

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	oxygen delivery systems	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.67)	0.20	0	38	0.00%	0.00	0.00	3.8	5	0.67	0.72
enabled	oxygen administration	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 1.20)	0.20	0	237	0.00%	0.00	0.00	3.7	6	1.20	0.00
enabled	VM2500-S Capnograph	Capnograph	Sidestream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	2.00	0.00
enabled	Reusable Oxygen Hood	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.00	0.00
enabled	Paediatric Head Box	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.50	0.00
enabled	co2 monitors	Capnograph	Mainstream Capnograph	Below first page bid (First page CPC : 0.90)	0.35	0	92	0.00%	0.00	0.00	3.3	6	0.90	0.00
enabled	emma co2	Capnograph	Sidestream Capnograph	eligible	0.35	0	6	0.00%	0.00	0.00	1.2	6	0.30	0.58
enabled	Single patient Neonatal Head Box	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	4.00	0.00
enabled	Oxygen Head Boxes	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.00	0.00
enabled	capnograph monitoring devices	Capnograph	Mainstream Capnograph	eligible	0.35	0	0	0.00%	0.00	0.00	0.0	6	0.07	0.26
enabled	Emma Capnometer	Capnograph	Mainstream Capnograph	eligible	0.35	0	74	0.00%	0.00	0.00	1.2	6	0.15	0.35
enabled	Capnograph Monitoring	Capnograph	Sidestream Capnograph	eligible	0.35	0	4	0.00%	0.00	0.00	1.5	7	0.13	0.45
enabled	mainstream capnograph	Capnograph	Mainstream Capnograph	eligible	0.35	0	0	0.00%	0.00	0.00	0.0	7	0.23	0.72

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enabled	Capnographs Monitor	Capnography	Sidestream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.50	0.00
enabled	Emma Capnometer	Capnography	Sidestream Capnograph	eligible	0.35	0	82	0.00%	0.00	0.00	1.2	6	0.17	0.48
enabled	Single patient Paediatric Oxygen Hood	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.25	0.00
enabled	Paediatric Oxygen Hoods	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.00	0.00
enabled	Capnograph	Capnography	Sidestream Capnograph	eligible	0.35	0	176	0.00%	0.00	0.00	1.8	8	0.24	0.47
enabled	Oxygen Head Box	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.35)	0.20	0	1	0.00%	0.00	0.00	3.0	5	0.35	0.00
enabled	Disposable Head Box	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.00	0.00
enabled	Single patient Paediatric Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.25	0.00
enabled	Oxygen Head Boxes	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.00	0.00
enabled	VM-2500-S Capnograph	Capnography	Sidestream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	2.25	0.00
enabled	Capnographs Monitors	Capnography	Mainstream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.50	0.00
enabled	End Tidal CO2 Monitoring	Capnography	Mainstream Capnograph	eligible	0.35	0	11	0.00%	0.00	0.00	1.7	5	0.30	0.58

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enabled	end title co2 monitor	Capnography	Mainstream Capnograph	eligible	0.35	0	0	0.00%	0.00	0.00	0.0	3	0.29	0.44
enabled	Paediatric Oxygen Tent	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Neonatal Head Box	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.58)	0.20	0	0	0.00%	0.00	0.00	0.0	6	0.58	0.00
enabled	emma co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.63)	0.35	0	7	0.00%	0.00	0.00	3.6	3	0.63	0.92
enabled	oxygen treatment	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.68)	0.20	0	133	0.00%	0.00	0.00	4.7	5	0.68	1.05
enabled	Capnography Monitor	Capnography	Mainstream Capnograph	eligible	0.35	0	12	0.00%	0.00	0.00	1.4	7	0.04	0.21
enabled	capnometry	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.69)	0.35	0	10	0.00%	0.00	0.00	1.2	3	0.69	0.73
enabled	Oxygen Hoods	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.35)	0.20	0	0	0.00%	0.00	0.00	0.0	5	0.35	0.65
enabled	oxygen monitoring	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.77)	0.20	0	99	0.00%	0.00	0.00	4.1	6	0.77	0.89
enabled	Paediatric Head Box	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.50	0.00
enabled	end title co2 monitor	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.68)	0.35	0	0	0.00%	0.00	0.00	0.0	6	0.68	0.00
enabled	Oxygen Head Box	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.61)	0.20	0	1	0.00%	0.00	0.00	3.0	7	0.61	0.61

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enabled	oxygen monitoring	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.77)	0.20	0	121	0.00%	0.00	0.00	4.2	5	0.77	0.87
enabled	end title co2 monitoring	Capnography	Mainstream Capnograph	eligible	0.35	0	1	0.00%	0.00	0.00	2.0	3	0.22	0.40
enabled	Neonatal Head Boxes	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Paediatric Head Boxes	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.00	0.00
enabled	Oxygen Hoods	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.53)	0.20	0	9	0.00%	0.00	0.00	2.2	8	0.53	0.84
enabled	Neonatal Oxygen Tent	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	0.68	0.82
enabled	Neonatal Oxygen Hoods	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	0.50	1.00
enabled	End Tidal CO2 Monitoring	Capnography	Sidestream Capnograph	eligible	0.35	0	10	0.00%	0.00	0.00	1.7	5	0.34	0.80
enabled	co2 monitoring	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.64)	0.35	0	20	0.00%	0.00	0.00	3.6	6	0.64	0.00
enabled	Neonatal Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.00	0.00
enabled	Reusable Oxygen Tent	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.00	0.00
enabled	capnography monitoring	Capnography	Mainstream Capnograph	eligible	0.35	0	4	0.00%	0.00	0.00	1.5	7	0.34	0.00
enabled	entitled co2 monitor	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.36)	0.35	0	0	0.00%	0.00	0.00	0.0	6	0.36	0.36

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enabled	Capnometers	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.51)	0.35	0	1	0.00%	0.00	0.00	1.0	6	0.51	0.00
enabled	Reusable Head Box	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.50	0.00
enabled	Single patient Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.50	0.00
enabled	end title co2 monitoring	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.80)	0.35	0	0	0.00%	0.00	0.00	0.0	6	0.80	0.00
enabled	capnometry	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.62)	0.35	0	5	0.00%	0.00	0.00	1.2	3	0.62	0.68
enabled	Medical Head Box	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 1.12)	0.20	0	0	0.00%	0.00	0.00	0.0	6	1.12	1.12
enabled	Capnographs Monitors	Capnography	Sidestream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.50	0.00
enabled	Medical Head Box	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.53)	0.20	0	0	0.00%	0.00	0.00	0.0	6	0.53	0.81
enabled	ETCo2 Monitors	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.66)	0.35	0	4	0.00%	0.00	0.00	2.3	5	0.66	0.00
enabled	Disposable Oxygen Hood	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	handheld co2 monitor	Capnography	Sidestream Capnograph	eligible	0.35	0	76	0.00%	0.00	0.00	3.4	4	0.35	0.74
enabled	Sidestream Capnograph	Capnography	Sidestream Capnograph	eligible	0.35	0	0	0.00%	0.00	0.00	0.0	7	0.09	0.43

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enabled	Viamed	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 0.96)	0.35	0	28	0.00%	0.00	0.00	1.8	8	0.96	0.96
enabled	Capnometers	Capnography	Sidestream Capnograph	eligible	0.35	0	3	0.00%	0.00	0.00	1.0	5	0.04	0.46
enabled	Capnographs Monitor	Capnography	Mainstream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.50	0.00
enabled	VM-2500-M Capnograph	Capnography	Mainstream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.75	0.00
enabled	Single patient Oxygen Hood	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Disposable Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Paediatric Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.50	0.00
enabled	ETCo2 Monitor	Capnography	Mainstream Capnograph	eligible	0.35	0	49	0.00%	0.00	0.00	2.0	5	0.29	0.47
enabled	emma co2	Capnography	Mainstream Capnograph	low quality score	0.35	0	1	0.00%	0.00	0.00	1.0	1	0.31	0.00
enabled	end tidal co2	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.68)	0.35	0	10	0.00%	0.00	0.00	1.2	3	0.68	0.00
enabled	Paediatric Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Paediatric Head Boxes	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	3.00	0.00
enabled	Lightweight Capnograph	Capnography	Mainstream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.50	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	Neonatal Head Box	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 1.02)	0.20	0	0	0.00%	0.00	0.00	0.0	6	1.02	0.00
enabled	capnography monitoring devices	Capnography	Sidestream Capnograph	eligible	0.35	0	1	0.00%	0.00	0.00	5.0	6	0.24	0.83
enabled	Capnograph Monitoring	Capnography	Mainstream Capnograph	Below first page bid (First page CPC : 1.75)	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.75	0.00
enabled	Neonatal Oxygen Hood	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.29)	0.20	0	2	0.00%	0.00	0.00	1.0	6	0.29	0.82
enabled	co2 monitoring system	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.73)	0.35	0	7	0.00%	0.00	0.00	4.1	5	0.73	0.00
enabled	Oxygen Hood	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.45)	0.20	0	12	0.00%	0.00	0.00	1.8	7	0.45	0.70
enabled	Paediatric Oxygen Hood	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Neonatal Oxygen Hood	Oxygen Hoods	Re-usable Oxygen Hoods	Below first page bid (First page CPC : 0.78)	0.20	0	1	0.00%	0.00	0.00	2.0	7	0.78	0.00
enabled	et co2 monitoring	Capnography	Sidestream Capnograph	eligible	0.35	0	3	0.00%	0.00	0.00	2.0	5	0.09	0.35
enabled	portable capnographs	Capnography	Sidestream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.50	0.00
enabled	Neonatal Head Boxes	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Reusable Oxygen Hoods	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.25	0.00

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enabled	Disposable Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.50	0.00
enabled	Capnographs Monitoring	Capnography	Mainstream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.75	0.00
enabled	Capnograph Monitoring	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 1.75)	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.75	0.00
enabled	entitled co2 monitor	Capnography	Sidestream Capnograph	eligible	0.35	0	0	0.00%	0.00	0.00	0.0	6	0.22	0.00
enabled	VM2500-M Capnograph	Capnography	Mainstream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.75	0.00
enabled	etco2	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.77)	0.35	0	114	0.00%	0.00	0.00	1.8	5	0.77	1.00
enabled	portable capnograph	Capnography	Mainstream Capnograph	eligible	0.35	0	13	0.00%	0.00	0.00	1.8	6	0.23	0.59
enabled	ETCo2 Monitoring	Capnography	Sidestream Capnograph	Below first page bid (First page CPC : 0.45)	0.35	0	9	0.00%	0.00	0.00	1.8	5	0.45	0.83
enabled	Disposable Oxygen Hoods	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	0.43	0.00
enabled	Neonatal Oxygen Hoods	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	0.39	0.39
enabled	Capnographs Monitoring	Capnography	Sidestream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.75	0.00
enabled	oxygen delivery systems	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.60)	0.20	0	33	0.00%	0.00	0.00	3.6	6	0.60	0.88
enabled	portable capnographs	Capnography	Mainstream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.50	0.00

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enabled	Reusable Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Neonatal Oxygen Tents	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.00	0.00
enabled	Lightweight Capnograph	Capnography	Sidestream Capnograph	low search volume	0.35	0	0	0.00%	0.00	0.00	0.0	6	1.50	0.00
enabled	Neonatal Oxygen Tent	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	0.42	0.00
enabled	oxygen treatment	Oxygen Hoods	Disposable Oxygen Hoods	Below first page bid (First page CPC : 0.38)	0.20	0	155	0.00%	0.00	0.00	4.7	10	0.38	0.71
enabled	Paediatric Oxygen Hoods	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.00	0.00
enabled	Capnograph Monitor	Capnography	Sidestream Capnograph	eligible	0.35	0	13	0.00%	0.00	0.00	1.2	7	0.08	0.48
enabled	ETCo2 Monitoring	Capnography	Mainstream Capnograph	eligible	0.35	0	3	0.00%	0.00	0.00	2.0	5	0.23	0.38
enabled	Mainstream Capnograph	Capnography	Mainstream Capnograph	eligible	0.35	0	2	0.00%	0.00	0.00	1.0	4	0.02	0.27
enabled	Paediatric Oxygen Hood	Oxygen Hoods	Re-usable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.75	0.00
enabled	Paediatric Oxygen Tents	Oxygen Hoods	Disposable Oxygen Hoods	low search volume	0.20	0	0	0.00%	0.00	0.00	0.0	6	2.50	0.00
enabled	ETCo2 Monitors	Capnography	Sidestream Capnograph	eligible	0.35	0	1	0.00%	0.00	0.00	1.0	6	0.14	0.47
Total - filtered	--	--	--	--	--	0	1694	0.00%	0.00	0.00	3.1	--	--	--
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	--	--	--