

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	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
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	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	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	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	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	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	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	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

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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	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	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	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	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	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	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	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	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

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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	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
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	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
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	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	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	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	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

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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	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	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	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	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	exhaled co2	Maxtec Flocap	Floicap	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	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	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	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

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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	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
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	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	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
Total - filtered	--	--	--	--	--	--	--	153	40925	0.37%	0.26	39.52	2.7	--
Total	--	--	--	--	--	--	--	157	72463	0.22%	0.26	40.19	2.9	--