

Keyword report

1 May 2016-31 May 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	co2 monitor	Capnography	Sidestream Capnograph	eligible	0.35	3	642	0.47%	0.29	0.88	3.2	4	0.34	0.84
enabled	End Tidal CO2 Monitor	Capnography	Mainstream Capnograph	eligible	0.35	1	16	6.25%	0.33	0.33	1.4	5	0.25	0.59
enabled	Capnograph Monitor	Capnography	Mainstream Capnograph	eligible	0.35	1	49	2.04%	0.32	0.32	1.8	7	0.30	0.70
enabled	oxygen administration	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.72)	0.20	2	247	0.81%	0.18	0.37	3.6	6	0.72	0.81
enabled	home co2 monitor	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.87)	0.35	1	963	0.10%	0.32	0.32	3.3	3	0.87	0.91
enabled	Capnometer	Capnography	Sidestream Capnograph	eligible	0.35	3	191	1.57%	0.15	0.46	1.2	6	0.03	0.15
enabled	oxygen tent for infants	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	2	25	8.00%	0.16	0.31	2.2	3	0.16	0.37
enabled	Capnographs	Capnography	Sidestream Capnograph	eligible	0.35	1	8	12.50%	0.24	0.24	1.8	8	0.01	0.20
enabled	home co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.87)	0.35	3	968	0.31%	0.26	0.78	3.4	5	0.87	0.97
enabled	Capnograph Monitors	Capnography	Sidestream Capnograph	low search volume	0.35	4	61	6.56%	0.28	1.10	1.8	7	0.31	0.62
enabled	Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	eligible	0.20	2	200	1.00%	0.13	0.26	2.0	6	0.11	0.37
enabled	Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.21)	0.20	10	643	1.56%	0.17	1.73	1.6	6	0.21	0.39
enabled	portable co2 monitor	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.41)	0.35	5	543	0.92%	0.31	1.56	3.3	6	0.41	0.62

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	co2 monitor	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.60)	0.35	2	711	0.28%	0.28	0.57	3.4	4	0.60	0.93
enabled	Oxygen Tent	Oxygen Hoods	Re-usable Oxygen Hoods	eligible	0.20	7	264	2.65%	0.19	1.30	1.9	6	0.06	0.44
enabled	co2 monitors for homes	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.79)	0.35	1	105	0.95%	0.28	0.28	3.2	5	0.79	0.94
enabled	SpO2 Monitor	Capnography	Sidestream Capnograph	eligible	0.35	17	3552	0.48%	0.31	5.23	3.0	7	0.20	0.48
enabled	co2 sensor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 1.01)	0.35	1	453	0.22%	0.35	0.35	3.8	3	1.01	1.18
enabled	carbon dioxide analyzer	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.43)	0.35	2	313	0.64%	0.32	0.64	3.5	6	0.43	0.78
enabled	handheld co2 monitor	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.48)	0.35	2	90	2.22%	0.34	0.67	3.4	6	0.48	0.63
enabled	End Tidal CO2 Monitors	Capnography	Mainstream Capnograph	eligible	0.35	1	119	0.84%	0.32	0.32	1.9	3	0.30	0.50
enabled	Capnography Monitors	Capnography	Mainstream Capnograph	eligible	0.35	1	109	0.92%	0.35	0.35	1.8	7	0.33	0.74
enabled	end tidal co2	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.66)	0.35	1	16	6.25%	0.20	0.20	1.6	3	0.66	0.88
enabled	emma capnograph	Capnography	Mainstream Capnograph	eligible	0.35	3	46	6.52%	0.32	0.95	1.0	7	0.05	0.35
enabled	portable co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.71)	0.35	3	477	0.63%	0.23	0.68	3.2	6	0.71	0.00

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	ETCo2 Monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.36)	0.35	1	50	2.00%	0.34	0.34	1.8	5	0.36	0.54
enabled	SpO2 Monitor	Capnography	Mainstream Capnograph	eligible	0.35	8	3271	0.24%	0.30	2.38	2.9	6	0.32	0.38
enabled	etco2	Capnography	Mainstream Capnograph	eligible	0.35	1	129	0.78%	0.20	0.20	1.9	3	0.17	0.63
enabled	capnography equipment	Capnography	Mainstream Capnograph	eligible	0.35	1	3	33.33%	0.35	0.35	2.7	7	0.35	0.72
enabled	co2 monitors	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.66)	0.35	2	84	2.38%	0.30	0.61	3.3	6	0.66	0.99
enabled	portable capnograph	Capnography	Sidestream Capnograph	eligible	0.35	3	12	25.00%	0.23	0.69	1.3	7	0.02	0.22
enabled	emma capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	46	2.17%	0.04	0.04	1.1	6	0.15	0.41
enabled	Oxygen Hood	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.43)	0.20	2	14	14.29%	0.04	0.08	1.6	7	0.43	0.53
enabled	Portable capnograph	Capnography	Sidestream Capnograph	eligible	0.35	2	20	10.00%	0.34	0.68	1.5	6	0.07	0.12
enabled	Capnograph	Capnography	Sidestream Capnograph	eligible	0.35	1	112	0.89%	0.11	0.11	1.8	7	0.32	0.68
enabled	co2 monitoring devices	Capnography	Sidestream Capnograph	eligible	0.35	1	65	1.54%	0.27	0.27	2.9	3	0.34	0.51
enabled	End Tidal CO2 Monitors	Capnography	Sidestream Capnograph	eligible	0.35	8	138	5.80%	0.27	2.19	1.9	3	0.34	0.57
enabled	Capnometer	Capnography	Mainstream Capnograph	eligible	0.35	3	186	1.61%	0.05	0.14	1.2	6	0.14	0.47

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	Capnograph Monitor	Capnograph	Sidestream Capnograph	eligible	0.35	1	50	2.00%	0.35	0.35	1.8	7	0.31	0.70
enabled	Capnographs	Capnograph	Mainstream Capnograph	eligible	0.35	1	11	9.09%	0.30	0.30	1.8	7	0.17	0.42
enabled	Capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	1	72	1.39%	0.08	0.08	1.6	7	0.28	0.71
enabled	co2 monitoring	Capnograph	Mainstream Capnograph	eligible	0.35	1	23	4.35%	0.34	0.34	3.2	6	0.32	0.47
enabled	Capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	3	142	2.11%	0.20	0.61	1.6	8	0.05	0.55
enabled	Capnograph Monitoring	Capnograph	Mainstream Capnograph	eligible	0.35	1	8	12.50%	0.07	0.07	1.8	7	0.31	0.57
enabled	Portable capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	1	12	8.33%	0.10	0.10	1.8	7	0.21	0.42
enabled	End Tidal CO2 Monitor	Capnograph	Sidestream Capnograph	Below first page bid (First page CPC : 0.61)	0.35	1	20	5.00%	0.30	0.30	1.7	3	0.61	0.87
enabled	Capnograph Monitors	Capnograph	Mainstream Capnograph	low search volume	0.35	1	62	1.61%	0.25	0.25	1.8	6	0.33	0.62
enabled	Capnograph Monitors	Capnograph	Sidestream Capnograph	eligible	0.35	1	133	0.75%	0.13	0.13	1.8	7	0.14	0.86
enabled	oxygen tent for infants	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	1	22	4.55%	0.19	0.19	1.5	6	0.25	0.51
enabled	Viamed	Capnograph	Sidestream Capnograph	eligible	0.35	1	21	4.76%	0.28	0.28	1.4	8	0.35	0.67
enabled	Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	eligible	0.20	10	407	2.46%	0.16	1.64	2.0	7	0.17	0.31
Total - filtered	--	--	--	--	--	137	15924	0.86%	0.24	32.92	2.8	--	--	--

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
Total – all paused and removed	--	--	--	--	--	0	0	0.00%	0.00	0.00	0.0	--	--	--
Total	--	--	--	--	--	165	21419	0.77%	0.23	37.23	3.1	--	--	--