

Keyword report

Apr 1, 2016-Apr 30, 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	co2 capnometer	Maxtec Flocap	Flocap	below first page bid (First page cpc : 0.80)	0.30	Search Network with Display Select	Standard	1	22	4.55%	0.02	0.02	1.0	6
enabled	oxygen medical	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	2	30	6.67%	0.34	0.69	3.6	1
enabled	6100	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	low quality score	0.35	Search Network with Display Select	Standard	1	2571	0.04%	0.24	0.24	2.2	1
enabled	posey wrap	Posey Products	Posey Sensor Wraps	eligible	0.20	Search Network with Display Select	All features	1	15	6.67%	0.04	0.04	1.2	6
enabled	medical splint	Posey Products	Posey Elbow Splint	below first page bid (First page cpc : 0.88)	0.20	Search Network with Display Select	All features	5	631	0.79%	0.15	0.77	2.9	3
enabled	o 2 sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors #2	campaign paused	0.20	Search Network with Display Select	Standard	4	748	0.53%	0.16	0.63	3.0	7
enabled	1300	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	below first page bid (First page cpc : 1.38)	0.35	Search Network with Display Select	Standard	2	6670	0.03%	0.19	0.38	2.3	5
enabled	radiant warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	eligible	0.20	Search Network with Display Select	All features	1	14	7.14%	0.07	0.07	1.0	7
paused	invacare	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	paused	0.35	Search Network with Display Select	Standard	1	1011	0.10%	0.33	0.33	3.5	1

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enabled	3303	BCI Sensors	Ad Group #2	below first page bid (First page cpc : 0.76)	0.35	Search Network with Display Select	Standard	1	72	1.39%	0.31	0.31	1.7	6
enabled	iv protection	Posey Products	Posey I.V. Shield	below first page bid (First page cpc : 0.35)	0.20	Search Network with Display Select	All features	1	49	2.04%	0.19	0.19	2.9	4
enabled	baby identification	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.64)	0.20	Search Network with Display Select	All features	1	36	2.78%	0.17	0.17	3.0	6
enabled	newborn resuscitation	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.50)	0.30	Search Network with Display Select	Standard	4	414	0.97%	0.19	0.75	1.7	5
enabled	limb splint	Posey Products	Posey Elbow Splint	below first page bid (First page cpc : 0.73)	0.20	Search Network with Display Select	All features	1	131	0.76%	0.17	0.17	2.9	4
enabled	philips line	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	676	0.15%	0.31	0.31	2.8	2
enabled	warmer floor	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	1	3	33.33%	0.12	0.12	4.3	6
enabled	endotracheal placement	Maxtec Flocap	Flocap	below first page bid (First page cpc : 0.95)	0.30	Search Network with Display Select	Standard	1	9	11.11%	0.26	0.26	1.8	6
enabled	phototherapy treatment	Oxygen Hoods	Phototherapy Oxygen Hood	low quality score	0.20	Search Network with Display Select	Standard	1	127	0.79%	0.18	0.18	3.3	1

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enabled	posey foam trach ties	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	2	50.00%	0.03	0.03	1.0	7
enabled	tracheostomy ties	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.39)	0.20	Search Network with Display Select	All features	1	14	7.14%	0.10	0.10	2.4	5
enabled	resuscitator	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	low quality score	0.30	Search Network with Display Select	Standard	3	847	0.35%	0.22	0.67	2.5	1
paused	advisor	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	paused	0.35	Search Network with Display Select	Standard	3	4999	0.06%	0.22	0.66	5.6	3
paused	bci pulse oximeter	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	paused	0.35	Search Network with Display Select	Standard	1	94	1.06%	0.30	0.30	3.9	6
enabled	cap co2	Maxtec Flocap	Flocap	below first page bid (First page cpc : 0.59)	0.30	Search Network with Display Select	Standard	1	866	0.12%	0.16	0.16	2.3	6
enabled	automotive o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors #3	campaign paused	0.20	Search Network with Display Select	Standard	2	84	2.38%	0.18	0.36	2.8	6
enabled	automotive sensors	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors #3	campaign paused	0.35	Search Network with Display Select	Standard	1	1003	0.10%	0.32	0.32	3.3	6
enabled	co2 waveform	Maxtec Flocap	Flocap	below first page bid (First page cpc : 0.90)	0.30	Search Network with Display Select	Standard	1	48	2.08%	0.29	0.29	2.3	6

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enabled	bosch o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors #2	campaign paused	0.35	Search Network with Display Select	Standard	37	9587	0.39%	0.28	10.27	2.4	3
enabled	infant warmers	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	below first page bid (First page cpc : 0.81)	0.25	Search Network with Display Select	All features	2	1233	0.16%	0.12	0.23	3.1	5
enabled	wrist splint	Posey Products	Posey SecureSleeve	below first page bid (First page cpc : 0.77)	0.20	Search Network with Display Select	All features	1	1324	0.08%	0.18	0.18	3.2	6
enabled	exhaust o2 sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors #2	campaign paused	0.20	Search Network with Display Select	Standard	2	215	0.93%	0.19	0.38	3.6	6
enabled	phillips respironics	VersaStream	VersaStream All Types	below first page bid (First page cpc : 1.03)	0.35	Search Network with Display Select	All features	1	7	14.29%	0.31	0.31	4.1	6
enabled	exhaust sensor	Automotive MOT Oxygen Sensors	Automotive Oxygen Sensors #2	campaign paused	0.20	Search Network with Display Select	Standard	6	171	3.51%	0.19	1.14	3.7	6
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.80)	0.20	Search Network with Display Select	All features	3	565	0.53%	0.19	0.57	2.5	5
enabled	3100	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	below first page bid (First page cpc : 1.10)	0.35	Search Network with Display Select	Standard	1	668	0.15%	0.27	0.27	2.6	6
enabled	endotracheal tube	Maxtec Flocap	Flocap	below first page bid (First page cpc : 1.08)	0.30	Search Network with Display Select	Standard	2	642	0.31%	0.20	0.39	1.7	3

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enabled	oxygen hoods	Oxygen Hoods	Single Patient Use Oxygen hood	eligible	0.20	Search Network with Display Select	Standard	1	30	3.33%	0.17	0.17	1.8	7
enabled	hood oxygen	Oxygen Hoods	Single Patient Use Oxygen hood	below first page bid (First page cpc : 0.38)	0.20	Search Network with Display Select	Standard	1	24	4.17%	0.11	0.11	2.0	6
enabled	Tom thumb	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 1.00)	0.30	Search Network with Display Select	Standard	1	3037	0.03%	0.10	0.10	2.3	6
enabled	invacare	BCI Sensors	Ad Group #2	below first page bid (First page cpc : 2.22)	0.35	Search Network with Display Select	Standard	2	957	0.21%	0.22	0.44	3.4	3
enabled	pediatric splint	Posey Products	Posey Elbow Splint	below first page bid (First page cpc : 0.68)	0.20	Search Network with Display Select	All features	1	156	0.64%	0.19	0.19	3.7	6
enabled	drager	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 1.01)	0.30	Search Network with Display Select	Standard	1	1931	0.05%	0.18	0.18	3.5	3
Total - filtered	--	--	--	--	--	--	--	106	41733	0.25%	0.22	23.45	2.9	--
Total	--	--	--	--	--	--	--	113	81458	0.14%	0.22	24.30	3.1	--