

Keyword report

May 1, 2016-May 31, 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 : 0.37)	0.20	Search Network with Display Select	All features	2	764	0.26%	0.18	0.37	2.9	3
enabled	medical bracelets uk	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.68)	0.20	Search Network with Display Select	All features	1	12	8.33%	0.20	0.20	5.3	5
enabled	posey splint	Posey Products	Posey Elbow Splint	below first page bid (First page cpc : 0.36)	0.20	Search Network with Display Select	All features	1	27	3.70%	0.08	0.08	1.7	4
enabled	pulse oximeter finger sensor	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.98)	0.20	Search Network with Display Select	Standard	1	118	0.85%	0.20	0.20	4.4	6
enabled	resuscitaire	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 1.10)	0.30	Search Network with Display Select	Standard	1	43	2.33%	0.18	0.18	1.5	5
enabled	oxygen tents	Oxygen Hoods	Single Patient Use Oxygen hood	below first page bid (First page cpc : 0.92)	0.20	Search Network with Display Select	Standard	1	13	7.69%	0.20	0.20	3.1	6
enabled	oxygen hoods	Oxygen Hoods	Single Patient Use Oxygen hood	below first page bid (First page cpc : 0.31)	0.20	Search Network with Display Select	Standard	2	22	9.09%	0.06	0.11	1.9	8
enabled	oxygen hood for neonates	Oxygen Hoods	Single Patient Use Oxygen hood	below first page bid (First page cpc : 0.23)	0.20	Search Network with Display Select	Standard	1	34	2.94%	0.09	0.09	1.3	6
enabled	fingertip pulse oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.51)	0.20	Search Network with Display Select	Standard	3	284	1.06%	0.18	0.54	4.4	6

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enabled	finger pulse oximeters	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.43)	0.20	Search Network with Display Select	Standard	1	89	1.12%	0.14	0.14	4.0	6
enabled	bracelets for	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.80)	0.20	Search Network with Display Select	All features	2	1694	0.12%	0.18	0.37	3.7	6
enabled	pediatric finger pulse oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.59)	0.20	Search Network with Display Select	Standard	2	602	0.33%	0.19	0.38	4.2	6
enabled	bci spo2	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	below first page bid (First page cpc : 0.84)	0.35	Search Network with Display Select	Standard	1	5	20.00%	0.27	0.27	4.2	7
enabled	6100	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	low quality score	0.35	Search Network with Display Select	Standard	1	1966	0.05%	0.20	0.20	2.4	1
enabled	Infant Resus	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.41)	0.30	Search Network with Display Select	Standard	2	121	1.65%	0.24	0.49	1.7	6
enabled	nasal cannula	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.98)	0.35	Search Network with Display Select	All features	1	200	0.50%	0.29	0.29	3.6	3
enabled	oxygen finger monitor	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.33)	0.20	Search Network with Display Select	Standard	2	145	1.38%	0.20	0.40	4.3	8
enabled	knee splint	Posey Products	Posey SecureSleeve	below first page bid (First page cpc : 1.02)	0.20	Search Network with Display Select	All features	1	92	1.09%	0.17	0.17	2.1	7

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enabled	breathalyser	AlcoTrue	AlcoTrue	below first page bid (First page cpc : 0.83)	0.50	Search Network with Display Select	Standard	45	49365	0.09%	0.40	17.91	2.8	7
enabled	oxygen canula	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.91)	0.35	Search Network with Display Select	All features	1	606	0.17%	0.35	0.35	3.0	6
enabled	respironics cpap machine for sale	VersaStream	VersaStream All Types	below first page bid (First page cpc : 1.02)	0.35	Search Network with Display Select	All features	1	10	10.00%	0.34	0.34	4.3	6
enabled	drager	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.92)	0.30	Search Network with Display Select	Standard	1	1933	0.05%	0.19	0.19	3.6	3
enabled	newborn resuscitation	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.48)	0.30	Search Network with Display Select	Standard	1	284	0.35%	0.30	0.30	1.8	5
enabled	exhaled co2	Maxtec Flocap	Flocap	low quality score	0.30	Search Network with Display Select	Standard	1	2418	0.04%	0.29	0.29	2.6	1
enabled	tracheostomy tube holder	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.59)	0.20	Search Network with Display Select	All features	1	39	2.56%	0.10	0.10	2.3	6
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.64)	0.20	Search Network with Display Select	All features	1	423	0.24%	0.20	0.20	2.4	5
enabled	oxygen cannula	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.57)	0.35	Search Network with Display Select	All features	2	718	0.28%	0.26	0.53	2.9	5

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enabled	sampling lines	VersaStream	VersaStream All Types	below first page bid (First page cpc : 1.03)	0.35	Search Network with Display Select	All features	1	97	1.03%	0.33	0.33	2.1	4
enabled	patient warming system	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	below first page bid (First page cpc : 0.54)	0.20	Search Network with Display Select	All features	1	28	3.57%	0.20	0.20	2.3	3
enabled	medical identification bracelets	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.80)	0.20	Search Network with Display Select	All features	1	590	0.17%	0.16	0.16	4.6	5
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.82)	0.20	Search Network with Display Select	All features	5	575	0.87%	0.18	0.89	2.5	5
enabled	bracelet bracelet	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.62)	0.20	Search Network with Display Select	All features	2	4293	0.05%	0.20	0.39	3.3	6
enabled	bracelets bracelets	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.75)	0.20	Search Network with Display Select	All features	6	9454	0.06%	0.19	1.14	3.7	6
enabled	resuscitator	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	low quality score	0.30	Search Network with Display Select	Standard	1	935	0.11%	0.26	0.26	3.0	1
enabled	advisor	BCI Sensors	Ad Group #2	below first page bid (First page cpc : 1.58)	0.35	Search Network with Display Select	Standard	2	2611	0.08%	0.29	0.58	2.8	3
enabled	3303	BCI Sensors	Ad Group #2	below first page bid (First page cpc : 0.96)	0.35	Search Network with Display Select	Standard	1	85	1.18%	0.29	0.29	2.1	6

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enabled	pulse fingertip oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.47)	0.20	Search Network with Display Select	Standard	1	272	0.37%	0.17	0.17	4.2	6
enabled	police breathalyser	AlcoTrue	AlcoTrue	below first page bid (First page cpc : 1.12)	0.50	Search Network with Display Select	Standard	5	1034	0.48%	0.39	1.94	3.6	6
enabled	philips respironics uk	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	1	100.00%	0.26	0.26	2.0	1
enabled	respironics cpap supplies	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.93)	0.35	Search Network with Display Select	All features	1	3	33.33%	0.28	0.28	3.0	6
enabled	pulse finger oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.62)	0.20	Search Network with Display Select	Standard	1	184	0.54%	0.17	0.17	3.8	6
enabled	omron finger pulse oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.48)	0.20	Search Network with Display Select	Standard	1	72	1.39%	0.19	0.19	4.0	6
enabled	5500	BCI Sensors	Ad Group #2	below first page bid (First page cpc : 1.66)	0.35	Search Network with Display Select	Standard	1	747	0.13%	0.34	0.34	2.0	6
enabled	changing trach ties	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.36)	0.20	Search Network with Display Select	All features	1	2	50.00%	0.20	0.20	1.5	7
enabled	finger oxygen sensor	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.22)	0.20	Search Network with Display Select	Standard	1	60	1.67%	0.13	0.13	3.8	8

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enabled	tracheostomy tube	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.63)	0.20	Search Network with Display Select	All features	2	328	0.61%	0.10	0.21	2.5	3
Total - filtered	--	--	--	--	--	--	--	115	83398	0.14%	0.29	33.02	3.0	--
Total	--	--	--	--	--	--	--	182	161618	0.11%	0.22	40.31	2.6	--