

# Keyword report

1 Apr 2016-30 Apr 2016

| Keyword state | Keyword                 | Campaign     | Ad group                | Status                                       | Max. CPC | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score | First page CPC | Top of page CPC |
|---------------|-------------------------|--------------|-------------------------|----------------------------------------------|----------|--------|-------------|-------|----------|------|---------------|---------------|----------------|-----------------|
| enabled       | Oxygen Tents            | Oxygen Hoods | Disposable Oxygen Hoods | eligible                                     | 0.20     | 12     | 295         | 4.07% | 0.15     | 1.83 | 2.0           | 6             | 0.18           | 0.38            |
| enabled       | Capnograph              | Capnograph   | Sidestream Capnograph   | eligible                                     | 0.35     | 2      | 127         | 1.57% | 0.28     | 0.55 | 1.6           | 8             | 0.19           | 0.44            |
| enabled       | oxygen tent for infants | Oxygen Hoods | Disposable Oxygen Hoods | Below first page bid (First page CPC : 0.34) | 0.20     | 1      | 32          | 3.12% | 0.11     | 0.11 | 1.9           | 6             | 0.34           | 0.40            |
| enabled       | home co2 monitor        | Capnograph   | Sidestream Capnograph   | Below first page bid (First page CPC : 0.53) | 0.35     | 1      | 691         | 0.14% | 0.35     | 0.35 | 3.2           | 5             | 0.53           | 0.99            |
| enabled       | Viamed                  | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 2      | 22          | 9.09% | 0.10     | 0.20 | 1.6           | 6             | 0.28           | 0.52            |
| enabled       | SpO2 Monitor            | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 14     | 5692        | 0.25% | 0.31     | 4.33 | 2.7           | 6             | 0.29           | 0.43            |
| enabled       | End Tidal CO2 Monitor   | Capnograph   | Sidestream Capnograph   | eligible                                     | 0.35     | 1      | 20          | 5.00% | 0.31     | 0.31 | 1.9           | 3             | 0.31           | 0.86            |
| enabled       | portable capnograph     | Capnograph   | Sidestream Capnograph   | eligible                                     | 0.35     | 1      | 23          | 4.35% | 0.26     | 0.26 | 1.5           | 7             | 0.30           | 0.30            |
| enabled       | End Tidal CO2 Monitors  | Capnograph   | Sidestream Capnograph   | eligible                                     | 0.35     | 2      | 172         | 1.16% | 0.28     | 0.57 | 1.6           | 3             | 0.31           | 0.70            |
| enabled       | portable co2 monitor    | Capnograph   | Sidestream Capnograph   | Below first page bid (First page CPC : 0.61) | 0.35     | 3      | 557         | 0.54% | 0.31     | 0.92 | 3.2           | 6             | 0.61           | 0.65            |
| enabled       | ETCo2 Monitoring        | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 1      | 11          | 9.09% | 0.32     | 0.32 | 1.4           | 5             | 0.31           | 0.77            |
| enabled       | Oxygen Tent             | Oxygen Hoods | Disposable Oxygen Hoods | eligible                                     | 0.20     | 8      | 431         | 1.86% | 0.18     | 1.40 | 1.8           | 6             | 0.17           | 0.27            |
| enabled       | co2 monitor             | Capnograph   | Mainstream Capnograph   | Below first page bid (First page CPC : 0.66) | 0.35     | 5      | 477         | 1.05% | 0.33     | 1.64 | 3.5           | 4             | 0.66           | 0.99            |

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|---------------|--------------------------|--------------|-------------------------|----------------------------------------------|----------|--------|-------------|--------|----------|------|---------------|---------------|----------------|-----------------|
| enabled       | portable capnograph      | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 3      | 43          | 6.98%  | 0.20     | 0.61 | 1.5           | 7             | 0.26           | 0.33            |
| enabled       | Neonatal Oxygen Tent     | Oxygen Hoods | Disposable Oxygen Hoods | low search volume                            | 0.20     | 1      | 6           | 16.67% | 0.07     | 0.07 | 1.7           | 6             | 0.42           | 0.00            |
| enabled       | End Tidal CO2 Monitoring | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 1      | 27          | 3.70%  | 0.28     | 0.28 | 1.6           | 5             | 0.31           | 0.61            |
| enabled       | Emma Capnometer          | Capnograph   | Sidestream Capnograph   | eligible                                     | 0.35     | 1      | 24          | 4.17%  | 0.15     | 0.15 | 1.0           | 5             | 0.13           | 0.47            |
| enabled       | emma capnograph          | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 3      | 40          | 7.50%  | 0.25     | 0.75 | 1.1           | 7             | 0.19           | 0.00            |
| enabled       | End Tidal CO2 Monitors   | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 4      | 147         | 2.72%  | 0.32     | 1.27 | 1.6           | 5             | 0.31           | 0.63            |
| enabled       | Neonatal Oxygen Hood     | Oxygen Hoods | Re-usable Oxygen Hoods  | Below first page bid (First page CPC : 0.63) | 0.20     | 1      | 3           | 33.33% | 0.17     | 0.17 | 2.3           | 7             | 0.63           | 0.00            |
| enabled       | Capnograph               | Capnograph   | Sidestream Capnograph   | eligible                                     | 0.35     | 1      | 124         | 0.81%  | 0.09     | 0.09 | 1.6           | 7             | 0.35           | 0.73            |
| enabled       | Portable capnograph      | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 1      | 24          | 4.17%  | 0.33     | 0.33 | 1.4           | 7             | 0.11           | 0.45            |
| enabled       | Capnometer               | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 3      | 74          | 4.05%  | 0.21     | 0.63 | 1.4           | 6             | 0.28           | 0.62            |
| enabled       | Oxygen Tent              | Oxygen Hoods | Re-usable Oxygen Hoods  | Below first page bid (First page CPC : 0.25) | 0.20     | 3      | 225         | 1.33%  | 0.16     | 0.48 | 2.0           | 6             | 0.25           | 0.47            |
| enabled       | Capnograph Monitoring    | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 1      | 7           | 14.29% | 0.28     | 0.28 | 1.6           | 7             | 0.14           | 0.45            |
| enabled       | Capnograph               | Capnograph   | Mainstream Capnograph   | eligible                                     | 0.35     | 1      | 133         | 0.75%  | 0.29     | 0.29 | 1.8           | 8             | 0.29           | 0.39            |

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|---------------|----------------------|--------------|------------------------|----------------------------------------------|----------|--------|-------------|--------|----------|------|---------------|---------------|----------------|-----------------|
| enabled       | portable co2 monitor | Capnography  | Mainstream Capnograph  | Below first page bid (First page CPC : 0.52) | 0.35     | 6      | 555         | 1.08%  | 0.31     | 1.85 | 3.3           | 6             | 0.52           | 0.92            |
| enabled       | Capnography          | Capnography  | Mainstream Capnograph  | eligible                                     | 0.35     | 2      | 136         | 1.47%  | 0.34     | 0.68 | 1.7           | 7             | 0.32           | 0.71            |
| enabled       | Capnograph Monitors  | Capnography  | Mainstream Capnograph  | eligible                                     | 0.35     | 1      | 35          | 2.86%  | 0.19     | 0.19 | 1.7           | 6             | 0.34           | 0.78            |
| enabled       | capnometry           | Capnography  | Mainstream Capnograph  | Below first page bid (First page CPC : 0.73) | 0.35     | 1      | 8           | 12.50% | 0.35     | 0.35 | 1.1           | 3             | 0.73           | 0.00            |
| enabled       | Capnograph Monitors  | Capnography  | Mainstream Capnograph  | eligible                                     | 0.35     | 3      | 176         | 1.70%  | 0.25     | 0.74 | 1.8           | 6             | 0.29           | 0.57            |
| enabled       | handheld co2 monitor | Capnography  | Mainstream Capnograph  | eligible                                     | 0.35     | 2      | 53          | 3.77%  | 0.34     | 0.69 | 3.8           | 6             | 0.34           | 0.52            |
| enabled       | handheld co2 monitor | Capnography  | Sidestream Capnograph  | Below first page bid (First page CPC : 0.39) | 0.35     | 3      | 52          | 5.77%  | 0.34     | 1.01 | 3.6           | 4             | 0.39           | 0.00            |
| enabled       | Capnograph Monitor   | Capnography  | Sidestream Capnograph  | eligible                                     | 0.35     | 1      | 6           | 16.67% | 0.26     | 0.26 | 1.0           | 7             | 0.10           | 0.45            |
| enabled       | Capnograph Monitor   | Capnography  | Sidestream Capnograph  | eligible                                     | 0.35     | 1      | 29          | 3.45%  | 0.14     | 0.14 | 2.1           | 6             | 0.32           | 0.34            |
| enabled       | Capnometer           | Capnography  | Sidestream Capnograph  | eligible                                     | 0.35     | 2      | 54          | 3.70%  | 0.18     | 0.36 | 1.2           | 6             | 0.22           | 0.73            |
| enabled       | Capnograph Monitors  | Capnography  | Sidestream Capnograph  | eligible                                     | 0.35     | 4      | 163         | 2.45%  | 0.28     | 1.12 | 1.9           | 7             | 0.28           | 0.74            |
| enabled       | Oxygen Tents         | Oxygen Hoods | Re-usable Oxygen Hoods | Below first page bid (First page CPC : 0.21) | 0.20     | 6      | 191         | 3.14%  | 0.16     | 0.95 | 2.3           | 4             | 0.21           | 0.49            |

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|---------------------------------------|-------------------------|--------------|-------------------------|----------------------------------------------|----------|------------|--------------|--------------|-------------|--------------|---------------|---------------|----------------|-----------------|
| enabled                               | co2 monitor             | Capnography  | Sidestream Capnograph   | Below first page bid (First page CPC : 0.58) | 0.35     | 2          | 434          | 0.46%        | 0.27        | 0.54         | 3.3           | 4             | 0.58           | 0.96            |
| enabled                               | emma capnograph         | Capnography  | Sidestream Capnograph   | eligible                                     | 0.35     | 2          | 41           | 4.88%        | 0.32        | 0.65         | 1.2           | 7             | 0.29           | 0.99            |
| enabled                               | Capnograph Monitor      | Capnography  | Mainstream Capnograph   | eligible                                     | 0.35     | 1          | 30           | 3.33%        | 0.29        | 0.29         | 1.8           | 6             | 0.12           | 0.66            |
| enabled                               | Capnograph Monitors     | Capnography  | Sidestream Capnograph   | eligible                                     | 0.35     | 1          | 35           | 2.86%        | 0.35        | 0.35         | 1.7           | 7             | 0.11           | 0.46            |
| enabled                               | carbon dioxide analyzer | Capnography  | Mainstream Capnograph   | Below first page bid (First page CPC : 0.67) | 0.35     | 3          | 412          | 0.73%        | 0.24        | 0.72         | 3.6           | 6             | 0.67           | 0.99            |
| enabled                               | oxygen administration   | Oxygen Hoods | Disposable Oxygen Hoods | Below first page bid (First page CPC : 0.88) | 0.20     | 2          | 122          | 1.64%        | 0.17        | 0.34         | 4.0           | 6             | 0.88           | 0.88            |
| enabled                               | SpO2 Monitor            | Capnography  | Sidestream Capnograph   | eligible                                     | 0.35     | 16         | 4670         | 0.34%        | 0.26        | 4.21         | 2.5           | 7             | 0.16           | 0.30            |
| <b>Total - filtered</b>               | --                      | --           | --                      | --                                           | --       | <b>136</b> | <b>16629</b> | <b>0.82%</b> | <b>0.25</b> | <b>33.63</b> | <b>2.6</b>    | --            | --             | --              |
| <b>Total – all paused and removed</b> | --                      | --           | --                      | --                                           | --       | <b>0</b>   | <b>0</b>     | <b>0.00%</b> | <b>0.00</b> | <b>0.00</b>  | <b>0.0</b>    | --            | --             | --              |
| <b>Total</b>                          | --                      | --           | --                      | --                                           | --       | <b>171</b> | <b>23971</b> | <b>0.71%</b> | <b>0.23</b> | <b>39.28</b> | <b>2.9</b>    | --            | --             | --              |