                         | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | infant splint                   | Posey Products                | Posey Elbow Splint                          | Below first page bid (First page CPC : 0.63) | 0.20     | Search Network with Display Select | All features     | 0      | 29          | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | measure o2 saturation           | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Stellar P           | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | paediatric phototherapy         | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R22AH                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci advisor                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive sensor manufacturers | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bracelets                | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.84) | 0.20     | Search Network with Display Select | All features     | 0      | 5           | 0.00% | 0.00     | 0.00 | 3.6           | 6             |
| enabled       | medical splint                  | Posey Products                | Posey Elbow Splint                          | Below first page bid (First page CPC : 0.53) | 0.20     | Search Network with Display Select | All features     | 1      | 598         | 0.17% | 0.16     | 0.16 | 3.5           | 3             |



| Keyword state | Keyword                       | Campaign                    | Ad group                     | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR    | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------------|-----------------------------|------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|--------|----------|------|---------------|---------------|
| enabled       | newborn identification        | Posey Products              | Posey Removable ID Bracelets | Below first page bid (First page CPC : 0.45) | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00%  | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | nasal mask                    | VersaStream                 | VersaStream All Types        | Below first page bid (First page CPC : 0.77) | 0.35     | Search Network with Display Select | All features     | 0      | 23          | 0.00%  | 0.00     | 0.00 | 5.1           | 6             |
| enabled       | nafion tube                   | VersaStream                 | VersaStream All Types        | low quality score                            | 0.35     | Search Network with Display Select | All features     | 1      | 5           | 20.00% | 0.32     | 0.32 | 3.8           | 1             |
| enabled       | i.v. protection               | Posey Products              | Posey I.V. Shield            | Below first page bid (First page CPC : 0.41) | 0.20     | Search Network with Display Select | All features     | 0      | 19          | 0.00%  | 0.00     | 0.00 | 3.0           | 4             |
| paused        | transducer                    | V1000                       | V1000                        | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pulse oximeter saturation     | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | child id bracelet             | Posey Products              | Posey Removable ID Bracelets | Below first page bid (First page CPC : 0.73) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics gas sampling line | VersaStream                 | VersaStream All Types        | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | saturation of oxygen in blood | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword              | Campaign       | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------|----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | posey 8168XS         | Posey Products | Posey SecureSleeve                          | Below first page bid (First page CPC : 1.25) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonatal oxygen hood | Oxygen Hoods   | Single Patient Use Oxygen hood              | Below first page bid (First page CPC : 0.55) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | in tidal co2         | Maxtec Flocap  | Flocap                                      | Below first page bid (First page CPC : 0.73) | 0.30     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | bci 3402             | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxi-pulse 20         | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant md300m        | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3100             | BCI Sensors    | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen cannula       | VersaStream    | VersaStream All Types                       | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | All features     | 1      | 308         | 0.32% | 0.34     | 0.34 | 3.4           | 5             |
| enabled       | medical bracelets uk | Posey Products | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.84) | 0.20     | Search Network with Display Select | All features     | 0      | 16          | 0.00% | 0.00     | 0.00 | 4.9           | 5             |

| Keyword state | Keyword                         | Campaign                    | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-----------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | philips respironics accessories | VersaStream                 | VersaStream All Types                       | Below first page bid (First page CPC : 0.92) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | oxygen saturation measurement   | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male co2 line         | VersaStream                 | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8141                      | Posey Products              | Posey I.V. Shield                           | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey shield                    | Posey Products              | Posey I.V. Shield                           | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | viamed                          | VersaStream                 | VersaStream All Types                       | paused                                       | 0.15     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby warmer                     | Radiant Warmers             | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.50) | 0.20     | Search Network with Display Select | All features     | 0      | 407         | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | co2 monitor for patients        | Maxtec Flocap               | Flocap                                      | Below first page bid (First page CPC : 0.71) | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | 9100                            | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 0.99) | 0.35     | Search Network with Display Select | Standard         | 0      | 135         | 0.00% | 0.00     | 0.00 | 2.8           | 6             |

| Keyword state | Keyword                   | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | R21A                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | Below first page bid (First page CPC : 0.39) | 0.20     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 3.0           | 5             |
| enabled       | advisor                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 1      | 716         | 0.14% | 0.29     | 0.29 | 5.4           | 5             |
| paused        | auto parts oxygen sensor  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci autocorr              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | spu hood                  | Oxygen Hoods                  | Single Patient Use Oxygen hood              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021015 viamed            | Posey Products                | Posey Sensor Wraps                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bracelets or              | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.67) | 0.20     | Search Network with Display Select | All features     | 0      | 34          | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | philips co2 sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxygen hood        | Oxygen Hoods                  | Reusable Oxygen Hoods (Paediatric s)        | Below first page bid (First page CPC : 0.24) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                         | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | intensive phototherapy          | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.60) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | oxipulse 30                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3303                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical oxygen mask             | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.92) | 0.35     | Search Network with Display Select | All features     | 0      | 21          | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | bosch O2 sensor                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | low quality score                            | 0.20     | Search Network with Display Select | Standard         | 0      | 196         | 0.00% | 0.00     | 0.00 | 3.5           | 1             |
| enabled       | O2 saturation                   | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen mask types medical       | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.99) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy unit               | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.72) | 0.20     | Search Network with Display Select | Standard         | 0      | 41          | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | Choice Electronic Technology Co | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword              | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | bosch 02 sensor      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Invicare             | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 0.80) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pox10                | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.20) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3300             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical bracelet     | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.77) | 0.20     | Search Network with Display Select | All features     | 0      | 14          | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | adult bci mini corr  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-17A                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | Below first page bid (First page CPC : 0.35) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | wall mounting        | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.78) | 0.20     | Search Network with Display Select | All features     | 0      | 483         | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | oxygen nasal cannula | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.85) | 0.35     | Search Network with Display Select | All features     | 0      | 5           | 0.00% | 0.00     | 0.00 | 5.4           | 6             |

| Keyword state | Keyword                | Campaign                     | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR     | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|---------|----------|------|---------------|---------------|
| enabled       | respironics oxygen     | VersaStream                  | VersaStream All Types                       | Below first page bid (First page CPC : 0.91) | 0.35     | Search Network with Display Select | All features     | 0      | 50          | 0.00%   | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | drager resus trolley   | Infant Resuscitation Cabinet | Infant Resuscitation Cabinet                | low search volume                            | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | wrist splint           | Posey Products               | Posey SecureSleeve                          | Below first page bid (First page CPC : 0.83) | 0.20     | Search Network with Display Select | All features     | 0      | 577         | 0.00%   | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | newborn id bracelet    | Posey Products               | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.47) | 0.20     | Search Network with Display Select | All features     | 1      | 1           | 100.00% | 0.08     | 0.08 | 4.0           | 6             |
| enabled       | hb                     | VM-2400 Haemoglobin Monitor  | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 1             |
| enabled       | posey 8170p            | Posey Products               | Posey SecureSleeve                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | endotracheal placement | Maxtec Flocap                | Flocap                                      | Below first page bid (First page CPC : 0.85) | 0.30     | Search Network with Display Select | Standard         | 0      | 32          | 0.00%   | 0.00     | 0.00 | 1.6           | 6             |
| enabled       | Magna Medical 1200     | BCI Sensors                  | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021018                | Posey Products               | Posey Sensor Wraps                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%   | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                        | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | RGB medical devices Omicrom FT | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | colorimetric co2 detectors     | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 1.09) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong 3000                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant pox10                   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3304                | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | salter nasal cannula           | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.92) | 0.35     | Search Network with Display Select | All features     | 0      | 19          | 0.00% | 0.00     | 0.00 | 2.9           | 6             |
| enabled       | iv protection                  | Posey Products                | Posey I.V. Shield                           | Below first page bid (First page CPC : 0.61) | 0.20     | Search Network with Display Select | All features     | 0      | 10          | 0.00% | 0.00     | 0.00 | 3.4           | 4             |
| enabled       | exhaust o2 sensor              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | Below first page bid (First page CPC : 0.56) | 0.20     | Search Network with Display Select | Standard         | 0      | 425         | 0.00% | 0.00     | 0.00 | 3.6           | 6             |
| enabled       | cannula nasal                  | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.56) | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 4.3           | 6             |



| Keyword state | Keyword                    | Campaign                    | Ad group                       | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------|-----------------------------|--------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | posey dome                 | Posey Products              | Posey I.V. Shield              | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed capnograph          | VersaStream                 | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult iv shield            | Posey Products              | Posey I.V. Shield              | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable newborn bracelet | Posey Products              | Posey Removable ID Bracelets   | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hb testing                 | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre     | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | posey wrap                 | Posey Products              | Posey Removable ID Bracelets   | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | foetal heart monitor       | V1000                       | V1000                          | paused                                       | 0.26     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | i.v. shield                | Posey Products              | Posey I.V. Shield              | low quality score                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 2             |
| enabled       | infant warmers             | Radiant Warmers             | Ceratherm 600-3 Radiant Warmer | Below first page bid (First page CPC : 0.80) | 0.25     | Search Network with Display Select | All features     | 0      | 1495        | 0.00% | 0.00     | 0.00 | 3.2           | 5             |

| Keyword state | Keyword                          | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | tidal co2                        | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 0.58) | 0.30     | Search Network with Display Select | Standard         | 0      | 13          | 0.00% | 0.00     | 0.00 | 1.7           | 6             |
| enabled       | 3044                             | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.04) | 0.35     | Search Network with Display Select | Standard         | 0      | 8           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| paused        | R-17AH                           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | md300m                           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable hospital bracelet      | Posey Products                | Posey Removable ID Bracelets                | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM gas line                     | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | measurement of oxygen saturation | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3302                             | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.01) | 0.35     | Search Network with Display Select | Standard         | 0      | 29          | 0.00% | 0.00     | 0.00 | 2.1           | 6             |
| enabled       | adult 3044                       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                         | Campaign                      | Ad group                       | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|--------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | infant oxipac 2500              | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 6100                        | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | movable radiant warmer          | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer wikipedia | 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     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bosch r17                       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3401                 | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | spacelabs pr02                  | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 detektor                    | Maxtec Flocap                 | Flocap                         | Below first page bid (First page CPC : 1.43) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong ad-900                | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                       | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | Weinmann Oxycount Mini        | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult medlab pox10            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1501            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen delivery masks         | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.79) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-22AV                        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medlab pox10                  | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant dignicare digimax 5500 | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipac 2500                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong 1000                | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| 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 testing              | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre           | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics gas line            | VersaStream                   | VersaStream All Types                | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | easy cap ii co2 detector        | Maxtec Flocap                 | Flocap                               | Below first page bid (First page CPC : 1.27) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | carbon dioxide detector medical | Maxtec Flocap                 | Flocap                               | low search volume                            | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-17AV                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxymizer nasal cannula          | VersaStream                   | VersaStream All Types                | Below first page bid (First page CPC : 0.80) | 0.35     | Search Network with Display Select | All features     | 1      | 7           | 14.29% | 0.27     | 0.27 | 2.6           | 6             |
| enabled       | bosch sensors                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2         | Below first page bid (First page CPC : 0.72) | 0.20     | Search Network with Display Select | Standard         | 0      | 646         | 0.00%  | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | Tom thumb                       | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet         | Below first page bid (First page CPC : 0.96) | 0.30     | Search Network with Display Select | Standard         | 0      | 2981        | 0.00%  | 0.00     | 0.00 | 2.4           | 6             |
| enabled       | optiflow nasal cannula          | VersaStream                   | VersaStream All Types                | Below first page bid (First page CPC : 0.87) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                        | Campaign                    | Ad group                       | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------|-----------------------------|--------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | infant 5500                    | BCI Sensors                 | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | wall mounted arm               | Radiant Warmers             | Ceratherm 600-3 Radiant Warmer | Below first page bid (First page CPC : 0.78) | 0.20     | Search Network with Display Select | All features     | 0      | 29          | 0.00% | 0.00     | 0.00 | 1.9           | 6             |
| enabled       | neonate iv site                | Posey Products              | Posey I.V. Shield              | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM sampling line              | VersaStream                 | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3301                           | BCI Sensors                 | Ad Group #2                    | Below first page bid (First page CPC : 1.39) | 0.35     | Search Network with Display Select | Standard         | 0      | 173         | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | 6100                           | BCI Sensors                 | Ad Group #2                    | Below first page bid (First page CPC : 1.01) | 0.35     | Search Network with Display Select | Standard         | 0      | 573         | 0.00% | 0.00     | 0.00 | 2.3           | 6             |
| enabled       | infant 3304                    | BCI Sensors                 | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hemoglobin monitor             | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre     | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical bracelets for children | Posey Products              | Posey Removable ID Bracelets   | Below first page bid (First page CPC : 0.75) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                  | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | vm-2500 sampling line    | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed sampling line     | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | patient warming system   | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.40) | 0.20     | Search Network with Display Select | All features     | 1      | 39          | 2.56% | 0.19     | 0.19 | 2.7           | 6             |
| enabled       | bci 1300                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | foam trach tie           | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.50) | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 1.0           | 7             |
| enabled       | drager 2500              | BCI Sensors                   | Ad Group #2                                 | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | adult bci mini torr plus | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci mini corr     | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-22A           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | Below first page bid (First page CPC : 0.34) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                                 | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | bosch oxygen sensors                    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |
| enabled       | L&T Medical Star 50                     | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult oxipac 2500                       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant spacelabs pr02                   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | warmer                                  | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | how to test automotive sensors          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | Below first page bid (First page CPC : 0.63) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager oxipac                           | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | endotracheal tube and tracheostomy tube | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.23) | 0.20     | Search Network with Display Select | All features     | 0      | 15          | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | oxygen therapy masks                    | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 0.49) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |



| Keyword state | Keyword                   | Campaign        | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | nasal sampling line       | VersaStream     | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| paused        | elbow splint              | Posey Products  | Posey SecureSleeve                          | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal cannula o2          | VersaStream     | VersaStream All Types                       | Below first page bid (First page CPC : 0.90) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | elbow splint              | Posey Products  | Posey Elbow Splint                          | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | floor warmer              | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.82) | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 5.5           | 6             |
| enabled       | neonatal warmer           | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.52) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | phototherapy for neonates | Oxygen Hoods    | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.43) | 0.20     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | bci autocorr              | BCI Sensors     | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult odam                | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                    | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | patient warmer             | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.70) | 0.20     | Search Network with Display Select | All features     | 0      | 12          | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | oxygen tent                | Oxygen Hoods                  | Single Patient Use Oxygen hood              | Below first page bid (First page CPC : 0.58) | 0.20     | Search Network with Display Select | Standard         | 1      | 14          | 7.14% | 0.11     | 0.11 | 2.6           | 6             |
| enabled       | infant drager 2500         | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong 1000             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey tie                  | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.79) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics low flow       | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 1.07) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci spo2 disp              | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | testing automotive sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 1             |
| enabled       | respironics uk             | VersaStream                   | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 36          | 0.00% | 0.00     | 0.00 | 3.7           | 1             |

| Keyword state | Keyword              | Campaign     | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------|--------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | cpap supplies direct | VersaStream  | VersaStream All Types                       | Below first page bid (First page CPC : 0.90) | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | o2 nasal cannula     | VersaStream  | VersaStream All Types                       | Below first page bid (First page CPC : 0.95) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy care    | Oxygen Hoods | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.59) | 0.20     | Search Network with Display Select | Standard         | 0      | 17          | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | 1300                 | BCI Sensors  | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.24) | 0.35     | Search Network with Display Select | Standard         | 1      | 2005        | 0.05% | 0.29     | 0.29 | 2.2           | 5             |
| enabled       | adult digimax 5500   | BCI Sensors  | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3303      | BCI Sensors  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3401          | BCI Sensors  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics filters  | VersaStream  | VersaStream All Types                       | Below first page bid (First page CPC : 0.99) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | viamed line          | VersaStream  | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                   | Campaign        | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | vm-2500 sidestream        | VersaStream     | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult invacare            | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.70) | 0.35     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | co2 colorimetric          | Maxtec Flocap   | Flocap                                      | Below first page bid (First page CPC : 0.65) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3444n              | BCI Sensors     | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult mmedchoic e md300m  | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer ppt | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.55) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult mini torr           | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult mini corr           | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult mmedchoic e md300a  | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                  | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | teledyne R22A            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant mmedchoice md300m | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bosch sensors            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | mini torr plus           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | EnviteC PulsiQuant 8040  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipac 2000              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 6100                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager resus             | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet                | low search volume                            | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ceiling mount brackets   | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.71) | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 1.4           | 6             |

| Keyword state | Keyword               | Campaign        | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------|-----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | cabinet warmers       | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.62) | 0.20     | Search Network with Display Select | All features     | 0      | 29          | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | 3302                  | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 0.82) | 0.35     | Search Network with Display Select | Standard         | 0      | 25          | 0.00% | 0.00     | 0.00 | 2.1           | 6             |
| enabled       | 3304                  | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 0.75) | 0.35     | Search Network with Display Select | Standard         | 0      | 13          | 0.00% | 0.00     | 0.00 | 2.4           | 6             |
| enabled       | infant phototherapy   | Oxygen Hoods    | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.49) | 0.20     | Search Network with Display Select | Standard         | 0      | 11          | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | lynn medical          | BCI Sensors     | Ad Group #2                                 | Below first page bid (First page CPC : 0.88) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3401            | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant autocorr       | BCI Sensors     | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM co2 sampling line | VersaStream     | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3401                  | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.00) | 0.35     | Search Network with Display Select | Standard         | 0      | 40          | 0.00% | 0.00     | 0.00 | 2.6           | 6             |

| Keyword state | Keyword                 | Campaign                      | Ad group                     | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | cap co2                 | Maxtec Flocap                 | Flocap                       | Below first page bid (First page CPC : 0.82) | 0.30     | Search Network with Display Select | Standard         | 0      | 910         | 0.00% | 0.00     | 0.00 | 2.4           | 6             |
| enabled       | sensors in automotive   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3 | Below first page bid (First page CPC : 0.71) | 0.20     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.5           | 6             |
| enabled       | exhaled co2 detector    | Maxtec Flocap                 | Flocap                       | Below first page bid (First page CPC : 0.88) | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | phototherapy hood       | Oxygen Hoods                  | Phototherapy Oxygen Hood     | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | sampling lines          | VersaStream                   | VersaStream All Types        | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 70          | 0.00% | 0.00     | 0.00 | 2.2           | 2             |
| enabled       | pulse ox wrap           | Posey Products                | Posey Sensor Wraps           | Below first page bid (First page CPC : 0.74) | 0.20     | Search Network with Display Select | All features     | 0      | 31          | 0.00% | 0.00     | 0.00 | 2.8           | 7             |
| paused        | exhaust manifold sensor | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors    | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant digimax 5500     | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxipulse 30      | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                     | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | adult spacelabs pr02        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male gas line     | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive sensor suppliers | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | Teledyne R-22AV             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1300          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | teledyne automotive         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable id                | Posey Products                | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.81) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3300                 | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | heart simulator             | V1000                         | V1000                                       | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |



| Keyword state | Keyword                          | Campaign                    | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-----------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | capnograph                       | Maxtec Flocap               | Flocap                                      | Below first page bid (First page CPC : 1.06) | 0.30     | Search Network with Display Select | Standard         | 2      | 105         | 1.90% | 0.28     | 0.55 | 1.8           | 6             |
| enabled       | infant oxipac 2000               | BCI Sensors                 | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal cannulas                   | VersaStream                 | VersaStream All Types                       | Below first page bid (First page CPC : 0.62) | 0.35     | Search Network with Display Select | All features     | 0      | 11          | 0.00% | 0.00     | 0.00 | 5.7           | 6             |
| enabled       | Luer Lock Male co2 sampling line | VersaStream                 | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey trach                      | Posey Products              | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.74) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen hoods                     | Oxygen Hoods                | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 3.93) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| enabled       | adult oxipac 2000                | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | haemoglobin testing              | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tents                     | Oxygen Hoods                | Single Patient Use Oxygen hood              | Below first page bid (First page CPC : 0.93) | 0.20     | Search Network with Display Select | Standard         | 0      | 11          | 0.00% | 0.00     | 0.00 | 3.5           | 6             |

| Keyword state | Keyword                         | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | 0021013 viamed                  | Posey Products                | Posey Sensor Wraps                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Choice Electronic Technology Co | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hood oxygen                     | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 0.44) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult corpluse                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult drager 2000               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3303                        | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3300                        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R22AV                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxipulse 20              | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                          | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | how to test automotive sensors   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics sidestream           | VersaStream                   | VersaStream All Types                       | Below first page bid (First page CPC : 1.19) | 0.35     | Search Network with Display Select | All features     | 0      | 11          | 0.00% | 0.00     | 0.00 | 4.5           | 3             |
| enabled       | iv dome                          | Posey Products                | Posey I.V. Shield                           | Below first page bid (First page CPC : 0.91) | 0.20     | Search Network with Display Select | All features     | 0      | 21          | 0.00% | 0.00     | 0.00 | 2.7           | 6             |
| enabled       | replacement emission sensor      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pulse oximeter oxygen saturation | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | vm-2500 gas sampling line        | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | best baby warmer                 | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.66) | 0.20     | Search Network with Display Select | All features     | 0      | 887         | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | R-22AH                           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3301                       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                  | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | infant mini corr         | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult lynn medical       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci disposable s         | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bosch automotive sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |
| enabled       | 3444n                    | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult advisor            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.02) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | o 2 sensors              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-21A                    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021014                  | Posey Products                | Posey Sensor Wraps                          | Below first page bid (First page CPC : 1.00) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| 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 chart          | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | Below first page bid (First page CPC : 0.73) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tracheostomy help           | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.53) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | electric tester             | V1000                         | V1000                                       | Below first page bid (First page CPC : 1.02) | 0.20     | Search Network with Display Select | All features     | 0      | 11          | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | bosch emission              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | Below first page bid (First page CPC : 0.82) | 0.20     | Search Network with Display Select | Standard         | 0      | 54          | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | L&T Medical Cosmic          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci mini torr plus   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3100                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive sensor suppliers | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | Below first page bid (First page CPC : 1.15) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipac 2500                 | BCI Sensors                   | Ad Group #2                                 | Below first page bid (First page CPC : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword               | Campaign       | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------|----------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | oxipulse 30           | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | id bracelets for kids | Posey Products | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.74) | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | ultrasound test       | V1000          | V1000                                       | Below first page bid (First page CPC : 0.50) | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 6.9           | 6             |
| enabled       | adult 3402            | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult md300a          | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | lynn medical          | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | Below first page bid (First page CPC : 0.93) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | patient bracelets     | Posey Products | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.88) | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | oxygen canula         | VersaStream    | VersaStream All Types                       | Below first page bid (First page CPC : 0.95) | 0.35     | Search Network with Display Select | All features     | 0      | 252         | 0.00% | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | emergency bracelets   | Posey Products | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.73) | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 4.8           | 6             |

| Keyword state | Keyword                    | Campaign                      | Ad group                     | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------|-------------------------------|------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | doppler tester             | V1000                         | V1000                        | low quality score                            | 0.20     | Search Network with Display Select | All features     | 0      | 11          | 0.00% | 0.00     | 0.00 | 4.2           | 1             |
| enabled       | newborn resuscitation      | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet | Below first page bid (First page CPC : 0.44) | 0.30     | Search Network with Display Select | Standard         | 3      | 368         | 0.82% | 0.27     | 0.82 | 1.8           | 5             |
| enabled       | hospital bracelet iv       | Posey Products                | Posey Removable ID Bracelets | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics capnograph     | VersaStream                   | VersaStream All Types        | Below first page bid (First page CPC : 0.74) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | nasal oxygen catheter      | VersaStream                   | VersaStream All Types        | Below first page bid (First page CPC : 0.79) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | testing automotive sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3 | Below first page bid (First page CPC : 0.40) | 0.35     | Search Network with Display Select | Standard         | 1      | 59          | 1.69% | 0.31     | 0.31 | 3.5           | 6             |
| enabled       | dignicare digimax 5500     | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips respironics filter | VersaStream                   | VersaStream All Types        | Below first page bid (First page CPC : 0.84) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | iv site bracelet           | Posey Products                | Posey Removable ID Bracelets | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword             | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | 10cm splint         | Posey Products                | Posey Elbow Splint                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pulse ox saturation | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable newborn   | Posey Products                | Posey Removable ID Bracelets                | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | colorimetric        | Maxtec Flocap                 | Flocap                                      | Below first page bid (First page CPC : 1.14) | 0.30     | Search Network with Display Select | Standard         | 1      | 84          | 1.19% | 0.30     | 0.30 | 2.8           | 6             |
| enabled       | tracheostomy tube   | Posey Products                | Posey Foam Trach Ties                       | Below first page bid (First page CPC : 0.70) | 0.20     | Search Network with Display Select | All features     | 3      | 319         | 0.94% | 0.17     | 0.50 | 2.7           | 3             |
| enabled       | baby warmers        | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | Below first page bid (First page CPC : 0.58) | 0.20     | Search Network with Display Select | All features     | 0      | 227         | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | Magna Medical 35    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive sensor   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxygen hood  | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 0.25) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |



| Keyword state | Keyword                  | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | bci 1303                 | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | testing sensors          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3401           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | oxygen 02 sensor         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-17A-LV                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive oxygen sensor | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | paused                                       | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |
| enabled       | neonatal oxygen          | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | Below first page bid (First page CPC : 0.71) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxi-pulse 20             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci disposables          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                 | Campaign                    | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-----------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | hospital bracelet       | Posey Products              | Posey Removable ID Bracelets                | Below first page bid (First page CPC : 0.68) | 0.20     | Search Network with Display Select | All features     | 0      | 14          | 0.00% | 0.00     | 0.00 | 2.4           | 6             |
| enabled       | long term oxygen        | VersaStream                 | VersaStream All Types                       | Below first page bid (First page CPC : 0.89) | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 6.0           | 6             |
| enabled       | oxygen by nasal cannula | VersaStream                 | VersaStream All Types                       | Below first page bid (First page CPC : 0.99) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | blood oxygen saturation | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | splint 4642             | Posey Products              | Posey Elbow Splint                          | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hood oxygen             | Oxygen Hoods                | Single Patient Use Oxygen hood              | Below first page bid (First page CPC : 0.26) | 0.20     | Search Network with Display Select | Standard         | 1      | 29          | 3.45% | 0.18     | 0.18 | 1.7           | 6             |
| enabled       | 5500                    | BCI Sensors                 | Ad Group #2                                 | Below first page bid (First page CPC : 1.21) | 0.35     | Search Network with Display Select | Standard         | 0      | 206         | 0.00% | 0.00     | 0.00 | 1.8           | 6             |
| enabled       | Magna Medical 40        | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | et co2 levels           | Maxtec Flocap               | Flocap                                      | Below first page bid (First page CPC : 0.89) | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state           | Keyword                      | Campaign    | Ad group                                    | Status                                       | Max. CPC | Campaign Type                      | Campaign subtype | Clicks     | Impressions  | CTR          | Avg. CPC    | Cost         | Avg. position | Quality score |
|-------------------------|------------------------------|-------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|------------|--------------|--------------|-------------|--------------|---------------|---------------|
| enabled                 | Magna Medical 1300           | BCI Sensors | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0          | 0            | 0.00%        | 0.00        | 0.00         | 0.0           | 6             |
| enabled                 | 3401                         | BCI Sensors | Ad Group #2                                 | Below first page bid (First page CPC : 1.00) | 0.35     | Search Network with Display Select | Standard         | 0          | 42           | 0.00%        | 0.00        | 0.00         | 3.2           | 6             |
| enabled                 | airway adapter sampling line | VersaStream | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0          | 0            | 0.00%        | 0.00        | 0.00         | 0.0           | 6             |
| enabled                 | infant bci 3402              | BCI Sensors | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0          | 0            | 0.00%        | 0.00        | 0.00         | 0.0           | 6             |
| <b>Total - filtered</b> | --                           | --          | --                                          | --                                           | --       | --                                 | --               | <b>153</b> | <b>69909</b> | <b>0.22%</b> | <b>0.26</b> | <b>39.52</b> | <b>2.9</b>    | <b>--</b>     |
| <b>Total</b>            | --                           | --          | --                                          | --                                           | --       | --                                 | --               | <b>157</b> | <b>72463</b> | <b>0.22%</b> | <b>0.26</b> | <b>40.19</b> | <b>2.9</b>    | <b>--</b>     |