Keyword report

Jun 1, 2016-Jun 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	neonatal radiant warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	eligible	0.20	Search Network with Display Select	All features	1	7	14.29%	0.17	0.17	1.4	3
enabled	philips line	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	2	793	0.25%	0.32	0.64	2.8	2
enabled	oximeter pulse finger	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.50)	0.20	Search Network with Display Select	Standard	1	315	0.32%	0.19	0.19	4.1	6
enabled	salter 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	60	1.67%	0.22	0.22	2.4	6
enabled	breathaliser	AlcoTrue	AlcoTrue	below first page bid (First page cpc : 0.97)	0.50	Search Network with Display Select	Standard	52	68387	0.08%	0.39	20.18	2.8	7
enabled	3301	BCI Sensors	Ad Group #2	below first page bid (First page cpc : 1.38)	0.35	Search Network with Display Select	Standard	4	1072	0.37%	0.24	0.94	1.7	6
enabled	newborn resuscitation	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.44)	0.30	Search Network with Display Select	Standard	1	294	0.34%	0.20	0.20	2.0	5
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.83)	0.20	Search Network with Display Select	All features	1	441	0.23%	0.12	0.12	2.6	5
enabled	infant warmers	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	below first page bid (First page cpc : 0.85)	0.25	Search Network with Display Select	All features	1	635	0.16%	0.20	0.20	3.0	5

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	3402	BCI Sensors	Ad Group #2	below first page bid (First page cpc : 0.49)	0.35	Search Network with Display Select	Standard	2	682	0.29%	0.16	0.33	1.2	6
enabled	pulse finger oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.53)	0.20	Search Network with Display Select	Standard	1	310	0.32%	0.18	0.18	4.2	6
enabled	Infant Resus	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.39)	0.30	Search Network with Display Select	Standard	3	124	2.42%	0.24	0.73	2.1	6
enabled	oximeter finger pulse	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.56)	0.20	Search Network with Display Select	Standard	1	323	0.31%	0.20	0.20	4.2	6
enabled	baby id bracelet	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.75)	0.25	Search Network with Display Select	All features	1	188	0.53%	0.21	0.21	2.7	6
enabled	carbon monoxide monitor	Carbon Monoxide Monitors	CO Screen CO Monitor	below first page bid (First page cpc : 0.55)	0.30	Search Network with Display Select	Standard	1	133	0.75%	0.30	0.30	4.1	6
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.86)	0.20	Search Network with Display Select	All features	2	482	0.41%	0.15	0.30	2.7	5
enabled	carbon monitor	Carbon Monoxide Monitors	CO Screen CO Monitor	below first page bid (First page cpc : 0.96)	0.30	Search Network with Display Select	Standard	2	202	0.99%	0.28	0.56	3.9	6
enabled	resuscitator	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	low quality score	0.30	Search Network with Display Select	Standard	1	676	0.15%	0.28	0.28	2.7	1

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	bracelet bracelet	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.85)	0.20	Search Network with Display Select	All features	1	989	0.10%	0.18	0.18	3.7	6
enabled	capnograph	Maxtec Flocap	Flocap	below first page bid (First page cpc : 1.39)	0.30	Search Network with Display Select	Standard	1	54	1.85%	0.25	0.25	2.0	5
enabled	tracheostomy tube	Posey Products	Posey Foam Trach Ties	below first page bid (First page cpc : 0.80)	0.20	Search Network with Display Select	All features	1	203	0.49%	0.15	0.15	2.8	3
enabled	oxymizer nasal cannula	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.52)	0.35	Search Network with Display Select	All features	2	42	4.76%	0.19	0.38	1.5	6
enabled	3300	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	below first page bid (First page cpc : 0.93)	0.35	Search Network with Display Select	Standard	1	276	0.36%	0.06	0.06	2.2	6
enabled	hood oxygen	Oxygen Hoods	Single Patient Use Oxygen hood	below first page bid (First page cpc : 0.60)	0.20	Search Network with Display Select	Standard	1	8	12.50%	0.06	0.06	1.3	6
enabled	oxygen medical	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	111	0.90%	0.34	0.34	4.4	1
enabled	oxygen hoods	Oxygen Hoods	Single Patient Use Oxygen hood	eligible	0.20	Search Network with Display Select	Standard	3	26	11.54%	0.15	0.45	2.7	8
enabled	wrist splint	Posey Products	Posey SecureSleeve	below first page bid (First page cpc : 0.87)	0.20	Search Network with Display Select	All features	1	821	0.12%	0.19	0.19	2.6	6

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	nasal mask	VersaStream	VersaStream All Types	below first page bid (First page cpc : 1.01)	0.35	Search Network with Display Select	All features	1	239	0.42%	0.30	0.30	3.4	6
enabled	oxygen tube	VersaStream	VersaStream All Types	low quality score	0.35	Search Network with Display Select	All features	1	152	0.66%	0.34	0.34	3.2	1
enabled	oximeter finger	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.98)	0.20	Search Network with Display Select	Standard	2	99	2.02%	0.20	0.39	4.5	6
enabled	1303	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	below first page bid (First page cpc : 0.93)	0.35	Search Network with Display Select	Standard	2	1059	0.19%	0.26	0.52	2.8	6
enabled	3044	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	below first page bid (First page cpc : 1.76)	0.35	Search Network with Display Select	Standard	1	33	3.03%	0.23	0.23	1.8	6
enabled	police breathalyser	AlcoTrue	AlcoTrue	below first page bid (First page cpc : 0.81)	0.50	Search Network with Display Select	Standard	1	556	0.18%	0.45	0.45	3.1	6
enabled	endotracheal tube	Maxtec Flocap	Flocap	below first page bid (First page cpc : 1.17)	0.30	Search Network with Display Select	Standard	1	816	0.12%	0.25	0.25	1.9	3
enabled	respironics cpap masks	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.97)	0.35	Search Network with Display Select	All features	2	36	5.56%	0.30	0.61	6.5	6
enabled	omron finger pulse oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.58)	0.20	Search Network with Display Select	Standard	1	98	1.02%	0.16	0.16	3.7	6

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	3301	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	below first page bid (First page cpc : 0.49)	0.35	Search Network with Display Select	Standard	3	1120	0.27%	0.24	0.71	1.6	6
enabled	respironic cpap machine	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.96)	0.35	Search Network with Display Select	All features	1	24	4.17%	0.33	0.33	5.0	6
enabled	bracelets or	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.71)	0.20	Search Network with Display Select	All features	1	135	0.74%	0.19	0.19	4.2	6
enabled	3402	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	below first page bid (First page cpc : 0.67)	0.35	Search Network with Display Select	Standard	3	646	0.46%	0.12	0.35	1.2	6
enabled	pediatric splint	Posey Products	Posey Elbow Splint	below first page bid (First page cpc : 0.72)	0.20	Search Network with Display Select	All features	1	63	1.59%	0.20	0.20	3.4	6
enabled	bracelets bracelets	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 0.68)	0.20	Search Network with Display Select	All features	4	6175	0.06%	0.19	0.75	4.1	6
enabled	versastream	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.93)	0.35	Search Network with Display Select	All features	1	1	100.00%	0.10	0.10	1.0	7
enabled	patient id bracelets	Posey Products	Posey Removable ID Bracelets	below first page bid (First page cpc : 1.08)	0.20	Search Network with Display Select	All features	1	2	50.00%	0.15	0.15	4.5	6
enabled	drager	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.94)	0.30	Search Network with Display Select	Standard	3	1513	0.20%	0.11	0.33	3.7	3

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	cap co2	Maxtec Flocap	Flocap	below first page bid (First page cpc : 0.83)	0.30	Search Network with Display Select	Standard	1	589	0.17%	0.26	0.26	2.6	6
enabled	sampling lines	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.74)	0.35	Search Network with Display Select	All features	1	84	1.19%	0.05	0.05	2.0	4
Total - filtered	--	--	--	--	--	--	--	**122**	**91094**	**0.13%**	**0.28**	**34.68**	**2.9**	--
Total	--	--	--	--	--	--	--	**172**	**151519**	**0.11%**	**0.24**	**41.21**	**2.6**	--