

## Keyword report

Aug 1, 2016-Aug 31, 2016

Note: This PDF report only displays the first 1000 rows from your statistics table. If you'd like to download data for all rows, select a different report file format.

| Keyword state | Keyword                         | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | L&T Medical Star 50             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 detector color change       | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | how to test automotive sensors  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive sensor manufacturers | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal oxygen catheter           | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.94) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | neonatal oxygen                 | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.65) | 0.20     | Search Network with Display Select | Standard         | 0      | 11          | 0.00% | 0.00     | 0.00 | 2.8           | 6             |
| enabled       | 3303                            | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.68) | 0.35     | Search Network with Display Select | Standard         | 0      | 27          | 0.00% | 0.00     | 0.00 | 2.4           | 6             |
| enabled       | 3302                            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.96) | 0.35     | Search Network with Display Select | Standard         | 0      | 51          | 0.00% | 0.00     | 0.00 | 2.0           | 6             |

| Keyword state | Keyword                   | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | Teledyne R22AV            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | vm-2500 gas sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 33          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-22A            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ultra sonic tester        | V1000                         | V1000                                       | below first page bid (First page cpc : 0.77) | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 6.5           | 6             |
| enabled       | iv protection             | Posey Products                | Posey I.V. Shield                           | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| enabled       | odam                      | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.96) | 0.35     | Search Network with Display Select | Standard         | 1      | 49          | 2.04% | 0.30     | 0.30 | 1.4           | 3             |
| enabled       | oxygen for infants        | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | below first page bid (First page cpc : 0.60) | 0.20     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 4.5           | 6             |
| enabled       | mobile resuscitation      | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet                | below first page bid (First page cpc : 0.80) | 0.30     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.5           | 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       | choicemmed oxywatch fingertip pulse oximeter | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.49) | 0.20     | Search Network with Display Select | Standard         | 0      | 32          | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | carbon dioxide detector medical              | Maxtec Flocap      | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Choice Electronic Technology Co              | BCI Sensors        | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021019                                      | Posey Products     | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 1             |
| enabled       | dignicare digimax 5500                       | BCI Sensors        | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pulse echo tester                            | V1000              | V1000                                       | below first page bid (First page cpc : 1.11) | 0.20     | Search Network with Display Select | All features     | 0      | 7           | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | respironics sampling line                    | VersaStream        | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult md300m                                 | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed capnograph                            | VersaStream        | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | adult 9100           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM sampling line    | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1201   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipulse 30          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 1300                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.62) | 0.35     | Search Network with Display Select | Standard         | 3      | 3014        | 0.10% | 0.27     | 0.81 | 2.7           | 5             |
| paused        | emission sensors car | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-22AV               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1501   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy blanket | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.22) | 0.20     | Search Network with Display Select | Standard         | 0      | 35          | 0.00% | 0.00     | 0.00 | 2.1           | 6             |

| Keyword state | Keyword                    | Campaign       | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
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| enabled       | et co2 levels              | Maxtec Flocap  | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | conventional phototherapy  | Oxygen Hoods   | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.60) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Planet 50      | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics capap settings | VersaStream    | VersaStream All Types                       | below first page bid (First page cpc : 1.03) | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | capnograph                 | Maxtec Flocap  | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 1      | 274         | 0.36% | 0.20     | 0.20 | 2.8           | 6             |
| enabled       | neonatal oxygen            | Oxygen Hoods   | Reusable Oxygen Hoods (Paediatrics)         | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | oxygen monitor             | Oxygen Hoods   | Reusable Oxygen Hoods (Neonates)            | paused                                       | 0.38     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | 10cm splint                | Posey Products | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | salter nasal cannula       | VersaStream    | VersaStream All Types                       | below first page bid (First page cpc : 0.89) | 0.35     | Search Network with Display Select | All features     | 0      | 50          | 0.00% | 0.00     | 0.00 | 3.2           | 6             |

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|---------------|------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | autocorr                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.19) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hemoglobin lab results       | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | wisp cpap mask respironics   | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.82) | 0.35     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | burdick pr02                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxi-pulse 20                 | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | exhaust o2 sensor            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | elbow splint                 | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-17AV              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | airway adapter sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | EnviteC PulsiQuant 8040 | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips sidestream      | VersaStream                 | VersaStream All Types                       | below first page bid (First page cpc : 1.18) | 0.35     | Search Network with Display Select | All features     | 0      | 12          | 0.00% | 0.00     | 0.00 | 3.4           | 3             |
| enabled       | etco2                   | Maxtec Flocap               | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 73          | 0.00% | 0.00     | 0.00 | 2.8           | 7             |
| enabled       | breathalyser            | AlcoTrue                    | AlcoTrue                                    | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 13     | 26697       | 0.05% | 0.29     | 3.72 | 3.4           | 7             |
| enabled       | hemoglobin monitor      | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong ad-900        | BCI Sensors                 | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | sampling lines          | VersaStream                 | VersaStream All Types                       | below first page bid (First page cpc : 0.67) | 0.35     | Search Network with Display Select | All features     | 0      | 60          | 0.00% | 0.00     | 0.00 | 2.0           | 4             |
| enabled       | posey wrap              | Posey Products              | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 5           | 0.00% | 0.00     | 0.00 | 1.2           | 4             |
| enabled       | oxygen hoods            | Oxygen Hoods                | Reusable Oxygen Hoods (Neonates)            | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 1.6           | 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       | safe heart finger pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.41) | 0.20     | Search Network with Display Select | Standard         | 0      | 24          | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | posey wrap id                    | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bili light phototherapy          | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.89) | 0.20     | Search Network with Display Select | Standard         | 0      | 5           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | Teledyne R-21AV                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics oxygen               | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.85) | 0.35     | Search Network with Display Select | All features     | 1      | 40          | 2.50% | 0.31     | 0.31 | 3.9           | 6             |
| enabled       | ceiling mount brackets           | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.61) | 0.20     | Search Network with Display Select | All features     | 0      | 9           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | wall mounting stand              | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.80) | 0.20     | Search Network with Display Select | All features     | 0      | 58          | 0.00% | 0.00     | 0.00 | 4.1           | 6             |
| enabled       | medical bracelet                 | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 38          | 0.00% | 0.00     | 0.00 | 5.7           | 6             |
| enabled       | armstrong 2000                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.51) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

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| paused        | automotive sensor suppliers | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | bci mini corr               | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 1303                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | spu hood                    | Oxygen Hoods                  | Single Patient Use Oxygen hood              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci autocorr         | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | travel cpap respironics     | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.90) | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 6.5           | 6             |
| enabled       | oxygen tent                 | Oxygen Hoods                  | Single Patient Use Oxygen hood              | below first page bid (First page cpc : 0.69) | 0.20     | Search Network with Display Select | Standard         | 1      | 199         | 0.50% | 0.17     | 0.17 | 4.2           | 6             |
| enabled       | haemoglobin                 | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| paused        | bosch sensors automotive    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |

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| enabled       | respironics parts    | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.11) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-17A-LV    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips line         | VersaStream                   | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 2      | 1188        | 0.17% | 0.21     | 0.42 | 2.9           | 1             |
| enabled       | wrist bracelets      | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 89          | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | posey 8168XS         | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3100          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant drager oxipac | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8170p          | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 6100       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

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|---------------|-----------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | MON-MTEK-MOD2         | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci disposable s      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tidal co2             | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | colorimetric detector | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| paused        | R-22AH                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | easy cap co2 detector | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Galaxy    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R21AV        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant nasal cannula  | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.11) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 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       | advisor                           | BCI Sensors                   | Ad Group #2                                 | low quality score                            | 0.35     | Search Network with Display Select | Standard         | 0      | 1155        | 0.00% | 0.00     | 0.00 | 2.7           | 1             |
| enabled       | digimax 5500                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | portable pulse oximeter pediatric | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.61) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | fingertip pulse oximeter cms50dl  | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.57) | 0.20     | Search Network with Display Select | Standard         | 0      | 95          | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | neonatal oxygen                   | Oxygen Hoods                  | Single Patient Use Oxygen hood              | below first page bid (First page cpc : 0.66) | 0.20     | Search Network with Display Select | Standard         | 0      | 5           | 0.00% | 0.00     | 0.00 | 3.4           | 4             |
| enabled       | philips low flow sampling lines   | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | paediatric oxygen hoods           | Oxygen Hoods                  | Single Patient Use Oxygen hood              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | o2 sensor bosch                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | electric tester                   | V1000                         | V1000                                       | below first page bid (First page cpc : 0.72) | 0.20     | Search Network with Display Select | All features     | 0      | 158         | 0.00% | 0.00     | 0.00 | 4.8           | 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       | 3303                    | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low quality score                            | 0.35     | Search Network with Display Select | Standard         | 0      | 31          | 0.00% | 0.00     | 0.00 | 2.2           | 1             |
| enabled       | oxygen tent for infants | Oxygen Hoods   | Reusable Oxygen Hoods (Paediatric S)        | below first page bid (First page cpc : 0.78) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 1303                | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 6100                | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.07) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | long-term sampling line | VersaStream    | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 6100              | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | iv site bracelet        | Posey Products | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant spacelabs pro2   | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pediatric splint        | Posey Products | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 3      | 115         | 2.61% | 0.12     | 0.36 | 3.2           | 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       | adult drager 2000                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bosch sensors                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused   | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | infant medlab pox10               | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1413                | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | flexible sampling lines           | VersaStream                   | VersaStream All Types                       | low search volume | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3100                        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips sampling line             | VersaStream                   | VersaStream All Types                       | low search volume | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mmedchoice md300m                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | smoking cessation monitor midwife | Carbon Monoxide Monitors      | CO Screen CO Monitor                        | low search volume | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | testing sensors                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | md300m                          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.32) | 0.35     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | Choice Electronic Technology Co | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen 02 sensor                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021015 viamed                  | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | intensive phototherapy          | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.72) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cpap accessories                | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.81) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | tracheostomy                    | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 2      | 497         | 0.40% | 0.16     | 0.31 | 2.3           | 7             |
| enabled       | lynn medical                    | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 2.40) | 0.35     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.0           | 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       | information bracelet         | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 9           | 0.00% | 0.00     | 0.00 | 5.7           | 6             |
| enabled       | viamed co2 sampling line     | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tube support                 | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 247         | 0.00% | 0.00     | 0.00 | 3.2           | 3             |
| enabled       | L&T Medical Cosmic           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult splint                 | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | bosch sensors                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021018                      | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | fingertip pulse oximeter     | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.50) | 0.20     | Search Network with Display Select | Standard         | 0      | 442         | 0.00% | 0.00     | 0.00 | 4.6           | 8             |

| Keyword state | Keyword                           | Campaign                 | Ad group                     | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR    | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-----------------------------------|--------------------------|------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|--------|----------|------|---------------|---------------|
| enabled       | neonate id bracelet               | Posey Products           | Posey Removable ID Bracelets | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3301                       | BCI Sensors              | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable id                      | Posey Products           | Posey Removable ID Bracelets | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 14          | 0.00%  | 0.00     | 0.00 | 2.1           | 6             |
| enabled       | infant pox10                      | BCI Sensors              | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics cpap machine for sale | VersaStream              | VersaStream All Types        | below first page bid (First page cpc : 0.94) | 0.35     | Search Network with Display Select | All features     | 3      | 6           | 50.00% | 0.32     | 0.96 | 5.8           | 6             |
| enabled       | infant burdick pro2               | BCI Sensors              | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co breathalyser                   | Carbon Monoxide Monitors | CO Screen CO Monitor         | low search volume                            | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen by nasal cannula           | VersaStream              | VersaStream All Types        | below first page bid (First page cpc : 0.99) | 0.35     | Search Network with Display Select | All features     | 0      | 9           | 0.00%  | 0.00     | 0.00 | 3.6           | 6             |
| enabled       | 3302                              | BCI Sensors              | Ad Group #2                  | below first page bid (First page cpc : 0.94) | 0.35     | Search Network with Display Select | Standard         | 0      | 60          | 0.00%  | 0.00     | 0.00 | 2.1           | 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       | medical identification bracelets | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 34          | 0.00% | 0.00     | 0.00 | 5.3           | 5             |
| enabled       | sensor wrap                      | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 48          | 0.00% | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | vm-2500 capnograph               | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen parts                     | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.86) | 0.35     | Search Network with Display Select | All features     | 0      | 184         | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | adult bci mini corr              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive sensor suppliers      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3304                         | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 6.0           | 6             |
| enabled       | Teledyne R-17A-LV                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021014                          | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | bci 3301                  | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.75) | 0.35     | Search Network with Display Select | Standard         | 0      | 18          | 0.00% | 0.00     | 0.00 | 4.3           | 5             |
| paused        | warmer                    | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | adult medlab pox10        | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen content            | Oxygen Hoods    | Reusable Oxygen Hoods (Neonates)            | below first page bid (First page cpc : 0.85) | 0.20     | Search Network with Display Select | Standard         | 0      | 126         | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | baby warmer manufacturers | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.55) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics products      | VersaStream     | VersaStream All Types                       | below first page bid (First page cpc : 0.99) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | double phototherapy       | Oxygen Hoods    | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 1.03) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male sidestream | VersaStream     | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult burdick pro2        | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | Magna Medical MON-MTEK-30 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant spacelabs prO2     | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 sampling              | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.66) | 0.35     | Search Network with Display Select | All features     | 1      | 13          | 7.69% | 0.30     | 0.30 | 1.8           | 6             |
| enabled       | baby warmers              | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.74) | 0.20     | Search Network with Display Select | All features     | 0      | 1007        | 0.00% | 0.00     | 0.00 | 3.2           | 6             |
| enabled       | neonatal oxygen hoods     | Oxygen Hoods                  | Single Patient Use Oxygen hood              | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.0           | 4             |
| enabled       | nasal cannula             | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.06) | 0.35     | Search Network with Display Select | All features     | 0      | 281         | 0.00% | 0.00     | 0.00 | 3.2           | 3             |
| enabled       | adult digimax 5500        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive sensor         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | what is radiant warmer    | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.29) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | respironics cpap machine | VersaStream     | VersaStream All Types                       | below first page bid (First page cpc : 0.80) | 0.35     | Search Network with Display Select | All features     | 0      | 61          | 0.00% | 0.00     | 0.00 | 4.8           | 6             |
| enabled       | infant warmers           | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.77) | 0.25     | Search Network with Display Select | All features     | 2      | 2313        | 0.09% | 0.20     | 0.39 | 3.6           | 5             |
| enabled       | equipment testing        | V1000           | V1000                                       | below first page bid (First page cpc : 0.74) | 0.20     | Search Network with Display Select | All features     | 0      | 42          | 0.00% | 0.00     | 0.00 | 5.1           | 6             |
| enabled       | armstrong 1000           | BCI Sensors     | Ad Group #2                                 | below first page bid (First page cpc : 0.72) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | rehab breathalyser       | AlcoTrue        | AlcoTrue                                    | campaign paused                              | 0.50     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | versastream              | VersaStream     | VersaStream All Types                       | below first page bid (First page cpc : 1.00) | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.0           | 8             |
| enabled       | Magna Medical 35         | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | vm-2500 co2 line         | VersaStream     | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Invicare                 | BCI Sensors     | Ad Group #2                                 | below first page bid (First page cpc : 1.15) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                   | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | Teledyne R17AH            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3302                | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonatal radiant warmer   | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | teledyne R22A             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmers    | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.33) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021018 viamed            | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mini torr                 | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 2.33) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive sensor testing | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen canula             | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.87) | 0.35     | Search Network with Display Select | All features     | 0      | 763         | 0.00% | 0.00     | 0.00 | 2.5           | 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       | emergency bracelets      | Posey Products     | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 4.7           | 6             |
| enabled       | pediatric pulse oximeter | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear | below first page bid (First page cpc : 0.45) | 0.20     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 4.5           | 6             |
| enabled       | kids id bracelet         | Posey Products     | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 10          | 0.00% | 0.00     | 0.00 | 6.6           | 6             |
| enabled       | infant bracelets         | Posey Products     | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 12          | 0.00% | 0.00     | 0.00 | 5.1           | 6             |
| enabled       | phototherapy in neonates | Oxygen Hoods       | Phototherapy Oxygen Hood       | below first page bid (First page cpc : 0.98) | 0.20     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | LLM co2 sampling line    | VersaStream        | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bracelet bracelet        | Posey Products     | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 431         | 0.00% | 0.00     | 0.00 | 4.5           | 6             |
| enabled       | hospital bracelet baby   | Posey Products     | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical oxygen masks     | VersaStream        | VersaStream All Types          | below first page bid (First page cpc : 1.00) | 0.35     | Search Network with Display Select | All features     | 0      | 71          | 0.00% | 0.00     | 0.00 | 4.0           | 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       | warming products                   | Radiant Warmers    | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.46) | 0.20     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | armstrong 3000                     | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.46) | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | viamed gas line                    | VersaStream        | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 4643                         | Posey Products     | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | portable pulse oximeter paediatric | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical bracelets for kids         | Posey Products     | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult mmedchoic e md300a           | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironic cpap machine            | VersaStream        | VersaStream All Types                       | below first page bid (First page cpc : 0.87) | 0.35     | Search Network with Display Select | All features     | 0      | 55          | 0.00% | 0.00     | 0.00 | 5.5           | 6             |
| enabled       | nafion tube                        | VersaStream        | VersaStream All Types                       | eligible                                     | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.0           | 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       | co2 detector intubation     | Maxtec Flocap   | Flocap                                      | campaign paused   | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | knee splint                 | Posey Products  | Posey SecureSleeve                          | campaign paused   | 0.20     | Search Network with Display Select | All features     | 0      | 91          | 0.00% | 0.00     | 0.00 | 3.7           | 7             |
| enabled       | drager oxipac               | BCI Sensors     | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey i.v. shield           | Posey Products  | Posey I.V. Shield                           | campaign paused   | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | warming stand               | Radiant Warmers | Ceratherm 600-3 Radiant Warmer              | low quality score | 0.20     | Search Network with Display Select | All features     | 0      | 22          | 0.00% | 0.00     | 0.00 | 3.0           | 1             |
| enabled       | L&T Medical Stellar P       | BCI Sensors     | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tent for paediatrics | Oxygen Hoods    | Reusable Oxygen Hoods (Paediatrics)         | low search volume | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3401                  | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3100                    | BCI Sensors     | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | baby pulse oximetry wrap | Posey Products                | Posey Sensor Wraps             | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3301                 | BCI Sensors                   | Ad Group #2                    | below first page bid (First page cpc : 0.84) | 0.35     | Search Network with Display Select | Standard         | 0      | 32          | 0.00% | 0.00     | 0.00 | 4.3           | 5             |
| enabled       | infant 3300              | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonatal oxygen hood     | Oxygen Hoods                  | Single Patient Use Oxygen hood | below first page bid (First page cpc : 0.55) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | oxygen via nasal cannula | VersaStream                   | VersaStream All Types          | below first page bid (First page cpc : 1.19) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant drager 2500       | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-21AV                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | iv shield dome           | Posey Products                | Posey I.V. Shield              | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bosch automotive sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |

| Keyword state | Keyword                | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | trach ties for infants | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bosch o2 sensor        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| paused        | sensors in automotive  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pox10                  | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 1.65) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3100         | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy light     | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.68) | 0.20     | Search Network with Display Select | Standard         | 0      | 95          | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | newborn resuscitation  | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet                | below first page bid (First page cpc : 0.61) | 0.30     | Search Network with Display Select | Standard         | 0      | 223         | 0.00% | 0.00     | 0.00 | 2.3           | 5             |
| paused        | bosch O2 sensor        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics gas line   | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | paediatric fingertip pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.72) | 0.20     | Search Network with Display Select | Standard         | 0      | 13          | 0.00% | 0.00     | 0.00 | 4.6           | 6             |
| enabled       | R17AH                               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive sensor                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |
| paused        | Teledyne R17ALV                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | triple phototherapy                 | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.83) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive oxygen sensor            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-17A                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable newborn id                | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3444n                         | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | infant 3044                 | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | md300m                      | BCI Sensors                   | Ad Group #2                  | below first page bid (First page cpc : 1.15) | 0.35     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | invacare                    | BCI Sensors                   | Ad Group #2                  | below first page bid (First page cpc : 1.25) | 0.35     | Search Network with Display Select | Standard         | 0      | 1152        | 0.00% | 0.00     | 0.00 | 3.8           | 3             |
| enabled       | Magna Medical 1411          | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | colorimetric etco2 detector | Maxtec Flocap                 | Flocap                       | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant splint               | Posey Products                | Posey Elbow Splint           | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 1      | 30          | 3.33% | 0.17     | 0.17 | 2.0           | 6             |
| enabled       | digimax 5500                | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MEDLAB NANOX2               | BCI Sensors                   | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | sensor automotive           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3 | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | wrist splint        | Posey Products               | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 319         | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | resuscitator        | Infant Resuscitation Cabinet | Infant Resuscitation Cabinet                | below first page bid (First page cpc : 0.57) | 0.30     | Search Network with Display Select | Standard         | 2      | 692         | 0.29% | 0.19     | 0.38 | 2.8           | 3             |
| enabled       | md300a              | BCI Sensors                  | Ad Group #2                                 | below first page bid (First page cpc : 1.36) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3304     | BCI Sensors                  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant digimax 5500 | BCI Sensors                  | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mini corr           | BCI Sensors                  | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.77) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey shield        | Posey Products               | Posey I.V. Shield                           | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3044                | 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         | 0      | 28          | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | knee splint         | Posey Products               | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 70          | 0.00% | 0.00     | 0.00 | 3.6           | 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       | Magna Medical 40          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipac 2500               | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medlab pox10              | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R22AV            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | emission analyser         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pulse oximeter saturation | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips oxygen            | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.81) | 0.35     | Search Network with Display Select | All features     | 0      | 40          | 0.00% | 0.00     | 0.00 | 3.2           | 6             |
| enabled       | trach support             | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| enabled       | securesleeve              | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 129         | 0.00% | 0.00     | 0.00 | 2.6           | 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       | posey tie                  | Posey Products                | Posey Foam Trach Ties                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | infant 3444n               | BCI Sensors                   | Ad Group #2                          | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy complications | Oxygen Hoods                  | Phototherapy Oxygen Hood             | below first page bid (First page cpc : 0.73) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8168                 | Posey Products                | Posey SecureSleeve                   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy unit          | Oxygen Hoods                  | Phototherapy Oxygen Hood             | below first page bid (First page cpc : 0.71) | 0.20     | Search Network with Display Select | Standard         | 0      | 11          | 0.00% | 0.00     | 0.00 | 3.9           | 6             |
| enabled       | kids medical bracelet      | Posey Products                | Posey Removable ID Bracelets         | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | Teledyne R22AH             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R17A              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal prongs oxygen        | VersaStream                   | VersaStream All Types                | below first page bid (First page cpc : 0.98) | 0.35     | Search Network with Display Select | All features     | 0      | 59          | 0.00% | 0.00     | 0.00 | 3.2           | 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       | finger oxygen sensor       | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.55) | 0.20     | Search Network with Display Select | Standard         | 0      | 27          | 0.00% | 0.00     | 0.00 | 3.9           | 8             |
| enabled       | oximeter finger            | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.52) | 0.20     | Search Network with Display Select | Standard         | 1      | 189         | 0.53% | 0.20     | 0.20 | 4.4           | 6             |
| enabled       | pox10                      | 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         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal oxygen mask          | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.68) | 0.35     | Search Network with Display Select | All features     | 0      | 19          | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | endotracheal tube          | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 483         | 0.00% | 0.00     | 0.00 | 2.4           | 3             |
| enabled       | face mask for oxygen       | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.07) | 0.35     | Search Network with Display Select | All features     | 0      | 13          | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | R-22A                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | splint                     | Posey Products                | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | respironics parts for cpap | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.63) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 9.0           | 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       | oxi-pulse 20                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 6100                              | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.98) | 0.35     | Search Network with Display Select | Standard         | 0      | 1477        | 0.00% | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | drager 2000                       | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 1.34) | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | testing equipment                 | V1000                         | V1000                                       | below first page bid (First page cpc : 0.85) | 0.20     | Search Network with Display Select | All features     | 0      | 47          | 0.00% | 0.00     | 0.00 | 4.9           | 6             |
| paused        | bosch o2 sensors                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | portable pediatric pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.93) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen mask types medical         | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.84) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy guidelines           | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | low quality score                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 2             |
| enabled       | corpluse                          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | entitled co2                   | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM capnograph                 | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant burdick pr02            | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3100                           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.92) | 0.35     | Search Network with Display Select | Standard         | 0      | 404         | 0.00%  | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | phillips cpap                  | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.51) | 0.35     | Search Network with Display Select | All features     | 1      | 8           | 12.50% | 0.31     | 0.31 | 3.0           | 6             |
| enabled       | respironics gas sampling line  | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironic                     | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.69) | 0.35     | Search Network with Display Select | All features     | 0      | 9           | 0.00%  | 0.00     | 0.00 | 5.2           | 7             |
| enabled       | floor warmer                   | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.73) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00%  | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | how to test automotive sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 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       | infant 3303                             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R17AV                                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey splint                            | Posey Products                | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 2.3           | 4             |
| enabled       | movable radiant warmer                  | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | o 2 sensors                             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| enabled       | radiant warmers                         | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.51) | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 6.0           | 5             |
| enabled       | saturation of oxygen in blood           | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci autocorr                            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.39) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | endotracheal tube and tracheostomy tube | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 25          | 0.00% | 0.00     | 0.00 | 2.0           | 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       | bci 3402                        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | testing o2 sensors              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8168IL                    | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci advisor               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R17ALV                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hood oxygen                     | Oxygen Hoods                  | Single Patient Use Oxygen hood              | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 11          | 0.00% | 0.00     | 0.00 | 2.2           | 6             |
| enabled       | guidelines for phototherapy     | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.96) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen delivery devices         | VersaStream                   | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 1             |
| enabled       | oxygen sensor in exhaust system | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | Invicare                            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.56) | 0.35     | Search Network with Display Select | Standard         | 0      | 9           | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | infant radiant warmer manufacturers | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.44) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | ceiling mounted brackets            | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.66) | 0.20     | Search Network with Display Select | All features     | 0      | 21          | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| paused        | testing automotive sensors          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 1             |
| enabled       | mini torr plus                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.00) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive sensor testing           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby sensor wrap                    | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | co2 monitoring devices              | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey sensor wrap                   | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | adult drager 2500               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mckesson finger pulse oximeter  | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 1.49) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive sensor manufacturers | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | optiflow nasal cannula          | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.01) | 0.35     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| enabled       | cpap parts                      | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.91) | 0.35     | Search Network with Display Select | All features     | 0      | 16          | 0.00% | 0.00     | 0.00 | 4.8           | 6             |
| enabled       | respironics sidestream          | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.88) | 0.35     | Search Network with Display Select | All features     | 0      | 14          | 0.00% | 0.00     | 0.00 | 4.1           | 3             |
| enabled       | oxygen tents                    | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | below first page bid (First page cpc : 1.07) | 0.20     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 3.7           | 5             |
| enabled       | armstrong 3000                  | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 1.06) | 0.35     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | etco2 detector                  | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | philips respironics parts | VersaStream    | VersaStream All Types                       | below first page bid (First page cpc : 0.81) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mmedchoice md300a         | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | advisor                   | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | paused                                       | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | phototherapy              | Oxygen Hoods   | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.73) | 0.20     | Search Network with Display Select | Standard         | 1      | 356         | 0.28% | 0.17     | 0.17 | 2.9           | 8             |
| enabled       | respironics uk            | VersaStream    | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.3           | 1             |
| enabled       | oxygen tents              | Oxygen Hoods   | Single Patient Use Oxygen hood              | below first page bid (First page cpc : 0.40) | 0.20     | Search Network with Display Select | Standard         | 2      | 125         | 1.60% | 0.18     | 0.35 | 3.7           | 3             |
| enabled       | medical bracelets         | Posey Products | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 16          | 0.00% | 0.00     | 0.00 | 5.4           | 6             |
| enabled       | 5500                      | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low quality score                            | 0.35     | Search Network with Display Select | Standard         | 0      | 351         | 0.00% | 0.00     | 0.00 | 2.9           | 1             |
| enabled       | adult spacelabs pro2      | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                          | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR    | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|----------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|--------|----------|------|---------------|---------------|
| paused        | automotive sensors               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey foam trach ties            | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 1      | 3           | 33.33% | 0.05     | 0.05 | 1.0           | 7             |
| enabled       | cms50dl fingertip pulse 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         | 0      | 9           | 0.00%  | 0.00     | 0.00 | 4.1           | 6             |
| enabled       | medical identification bracelet  | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 17          | 0.00%  | 0.00     | 0.00 | 5.2           | 5             |
| enabled       | 3402                             | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.87) | 0.35     | Search Network with Display Select | Standard         | 3      | 463         | 0.65%  | 0.29     | 0.88 | 1.2           | 6             |
| enabled       | bci 3401                         | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 1.00) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hood oxygen                      | Oxygen Hoods                  | Reusable Oxygen Hoods (Paediatric s)        | below first page bid (First page cpc : 0.34) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult odam                       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | RGB medical devices Omicrom FT   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 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       | Teledyne R-17AH                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-21AV                           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male gas sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MON-MTEK-MOD3                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | RGB medical devices Omicrom FT   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Omicron PREMIUM                  | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxygen hood               | Oxygen Hoods                  | Single Patient Use Oxygen hood              | below first page bid (First page cpc : 0.31) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 3             |
| enabled       | emergency medical bracelets      | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 1      | 56          | 1.79% | 0.20     | 0.20 | 5.1           | 6             |
| enabled       | oximeter pulse finger            | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.76) | 0.20     | Search Network with Display Select | Standard         | 1      | 449         | 0.22% | 0.15     | 0.15 | 4.2           | 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       | finger pulse oximeter            | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear | below first page bid (First page cpc : 0.65) | 0.20     | Search Network with Display Select | Standard         | 0      | 426         | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | wall mounting                    | Radiant Warmers    | Ceratherm 600-3 Radiant Warmer | below first page bid (First page cpc : 1.11) | 0.20     | Search Network with Display Select | All features     | 0      | 1641        | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | phototherapy for neonates        | Oxygen Hoods       | Phototherapy Oxygen Hood       | below first page bid (First page cpc : 0.69) | 0.20     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | hospital bracelet iv             | Posey Products     | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci spo2 disp                    | BCI Sensors        | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male co2 sampling line | VersaStream        | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant odam                      | BCI Sensors        | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 5500                      | BCI Sensors        | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | trach tube ties                  | Posey Products     | Posey Foam Trach Ties          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 1.0           | 4             |

| Keyword state | Keyword                       | Campaign           | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------------|--------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | pulse oximeter finger sensor  | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.80) | 0.20     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | infant 3401                   | BCI Sensors        | Ad Group #2                                 | below first page bid (First page cpc : 1.07) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics co2 sampling line | VersaStream        | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy nursing care     | Oxygen Hoods       | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.43) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| paused        | elbow splint                  | Posey Products     | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Omicron PREMIUM               | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips respironics products  | VersaStream        | VersaStream All Types                       | below first page bid (First page cpc : 0.91) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | iv shield                     | Posey Products     | Posey I.V. Shield                           | campaign paused                              | 0.35     | Search Network with Display Select | All features     | 0      | 35          | 0.00% | 0.00     | 0.00 | 1.7           | 4             |
| enabled       | oximeter fingertip            | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.47) | 0.20     | Search Network with Display Select | Standard         | 0      | 14          | 0.00% | 0.00     | 0.00 | 4.9           | 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       | infant 3402              | BCI Sensors        | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | ID bracelet              | Posey Products     | Posey Removable ID Bracelets                | campaign paused                              | 0.25     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | respironics cpap masks   | VersaStream        | VersaStream All Types                       | below first page bid (First page cpc : 0.88) | 0.35     | Search Network with Display Select | All features     | 0      | 70          | 0.00% | 0.00     | 0.00 | 5.2           | 6             |
| enabled       | pulse fingertip 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         | 1      | 318         | 0.31% | 0.12     | 0.12 | 4.8           | 6             |
| enabled       | i.v. protection          | Posey Products     | Posey I.V. Shield                           | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 9           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | posey dome               | Posey Products     | Posey I.V. Shield                           | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | lynn medical             | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.11) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant mmedchoice md300a | BCI Sensors        | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics cpap battery | VersaStream        | VersaStream All Types                       | below first page bid (First page cpc : 0.90) | 0.35     | Search Network with Display Select | All features     | 0      | 40          | 0.00% | 0.00     | 0.00 | 5.2           | 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       | infant pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear | below first page bid (First page cpc : 0.25) | 0.20     | Search Network with Display Select | Standard         | 0      | 11          | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | sensors automotive    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive sensors    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive o2 sensor  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-22AH       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021014 viamed        | Posey Products                | Posey Sensor Wraps             | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen cannula        | VersaStream                   | VersaStream All Types          | below first page bid (First page cpc : 0.87) | 0.35     | Search Network with Display Select | All features     | 1      | 980         | 0.10% | 0.28     | 0.28 | 2.3           | 5             |
| enabled       | philips cpap          | VersaStream                   | VersaStream All Types          | below first page bid (First page cpc : 0.83) | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | n tidal co2           | Maxtec Flocap                 | Flocap                         | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |

| Keyword state | Keyword                 | Campaign                      | Ad group                             | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|--------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | R-22A                   | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby warmer price       | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer       | below first page bid (First page cpc : 0.90) | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| paused        | heart simulator         | V1000                         | V1000                                | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| paused        | exhaust manifold sensor | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ultrasound probe tester | V1000                         | V1000                                | below first page bid (First page cpc : 0.85) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | et co2                  | Maxtec Flocap                 | Flocap                               | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 42          | 0.00% | 0.00     | 0.00 | 3.4           | 3             |
| enabled       | 0021013 viamed          | Posey Products                | Posey Sensor Wraps                   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | teledyne automotive     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021019 viamed          | Posey Products                | Posey Sensor Wraps                   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | respironics system one cpap | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.77) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | measure o2 saturation       | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen finger monitor       | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.35) | 0.20     | Search Network with Display Select | Standard         | 0      | 246         | 0.00% | 0.00     | 0.00 | 4.6           | 8             |
| enabled       | pulse oximeter fingertip    | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.87) | 0.20     | Search Network with Display Select | Standard         | 0      | 91          | 0.00% | 0.00     | 0.00 | 4.5           | 6             |
| paused        | Teledyne R-21AV             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy lamp           | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.81) | 0.20     | Search Network with Display Select | Standard         | 0      | 20          | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | infant invacare             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MEDLAB NANOXeco             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | paediatric tent             | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | adult dignicare digimax 5500 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable newborn            | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Planet           | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonatal phototherapy        | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.60) | 0.20     | Search Network with Display Select | Standard         | 0      | 12          | 0.00% | 0.00     | 0.00 | 3.2           | 4             |
| enabled       | bosch o2 sensors             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 colorimetric             | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-22AV                       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tents                 | Oxygen Hoods                  | Reusable Oxygen Hoods (Paediatric s)        | below first page bid (First page cpc : 0.76) | 0.20     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| enabled       | Tom thumb                    | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet                | below first page bid (First page cpc : 1.06) | 0.30     | Search Network with Display Select | Standard         | 0      | 2215        | 0.00% | 0.00     | 0.00 | 2.4           | 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       | 3401                             | BCI Sensors                 | Ad Group #2                  | below first page bid (First page cpc : 0.90) | 0.35     | Search Network with Display Select | Standard         | 2      | 490         | 0.41% | 0.22     | 0.44 | 1.5           | 6             |
| enabled       | medical bracelets uk             | Posey Products              | Posey Removable ID Bracelets | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 12          | 0.00% | 0.00     | 0.00 | 5.4           | 5             |
| enabled       | oxygen saturation measurement    | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MON-MTEK-MOD2                    | BCI Sensors                 | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | foetal heart                     | V1000                       | V1000                        | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| enabled       | infant bci mini corr             | BCI Sensors                 | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | changing trach ties              | Posey Products              | Posey Foam Trach Ties        | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 2             |
| enabled       | infant lynn medical              | BCI Sensors                 | Ad Group #2                  | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nellcor easy cap ii co2 detector | Maxtec Flocap               | Flocap                       | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | autocorr               | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 1.44) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R-22AV        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 1303                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 1030        | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | easycap co2 detector   | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | oxygen hood for adults | Oxygen Hoods                  | Reusable Oxygen Hoods (Paediatrics)         | below first page bid (First page cpc : 0.42) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | best baby warmer       | 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     | 0      | 150         | 0.00% | 0.00     | 0.00 | 4.1           | 6             |
| enabled       | Magna Medical 1200     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed line            | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics low flow   | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                              | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|--------------------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | teledyne R22A                        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonatal warmer                      | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.56) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | pulse oximetry and oxygen saturation | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bosch sensors automotive             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cpap filters respironics             | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.74) | 0.35     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 5.2           | 6             |
| enabled       | bci 3300                             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.94) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant dignicare digimax 5500        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxipac 2000                   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | home pulse oximeter for infants      | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.55) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | pulse ox wrap                  | Posey Products     | Posey Sensor Wraps             | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| enabled       | philips gas line               | VersaStream        | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant pulse oximeter for sale | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal mask                     | VersaStream        | VersaStream All Types          | below first page bid (First page cpc : 0.99) | 0.35     | Search Network with Display Select | All features     | 0      | 425         | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | infant radiant warmer ppt      | Radiant Warmers    | Ceratherm 600-3 Radiant Warmer | below first page bid (First page cpc : 0.55) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | transducer                     | V1000              | V1000                          | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxipulse 20             | BCI Sensors        | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics m series cpap      | VersaStream        | VersaStream All Types          | below first page bid (First page cpc : 1.17) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | co2 monitor for patients       | Maxtec Flocap      | Flocap                         | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | bci 1300                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.37) | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | L&T Medical Stellar P       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | emission monitoring         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci autocorr          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 8197 tracheostomy           | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male co2 line     | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pediatric trach ties        | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | non invasive pulse oximetry | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.02) | 0.35     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 5.6           | 6             |
| enabled       | philips respironics filter  | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.81) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | philips gas sampling line      | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 9100                    | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics accessories        | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.88) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | invacare                       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | paused                                       | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 1             |
| enabled       | blood oxygen saturation levels | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hb monitor                     | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R21A                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | emergency medical bracelet     | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pedi cap co2 detector          | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | adult mini torr plus        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1201          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3302                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxymizer nasal cannula      | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.78) | 0.35     | Search Network with Display Select | All features     | 0      | 20          | 0.00% | 0.00     | 0.00 | 1.5           | 6             |
| enabled       | pulse oximeter finger probe | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.53) | 0.20     | Search Network with Display Select | Standard         | 0      | 92          | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | R-22AH                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult iv shield             | Posey Products                | Posey I.V. Shield                           | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | child splint                | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 29          | 0.00% | 0.00     | 0.00 | 4.1           | 6             |
| enabled       | spacelabs pro2              | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | most accurate finger pulse 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         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipac 2500                         | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM sidestream                      | VersaStream                 | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 monitor medical                 | Maxtec Flocap               | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | neonatal phototherapy guidelines    | Oxygen Hoods                | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.57) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 9100                            | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.65) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 6554                          | Posey Products              | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | pulse ox saturation                 | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | wall warmers                        | Radiant Warmers             | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.57) | 0.20     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 2.3           | 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       | bosch r17                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult oxi-pulse 20       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R22A                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | viamed co2 line          | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3303               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen mask types        | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.88) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 5.3           | 6             |
| enabled       | nasal capnography        | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.77) | 0.35     | Search Network with Display Select | All features     | 0      | 15          | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| enabled       | phototherapy treatment   | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | low quality score                            | 0.20     | Search Network with Display Select | Standard         | 0      | 20          | 0.00% | 0.00     | 0.00 | 3.3           | 1             |
| enabled       | buy oxygen tank and mask | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.69) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 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       | endotracheal placement      | Maxtec Flocap                 | Flocap                         | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 1.8           | 6             |
| enabled       | co2 detector for intubation | Maxtec Flocap                 | Flocap                         | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| paused        | teledyne automotive         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8168P                 | Posey Products                | Posey SecureSleeve             | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | smoking cessation monitor   | Carbon Monoxide Monitors      | CO Screen CO Monitor           | below first page bid (First page cpc : 0.44) | 0.30     | Search Network with Display Select | Standard         | 0      | 94          | 0.00% | 0.00     | 0.00 | 3.1           | 5             |
| enabled       | posey 8141                  | Posey Products                | Posey I.V. Shield              | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal sampling line         | VersaStream                   | VersaStream All Types          | eligible                                     | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | nasal/oral cannula          | VersaStream                   | VersaStream All Types          | below first page bid (First page cpc : 1.00) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 5.7           | 6             |
| enabled       | infant warmer               | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer | below first page bid (First page cpc : 0.37) | 0.20     | Search Network with Display Select | All features     | 0      | 14          | 0.00% | 0.00     | 0.00 | 4.4           | 7             |

| Keyword state | Keyword                            | Campaign                      | Ad group                            | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|------------------------------------|-------------------------------|-------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | oxygen delivery masks              | VersaStream                   | VersaStream All Types               | below first page bid (First page cpc : 0.87) | 0.35     | Search Network with Display Select | All features     | 0      | 5           | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | bci 9100                           | BCI Sensors                   | Ad Group #2                         | below first page bid (First page cpc : 0.65) | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | Magna Medical 1401                 | BCI Sensors                   | Ad Group #2                         | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen hoods                       | Oxygen Hoods                  | Reusable Oxygen Hoods (Paediatrics) | below first page bid (First page cpc : 0.43) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| enabled       | pulse oximetry oxygen saturation   | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre          | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | radiant infant warmer              | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer      | below first page bid (First page cpc : 0.56) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |
| enabled       | fda approved finger pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear      | below first page bid (First page cpc : 0.66) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby id bracelets                  | Posey Products                | Posey Removable ID Bracelets        | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive o2 sensor               | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors           | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | drager 2500                 | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 1.09) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cleaning tracheostomy tube  | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 2.2           | 6             |
| enabled       | ultrasound test             | V1000                         | V1000                                       | below first page bid (First page cpc : 0.70) | 0.20     | Search Network with Display Select | All features     | 0      | 5           | 0.00% | 0.00     | 0.00 | 6.0           | 6             |
| enabled       | bci mini torr               | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R22AH              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | carbon monoxide monitor     | Carbon Monoxide Monitors      | CO Screen CO Monitor                        | below first page bid (First page cpc : 0.54) | 0.30     | Search Network with Display Select | Standard         | 1      | 354         | 0.28% | 0.30     | 0.30 | 4.0           | 6             |
| enabled       | respironics cpap mask parts | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.64) | 0.35     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 6.0           | 6             |
| enabled       | adult mini torr             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3444n                       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | colorimetric end tidal co2 detector | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ultra sonic thickness tester        | V1000                         | V1000                                       | below first page bid (First page cpc : 0.38) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3401                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics philipsa                | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 13          | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | patient id bracelets                | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 2           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | co2 detectors                       | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | co2 monitor                         | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 9           | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | teledyne sensor automotive          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical splint                      | Posey Products                | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 186         | 0.00% | 0.00     | 0.00 | 3.4           | 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       | Elmed PSO1000                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | emergency services co monitor | Carbon Monoxide Monitors      | CO Screen CO Monitor                        | low search volume                            | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mmedchoice md300a             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult oxipulse 30             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1401            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | automotive oxygen sensor      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |
| enabled       | pulse finger oximeter         | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.67) | 0.20     | Search Network with Display Select | Standard         | 1      | 297         | 0.34% | 0.18     | 0.18 | 4.1           | 8             |
| enabled       | Teledyne R17AH                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | posey                         | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.15     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | patient warming system      | Radiant Warmers              | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.46) | 0.20     | Search Network with Display Select | All features     | 1      | 4           | 25.00% | 0.12     | 0.12 | 2.8           | 3             |
| enabled       | respironics supplies        | VersaStream                  | VersaStream All Types                       | below first page bid (First page cpc : 0.97) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00%  | 0.00     | 0.00 | 7.0           | 6             |
| enabled       | iv dome                     | Posey Products               | Posey I.V. Shield                           | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 22          | 0.00%  | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | pulse oximeter pediatric    | Paediatric MD300C5           | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.51) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00%  | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | posey trach ties            | Posey Products               | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00%  | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | phototherapy eye protection | Oxygen Hoods                 | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.62) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Weinmann Oxycount Mini      | BCI Sensors                  | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| paused        | arm splint                  | Posey Products               | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 2             |
| enabled       | drager resus trolley        | Infant Resuscitation Cabinet | Infant Resuscitation Cabinet                | low search volume                            | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 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       | infant phototherapy     | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.61) | 0.20     | Search Network with Display Select | Standard         | 0      | 8           | 0.00% | 0.00     | 0.00 | 3.9           | 6             |
| enabled       | types of nasal cannulas | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.64) | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | respironics cpap        | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.02) | 0.35     | Search Network with Display Select | All features     | 0      | 45          | 0.00% | 0.00     | 0.00 | 4.8           | 6             |
| enabled       | oxygen equipment        | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | below first page bid (First page cpc : 0.62) | 0.20     | Search Network with Display Select | Standard         | 0      | 19          | 0.00% | 0.00     | 0.00 | 6.4           | 6             |
| enabled       | 9100                    | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 1.32) | 0.35     | Search Network with Display Select | Standard         | 0      | 174         | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | bosch emission          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mot testing sensor      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM gas line            | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong ad-900        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | bci mini torr plus        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal cannula fio2        | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.62) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | fingertip pulse oximeters | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.44) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | doppler tester            | V1000                         | V1000                                       | low quality score                            | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 4.7           | 1             |
| enabled       | tracheostomy tube holder  | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 1.6           | 6             |
| paused        | Teledyne R-17AH           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed sidestream         | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3304                | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R22A             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | philips respironics accessories | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.88) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | 3304                            | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.76) | 0.35     | Search Network with Display Select | Standard         | 0      | 24          | 0.00% | 0.00     | 0.00 | 1.9           | 6             |
| enabled       | bosch 02 sensors                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips low flow                | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1300              | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bosch o2 sensor                 | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | co2 monitor levels              | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics capnograph          | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | burdick pro2                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | 6100                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low quality score | 0.35     | Search Network with Display Select | Standard         | 0      | 1490        | 0.00% | 0.00     | 0.00 | 2.5           | 1             |
| enabled       | trach tie                 | Posey Products                | Posey Foam Trach Ties                       | campaign paused   | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.0           | 5             |
| enabled       | Magna Medical 1411        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8197s               | Posey Products                | Posey Foam Trach Ties                       | campaign paused   | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R22AV                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused   | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | Magna Medical MON-MTEK-30 | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R17AV            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused   | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | trach ties                | Posey Products                | Posey Foam Trach Ties                       | campaign paused   | 0.20     | Search Network with Display Select | All features     | 0      | 12          | 0.00% | 0.00     | 0.00 | 2.2           | 5             |
| enabled       | mmedchoice md300m         | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                         | Campaign                      | Ad group                         | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|----------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | R-17AH                          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tent for cats            | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates) | below first page bid (First page cpc : 0.60) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | newborn bracelets               | Posey Products                | Posey Removable ID Bracelets     | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 5.0           | 7             |
| enabled       | pediatric finger pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear   | below first page bid (First page cpc : 1.64) | 0.20     | Search Network with Display Select | Standard         | 1      | 255         | 0.39% | 0.19     | 0.19 | 4.1           | 6             |
| enabled       | posey iv shield                 | Posey Products                | Posey I.V. Shield                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | spu oxygen hood                 | Oxygen Hoods                  | Single Patient Use Oxygen hood   | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 0021015                         | Posey Products                | Posey Sensor Wraps               | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonate iv site                 | Posey Products                | Posey I.V. Shield                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3303                 | BCI Sensors                   | Ad Group #2                      | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | adult bci 9100            | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant mini torr          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics filter        | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.01) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | face mask oxygen          | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.14) | 0.35     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | Teledyne R17A             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips respironics uk    | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.97) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 3             |
| enabled       | pulse oximeter paediatric | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.57) | 0.20     | Search Network with Display Select | Standard         | 0      | 13          | 0.00% | 0.00     | 0.00 | 4.8           | 6             |
| enabled       | EnviteC PulsiQuant 8040   | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3300                  | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.70) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | co2 monitoring device          | Maxtec Flocap               | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 6.0           | 6             |
| enabled       | bci 3303                       | BCI Sensors                 | Ad Group #2                                 | below first page bid (First page cpc : 0.60) | 0.35     | Search Network with Display Select | Standard         | 0      | 9           | 0.00% | 0.00     | 0.00 | 3.9           | 6             |
| enabled       | adult oxipac 2500              | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen saturation in the blood | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager 2000                    | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.23) | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | adult bci 3303                 | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | posey                          | Posey Products              | Posey Removable ID Bracelets                | campaign paused                              | 0.10     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 7             |
| enabled       | oxygen masks                   | VersaStream                 | VersaStream All Types                       | below first page bid (First page cpc : 0.74) | 0.35     | Search Network with Display Select | All features     | 0      | 2272        | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | cap co2                        | Maxtec Flocap               | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 273         | 0.00% | 0.00     | 0.00 | 3.2           | 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       | infant oxipac 2500                  | BCI Sensors        | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | panda baby warmer                   | Radiant Warmers    | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 1.10) | 0.20     | Search Network with Display Select | All features     | 0      | 7           | 0.00% | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | 3401                                | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.89) | 0.35     | Search Network with Display Select | Standard         | 1      | 470         | 0.21% | 0.32     | 0.32 | 1.5           | 6             |
| enabled       | paediatric splint                   | Posey Products     | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 2.8           | 6             |
| enabled       | bracelets or                        | Posey Products     | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 41          | 0.00% | 0.00     | 0.00 | 4.8           | 6             |
| enabled       | baby id bracelet                    | Posey Products     | Posey Removable ID Bracelets                | campaign paused                              | 0.25     | Search Network with Display Select | All features     | 1      | 79          | 1.27% | 0.24     | 0.24 | 3.9           | 5             |
| enabled       | choicemmed fingertip pulse oximeter | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.52) | 0.20     | Search Network with Display Select | Standard         | 0      | 16          | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | infant id bracelets                 | Posey Products     | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci mini torr                       | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | splint 4642           | Posey Products                | Posey Elbow Splint                          | campaign paused   | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | patient bracelets     | Posey Products                | Posey Removable ID Bracelets                | campaign paused   | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 9100       | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-17AV       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused   | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | spacelabs pr02        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | exhaled co2 detector  | Maxtec Flocap                 | Flocap                                      | campaign paused   | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed sampling line  | VersaStream                   | VersaStream All Types                       | low search volume | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager resus          | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet                | low search volume | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | eligible          | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 1.0           | 4             |

| Keyword state | Keyword                 | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| enabled       | cannula nasal           | VersaStream                   | VersaStream All Types                       | eligible                                     | 0.35     | Search Network with Display Select | All features     | 0      | 30          | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | bci pin d               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy care       | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.83) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male line     | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci autocorr            | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.54) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | mobile warmer           | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 1.08) | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | blood oxygen saturation | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | testing sensors         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 capnometer          | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.3           | 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       | armstrong 1000           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.05) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1300       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips co2 line         | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.65) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy hood        | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | capnograph sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | colorimetric co2         | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Teledyne R17AV           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 5500                     | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.64) | 0.35     | Search Network with Display Select | Standard         | 0      | 329         | 0.00% | 0.00     | 0.00 | 2.9           | 6             |
| enabled       | resuscitaire             | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet                | below first page bid (First page cpc : 0.98) | 0.30     | Search Network with Display Select | Standard         | 0      | 5           | 0.00% | 0.00     | 0.00 | 1.8           | 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       | hemoglobin                     | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | limb splint                    | Posey Products              | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 51          | 0.00% | 0.00     | 0.00 | 3.7           | 4             |
| enabled       | infant 6100                    | BCI Sensors                 | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 02 saturation                  | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nellcor co2 detector           | Maxtec Flocap               | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Goldway Industrial Inc UT4000A | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3401                       | BCI Sensors                 | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.00) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical oxygen mask            | VersaStream                 | VersaStream All Types                       | below first page bid (First page cpc : 0.60) | 0.35     | Search Network with Display Select | All features     | 0      | 115         | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | home phototherapy              | Oxygen Hoods                | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.61) | 0.20     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 4.8           | 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       | infant bci 3401          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | md300a                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.60) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci advisor              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.01) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 4642               | Posey Products                | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | auto parts oxygen sensor | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | burdick pro2             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical breathalyser     | AlcoTrue                      | AlcoTrue                                    | campaign paused                              | 0.50     | Search Network with Display Select | Standard         | 0      | 74          | 0.00% | 0.00     | 0.00 | 2.9           | 6             |
| enabled       | bci disposables          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult oxipac 2000        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | colorimetric etco2       | Maxtec Flocap  | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci spo2                 | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.78) | 0.35     | Search Network with Display Select | Standard         | 0      | 13          | 0.00% | 0.00     | 0.00 | 3.5           | 7             |
| enabled       | mini corr                | BCI Sensors    | Ad Group #2                                 | below first page bid (First page cpc : 2.15) | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | etco2 levels             | Maxtec Flocap  | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 2             |
| enabled       | paediatric oxygen hood   | Oxygen Hoods   | Single Patient Use Oxygen hood              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pulse oximetry wrap      | Posey Products | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3304              | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen hood for neonates | Oxygen Hoods   | Single Patient Use Oxygen hood              | below first page bid (First page cpc : 0.29) | 0.20     | Search Network with Display Select | Standard         | 1      | 29          | 3.45% | 0.02     | 0.02 | 1.3           | 6             |
| enabled       | nasal canula             | VersaStream    | VersaStream All Types                       | below first page bid (First page cpc : 0.67) | 0.35     | Search Network with Display Select | All features     | 0      | 18          | 0.00% | 0.00     | 0.00 | 3.8           | 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       | 3300                          | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.89) | 0.35     | Search Network with Display Select | Standard         | 0      | 308         | 0.00% | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | 3301                          | BCI Sensors        | Ad Group #2                                 | below first page bid (First page cpc : 1.17) | 0.35     | Search Network with Display Select | Standard         | 0      | 827         | 0.00% | 0.00     | 0.00 | 1.7           | 6             |
| enabled       | oled fingertip 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         | 0      | 120         | 0.00% | 0.00     | 0.00 | 4.8           | 6             |
| enabled       | writing bracelet              | Posey Products     | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | nasal cannula placement       | VersaStream        | VersaStream All Types                       | below first page bid (First page cpc : 1.05) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3044                    | BCI Sensors        | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics filters           | VersaStream        | VersaStream All Types                       | below first page bid (First page cpc : 1.13) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey trach                   | Posey Products     | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cpap supplies direct          | VersaStream        | VersaStream All Types                       | below first page bid (First page cpc : 1.01) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | posey 4648                | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3402                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.46) | 0.35     | Search Network with Display Select | Standard         | 4      | 498         | 0.80% | 0.27     | 1.08 | 1.1           | 6             |
| enabled       | respironics cpap supplies | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.92) | 0.35     | Search Network with Display Select | All features     | 0      | 10          | 0.00% | 0.00     | 0.00 | 5.4           | 6             |
| enabled       | 3044                      | BCI Sensors                   | Ad Group #2                                 | below first page bid (First page cpc : 0.61) | 0.35     | Search Network with Display Select | Standard         | 0      | 16          | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | bracelets for             | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 194         | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | colorimetric              | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 17          | 0.00% | 0.00     | 0.00 | 3.4           | 6             |
| enabled       | id bracelets for kids     | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | R-17A-LV                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 17cm splint               | Posey Products                | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | L&T Medical Planet      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | entitled co2 monitor    | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bosch oxygen sensors    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 4             |
| enabled       | oxygen tent for infants | Oxygen Hoods                  | Single Patient Use Oxygen hood              | below first page bid (First page cpc : 0.46) | 0.20     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.0           | 6             |
| enabled       | mini torr               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | adult corpluse          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant md300m           | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R22A           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3402                | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | LLM gas sampling line                  | VersaStream                   | VersaStream All Types                | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | o 2 sensors                            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bracelets bracelets                    | Posey Products                | Posey Removable ID Bracelets         | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 4      | 724         | 0.55% | 0.20     | 0.79 | 4.3           | 6             |
| enabled       | medical alarm bracelet                 | Posey Products                | Posey Removable ID Bracelets         | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | warmer stand                           | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer       | below first page bid (First page cpc : 0.53) | 0.20     | Search Network with Display Select | All features     | 0      | 25          | 0.00% | 0.00     | 0.00 | 2.9           | 3             |
| enabled       | Teledyne R-22AH                        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 8168I                            | Posey Products                | Posey SecureSleep                    | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen therapy masks                   | VersaStream                   | VersaStream All Types                | below first page bid (First page cpc : 0.48) | 0.35     | Search Network with Display Select | All features     | 0      | 6           | 0.00% | 0.00     | 0.00 | 5.3           | 6             |
| enabled       | fingertip pulse oximeter manufacturers | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear       | below first page bid (First page cpc : 0.52) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 6.0           | 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       | Infant Resus                       | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet   | below first page bid (First page cpc : 0.83) | 0.30     | Search Network with Display Select | Standard         | 0      | 86          | 0.00% | 0.00     | 0.00 | 2.3           | 6             |
| enabled       | hospital bracelet                  | Posey Products                | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 18          | 0.00% | 0.00     | 0.00 | 2.7           | 6             |
| enabled       | bci 6100                           | BCI Sensors                   | Ad Group #2                    | below first page bid (First page cpc : 1.07) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | portable paediatric pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | measurement of oxygen saturation   | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre     | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer price        | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer | below first page bid (First page cpc : 0.50) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | respironics cpap accessories       | VersaStream                   | VersaStream All Types          | below first page bid (First page cpc : 1.02) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 6.7           | 6             |
| paused        | automotive oxygen sensors          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | sensor automotive                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | Goldway Industrial Inc UT4000A   | BCI Sensors                 | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxipulse 30               | BCI Sensors                 | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer wikipedia  | Radiant Warmers             | Ceratherm 600-3 Radiant Warmer | below first page bid (First page cpc : 0.61) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | finger pulse oximeters           | Paediatric MD300C5          | Paediatric MD300 Pig Frog Bear | below first page bid (First page cpc : 0.61) | 0.20     | Search Network with Display Select | Standard         | 0      | 5           | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | paediatric finger pulse oximeter | Paediatric MD300C5          | Paediatric MD300 Pig Frog Bear | below first page bid (First page cpc : 0.67) | 0.20     | Search Network with Display Select | Standard         | 0      | 43          | 0.00% | 0.00     | 0.00 | 4.6           | 6             |
| enabled       | oxipac 2000                      | BCI Sensors                 | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | child id bracelet                | Posey Products              | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hb                               | VM-2400 Haemoglobin Monitor | VM-2400 Blood Donor Centre     | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 1             |
| enabled       | tracheostomy support             | Posey Products              | Posey Foam Trach Ties          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.7           | 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       | adult burdick pr02       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | viamed gas sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3300               | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3100                 | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R21AV           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-21A                    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | es co monitor            | Carbon Monoxide Monitors      | CO Screen CO Monitor                        | low search volume                            | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal cannulas           | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.83) | 0.35     | Search Network with Display Select | All features     | 0      | 148         | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | adult bci 3402           | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | foetal monitor test                | V1000                         | V1000                                       | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | automotive oxygen sensors          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant corpluse                    | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | pediatric fingertip pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.41) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | MEDLAB NANOX2                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant md300a                      | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical alarm bracelets            | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3444n                              | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | exhaust manifold sensor            | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | o2 nasal cannula     | VersaStream                   | VersaStream All Types          | below first page bid (First page cpc : 0.81) | 0.35     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | drager               | Infant Resuscitation Cabinet  | Infant Resuscitation Cabinet   | below first page bid (First page cpc : 0.96) | 0.30     | Search Network with Display Select | Standard         | 0      | 1634        | 0.00% | 0.00     | 0.00 | 3.7           | 3             |
| enabled       | 3100                 | BCI Sensors                   | Ad Group #2                    | below first page bid (First page cpc : 0.85) | 0.35     | Search Network with Display Select | Standard         | 0      | 361         | 0.00% | 0.00     | 0.00 | 2.6           | 6             |
| enabled       | infant autocorr      | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | oxygen O2 sensor     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors      | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 40     | BCI Sensors                   | Ad Group #2                    | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cheap co2 detectors  | Maxtec Flocap                 | Flocap                         | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | baby warmer          | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer | below first page bid (First page cpc : 0.74) | 0.20     | Search Network with Display Select | All features     | 0      | 806         | 0.00% | 0.00     | 0.00 | 3.5           | 6             |
| enabled       | bosch oxygen sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | splint 4643               | Posey Products                | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci mini torr       | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips co2 sampling line | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1501        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R17ALV                    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Planet 50     | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | fingertip oximeter        | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.44) | 0.20     | Search Network with Display Select | Standard         | 0      | 53          | 0.00% | 0.00     | 0.00 | 5.4           | 7             |
| enabled       | bci mini corr             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics line          | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.86) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | R21A                       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | portable oxygen tanks      | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates) | below first page bid (First page cpc : 0.57) | 0.20     | Search Network with Display Select | Standard         | 0      | 23          | 0.00% | 0.00     | 0.00 | 6.3           | 6             |
| enabled       | infant advisor             | BCI Sensors                   | Ad Group #2                      | below first page bid (First page cpc : 0.62) | 0.35     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 5.5           | 6             |
| enabled       | paediatric pulse oximeters | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear   | below first page bid (First page cpc : 0.71) | 0.20     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 6.0           | 8             |
| enabled       | exhaled co2 monitoring     | Maxtec Flocap                 | Flocap                           | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 2.5           | 6             |
| enabled       | finger oximeter            | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear   | below first page bid (First page cpc : 0.55) | 0.20     | Search Network with Display Select | Standard         | 0      | 181         | 0.00% | 0.00     | 0.00 | 4.3           | 8             |
| enabled       | et tube placement          | Maxtec Flocap                 | Flocap                           | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 12          | 0.00% | 0.00     | 0.00 | 1.9           | 2             |
| enabled       | police breathalyser        | AlcoTrue                      | AlcoTrue                         | campaign paused                              | 0.50     | Search Network with Display Select | Standard         | 0      | 4044        | 0.00% | 0.00     | 0.00 | 3.1           | 6             |
| enabled       | baby radiant warmer        | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer   | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                             | Campaign                      | Ad group                             | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------------------|-------------------------------|--------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | replacement emission sensor         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | vm-2500 sidestream                  | VersaStream                   | VersaStream All Types                | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | philips capnograph                  | VersaStream                   | VersaStream All Types                | eligible                                     | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics                         | VersaStream                   | VersaStream All Types                | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 271         | 0.00% | 0.00     | 0.00 | 4.5           | 1             |
| enabled       | phototherapy level                  | Oxygen Hoods                  | Phototherapy Oxygen Hood             | below first page bid (First page cpc : 0.48) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | Teledyne R-22AV                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors            | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | smoking cessation monitor pregnancy | Carbon Monoxide Monitors      | CO Screen CO Monitor                 | low search volume                            | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen delivery                     | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)     | below first page bid (First page cpc : 0.66) | 0.20     | Search Network with Display Select | Standard         | 0      | 7           | 0.00% | 0.00     | 0.00 | 4.0           | 7             |
| enabled       | Teledyne R-17A                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | bosch emission analyser        | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3302                       | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | paediatric oximeter            | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.41) | 0.20     | Search Network with Display Select | Standard         | 0      | 8           | 0.00% | 0.00     | 0.00 | 5.1           | 7             |
| enabled       | R22AH                          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | single patient use hood        | Oxygen Hoods                  | Single Patient Use Oxygen hood              | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 5500                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | reset respironics cpap machine | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant oxygen hood             | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | below first page bid (First page cpc : 0.23) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult autocorr                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | testing o2 sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2 | campaign paused   | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3301    | BCI Sensors                   | Ad Group #2                  | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tidal co2 monitor  | Maxtec Flocap                 | Flocap                       | campaign paused   | 0.30     | Search Network with Display Select | Standard         | 1      | 9           | 11.11% | 0.23     | 0.23 | 3.7           | 6             |
| enabled       | bci mini torr plus | BCI Sensors                   | Ad Group #2                  | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1200 | BCI Sensors                   | Ad Group #2                  | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| paused        | viamed             | VersaStream                   | VersaStream All Types        | paused            | 0.15     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | o2 sensor bosch    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2 | campaign paused   | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1406 | BCI Sensors                   | Ad Group #2                  | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipulse 30        | BCI Sensors                   | Ad Group #2                  | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 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       | oxygen face masks                    | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.78) | 0.35     | Search Network with Display Select | All features     | 0      | 36          | 0.00% | 0.00     | 0.00 | 4.4           | 6             |
| enabled       | infant mini corr                     | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey wrap                           | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | L&T Medical Star 50                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer specifications | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | Magna Medical 1406                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | easy cap ii co2 detector             | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant 3302                          | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | sensors in automotive                | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                 | Campaign                      | Ad group                                    | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR   | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|-------------------------|-------------------------------|---------------------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|-------|----------|------|---------------|---------------|
| paused        | Teledyne R-22A          | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | long term oxygen        | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.84) | 0.35     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | adult spacelabs pr02    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 33        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | vm-2500 line            | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bci 3304                | BCI Sensors                   | Ad Group #2                                 | eligible                                     | 0.35     | Search Network with Display Select | Standard         | 0      | 3           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| paused        | Teledyne R21A           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen tent for infants | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | below first page bid (First page cpc : 0.36) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | dignicare digimax 5500  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | short-term sampling line               | VersaStream        | VersaStream All Types          | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | co2 detektor                           | Maxtec Flocap      | Flocap                         | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | finger pulse oximeter with led display | Paediatric MD300C5 | Paediatric MD300 Pig Frog Bear | below first page bid (First page cpc : 0.51) | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | mini torr plus                         | BCI Sensors        | Ad Group #2                    | below first page bid (First page cpc : 1.00) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | colorimetric capnometry                | Maxtec Flocap      | Flocap                         | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable newborn bracelet             | Posey Products     | Posey Removable ID Bracelets   | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | phototherapy chart                     | Oxygen Hoods       | Phototherapy Oxygen Hood       | below first page bid (First page cpc : 0.55) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ultrasound tester                      | V1000              | V1000                          | below first page bid (First page cpc : 0.32) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen nasal cannula                   | VersaStream        | VersaStream All Types          | below first page bid (First page cpc : 1.20) | 0.35     | Search Network with Display Select | All features     | 0      | 36          | 0.00% | 0.00     | 0.00 | 2.9           | 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       | tracheostomy tie            | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 4           | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | oximeter finger pulse       | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.62) | 0.20     | Search Network with Display Select | Standard         | 0      | 363         | 0.00% | 0.00     | 0.00 | 4.2           | 6             |
| enabled       | replacement emission sensor | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant mmedchoice md300m    | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3300                        | BCI Sensors                   | Ad Group #2                                 | low quality score                            | 0.35     | Search Network with Display Select | Standard         | 0      | 319         | 0.00% | 0.00     | 0.00 | 2.5           | 1             |
| enabled       | tracheostomy tubes          | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 2      | 364         | 0.55% | 0.11     | 0.22 | 2.4           | 5             |
| enabled       | adult lynn medical          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | paediatric phototherapy     | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | low search volume                            | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | exhaled co2                 | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 868         | 0.00% | 0.00     | 0.00 | 3.1           | 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       | baby identification           | Posey Products                | Posey Removable ID Bracelets | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 39          | 0.00% | 0.00     | 0.00 | 3.8           | 6             |
| enabled       | colorimetric detection        | Maxtec Flocap                 | Flocap                       | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | auto parts oxygen sensor      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2 | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | complications of phototherapy | Oxygen Hoods                  | Phototherapy Oxygen Hood     | below first page bid (First page cpc : 0.74) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | neonate shield                | Posey Products                | Posey I.V. Shield            | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal oxygen cannula          | VersaStream                   | VersaStream All Types        | below first page bid (First page cpc : 0.84) | 0.35     | Search Network with Display Select | All features     | 0      | 21          | 0.00% | 0.00     | 0.00 | 2.7           | 6             |
| enabled       | oxygen saturation             | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 3             |
| enabled       | oxygen tube                   | VersaStream                   | VersaStream All Types        | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 469         | 0.00% | 0.00     | 0.00 | 3.9           | 1             |
| enabled       | hb testing                    | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre   | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | emission sensors car             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3100                  | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant radiant warmer definition | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.59) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | tracheostomy help                | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxipac 2000                      | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nafion tube alternative          | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | 3301                             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.23) | 0.35     | Search Network with Display Select | Standard         | 2      | 827         | 0.24% | 0.31     | 0.62 | 1.8           | 6             |
| enabled       | infant oximeter                  | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.44) | 0.20     | Search Network with Display Select | Standard         | 0      | 5           | 0.00% | 0.00     | 0.00 | 5.4           | 6             |
| enabled       | Magna Medical 85                 | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | warmer floor       | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.48) | 0.20     | Search Network with Display Select | All features     | 0      | 3           | 0.00% | 0.00     | 0.00 | 2.3           | 6             |
| paused        | foetal monitor     | V1000                         | V1000                                       | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1413 | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Elmed PSO1000      | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 85   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-21A              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ge baby warmer     | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 1.00) | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | in tidal co2       | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | neonate wrap       | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 70          | 0.00% | 0.00     | 0.00 | 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       | vm-2500 co2 sampling line      | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult 3402                     | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | care of baby in radiant warmer | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | eligible                                     | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | kids medical bracelets         | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R17A                           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | hand splint                    | Posey Products                | Posey SecureSleeve                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | cabinet warmers                | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.51) | 0.20     | Search Network with Display Select | All features     | 0      | 41          | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | respironics trueblue cpap mask | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.92) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 9.0           | 6             |
| enabled       | cpap respironics remstar       | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.86) | 0.35     | Search Network with Display Select | All features     | 0      | 23          | 0.00% | 0.00     | 0.00 | 4.2           | 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       | phillips respironics        | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.07) | 0.35     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 4.0           | 6             |
| enabled       | finger pulse oximeter boots | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.55) | 0.20     | Search Network with Display Select | Standard         | 0      | 77          | 0.00% | 0.00     | 0.00 | 4.3           | 8             |
| paused        | R-17A-LV                    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | carbon monitor              | Carbon Monoxide Monitors      | CO Screen CO Monitor                        | below first page bid (First page cpc : 0.90) | 0.30     | Search Network with Display Select | Standard         | 1      | 768         | 0.13% | 0.29     | 0.29 | 4.1           | 7             |
| enabled       | MEDLAB NANOXeco             | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1503          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-17AH                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult mini corr             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult invacare              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.01) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | posey 4849                | Posey Products                | Posey Removable ID Bracelets                | campaign paused   | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | colorimetric co2 detector | Maxtec Flocap                 | Flocap                                      | campaign paused   | 0.30     | Search Network with Display Select | Standard         | 1      | 11          | 9.09% | 0.21     | 0.21 | 2.3           | 6             |
| enabled       | infant mini torr plus     | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R21AV                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused   | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | R-17A                     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - r               | campaign paused   | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3402           | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Luer Lock Male capnograph | VersaStream                   | VersaStream All Types                       | low search volume | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | corpluse                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant drager 2000        | BCI Sensors                   | Ad Group #2                                 | low search volume | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | low flow oxygen mask    | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 0.47) | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3301          | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | foetal heart monitoring | V1000                         | V1000                                       | paused                                       | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bosch O2 sensor         | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 1             |
| enabled       | radiant warmer          | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.32) | 0.20     | Search Network with Display Select | All features     | 0      | 7           | 0.00% | 0.00     | 0.00 | 1.9           | 5             |
| enabled       | newborn id bracelet     | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | bracelet for newborn    | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | co2 detector            | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 2           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| enabled       | Magna Medical 35        | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | 0021013                        | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | warmer for baby                | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.47) | 0.20     | Search Network with Display Select | All features     | 0      | 921         | 0.00% | 0.00     | 0.00 | 3.3           | 6             |
| enabled       | medlab pox10                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | mot testing sensor             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | bci pulse oximeter             | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | paused                                       | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | adult bci 3304                 | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | vm-2500 gas line               | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | medical bracelets for children | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | hospital identification        | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 13          | 0.00% | 0.00     | 0.00 | 4.0           | 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       | adult mmedchoic e md300m          | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | nasal cannula with co2 monitoring | Maxtec Flocap  | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | drager 2500                       | BCI Sensors    | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.36) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | foetal heart monitor              | V1000          | V1000                                       | paused                                       | 0.26     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci advisor                | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | LLM line                          | VersaStream    | VersaStream All Types                       | below first page bid (First page cpc : 0.86) | 0.35     | Search Network with Display Select | All features     | 0      | 10          | 0.00% | 0.00     | 0.00 | 5.2           | 6             |
| enabled       | medical sensor wrap               | Posey Products | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci mini torr              | BCI Sensors    | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey tracheostomy                | Posey Products | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 3.0           | 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       | adult pox10              | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | bosch automotive sensors | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | co2 waveform             | Maxtec Flocap                 | Flocap                                      | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | blood oximeter           | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | posey 6554p              | Posey Products                | Posey Sensor Wraps                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | oxygen medical           | VersaStream                   | VersaStream All Types                       | low quality score                            | 0.35     | Search Network with Display Select | All features     | 0      | 281         | 0.00% | 0.00     | 0.00 | 4.7           | 1             |
| enabled       | tracheostomy tube        | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 25          | 0.00% | 0.00     | 0.00 | 2.2           | 5             |
| enabled       | pediatric oximeter       | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.30) | 0.20     | Search Network with Display Select | Standard         | 0      | 8           | 0.00% | 0.00     | 0.00 | 5.6           | 7             |
| enabled       | spacelabs pr02           | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |

| Keyword state | Keyword                         | Campaign                      | Ad group                         | Status                                       | Max. CPC | Campaign type                      | Campaign subtype | Clicks | Impressions | CTR    | Avg. CPC | Cost | Avg. position | Quality score |
|---------------|---------------------------------|-------------------------------|----------------------------------|----------------------------------------------|----------|------------------------------------|------------------|--------|-------------|--------|----------|------|---------------|---------------|
| paused        | posey                           | Posey Products                | Posey Elbow Splint               | campaign paused                              | 0.15     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 5             |
| enabled       | posey 8197                      | Posey Products                | Posey Foam Trach Ties            | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | exhaust sensor                  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2     | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| paused        | oxygen sensor in exhaust system | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors        | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | armstrong 2000                  | BCI Sensors                   | Ad Group #2                      | below first page bid (First page cpc : 1.36) | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3302                 | BCI Sensors                   | Ad Group #2                      | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tracheostomy collar             | Posey Products                | Posey Foam Trach Ties            | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 1      | 10          | 10.00% | 0.12     | 0.12 | 1.9           | 5             |
| enabled       | hood oxygen                     | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates) | eligible                                     | 0.20     | Search Network with Display Select | Standard         | 0      | 1           | 0.00%  | 0.00     | 0.00 | 1.0           | 6             |
| enabled       | Weinmann Oxycount Mini          | BCI Sensors                   | Ad Group #2                      | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00%  | 0.00     | 0.00 | 0.0           | 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       | adult bci mini torr plus    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-17AV                      | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | tracheostomy ties           | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 1           | 0.00% | 0.00     | 0.00 | 1.0           | 5             |
| enabled       | pulse oximeter finger       | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.60) | 0.20     | Search Network with Display Select | Standard         | 1      | 416         | 0.24% | 0.17     | 0.17 | 4.3           | 6             |
| enabled       | omron finger pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.93) | 0.20     | Search Network with Display Select | Standard         | 0      | 80          | 0.00% | 0.00     | 0.00 | 4.1           | 6             |
| enabled       | adult 3301                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | respironics co2 line        | VersaStream                   | VersaStream All Types                       | low search volume                            | 0.35     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | teledyne sensor automotive  | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | R-17A                       | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | 9100                        | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.67) | 0.35     | Search Network with Display Select | Standard         | 0      | 238         | 0.00% | 0.00     | 0.00 | 2.8           | 6             |
| enabled       | bci 3303                    | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 1.12) | 0.35     | Search Network with Display Select | Standard         | 0      | 4           | 0.00% | 0.00     | 0.00 | 5.0           | 6             |
| paused        | exhaust sensor              | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | effect of phototherapy      | Oxygen Hoods                  | Phototherapy Oxygen Hood                    | below first page bid (First page cpc : 0.41) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | wrist splints               | Posey Products                | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | removable hospital bracelet | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | exhaust o2 sensor           | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #2                | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | foetal doppler tester       | V1000                         | V1000                                       | low search volume                            | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | splints                     | Posey Products                | Posey Elbow Splint                          | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | L&T Medical Cosmic            | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | wall mounted arm              | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.72) | 0.20     | Search Network with Display Select | All features     | 0      | 20          | 0.00% | 0.00     | 0.00 | 3.0           | 6             |
| enabled       | neonatal oxygen               | Oxygen Hoods                  | Reusable Oxygen Hoods (Neonates)            | below first page bid (First page cpc : 0.74) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | testing automotive sensors    | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors #3                | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | md300-d finger pulse oximeter | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.60) | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | ceiling mounting bracket      | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | below first page bid (First page cpc : 0.61) | 0.20     | Search Network with Display Select | All features     | 0      | 8           | 0.00% | 0.00     | 0.00 | 4.3           | 6             |
| enabled       | adult md300a                  | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | Magna Medical 1503            | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | infant bci 3300               | BCI Sensors                   | Ad Group #2                                 | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 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       | 3304                   | BCI Sensors                   | BCI Compatible Disposable Adult SpO2 Sensor | below first page bid (First page cpc : 0.90) | 0.35     | Search Network with Display Select | Standard         | 0      | 33          | 0.00% | 0.00     | 0.00 | 1.4           | 6             |
| enabled       | oxygen breathing mask  | VersaStream                   | VersaStream All Types                       | below first page bid (First page cpc : 1.09) | 0.35     | Search Network with Display Select | All features     | 0      | 98          | 0.00% | 0.00     | 0.00 | 3.9           | 6             |
| enabled       | 8197 tie               | Posey Products                | Posey Foam Trach Ties                       | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| paused        | sensors automotive     | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors                   | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | haemoglobin testing    | VM-2400 Haemoglobin Monitor   | VM-2400 Blood Donor Centre                  | campaign paused                              | 0.35     | Search Network with Display Select | Standard         | 0      | 0           | 0.00% | 0.00     | 0.00 | 0.0           | 6             |
| enabled       | warming cabinet        | Radiant Warmers               | Ceratherm 600-3 Radiant Warmer              | low quality score                            | 0.20     | Search Network with Display Select | All features     | 0      | 126         | 0.00% | 0.00     | 0.00 | 3.9           | 1             |
| enabled       | finger oximeters       | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.63) | 0.20     | Search Network with Display Select | Standard         | 1      | 34          | 2.94% | 0.10     | 0.10 | 5.5           | 8             |
| enabled       | portable oximeter      | Paediatric MD300C5            | Paediatric MD300 Pig Frog Bear              | below first page bid (First page cpc : 0.52) | 0.20     | Search Network with Display Select | Standard         | 0      | 6           | 0.00% | 0.00     | 0.00 | 3.7           | 6             |
| enabled       | childrens id bracelets | Posey Products                | Posey Removable ID Bracelets                | campaign paused                              | 0.20     | Search Network with Display Select | All features     | 0      | 5           | 0.00% | 0.00     | 0.00 | 4.8           | 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                 | infant bci mini torr plus  | BCI Sensors                   | Ad Group #2                          | low search volume                            | 0.35     | Search Network with Display Select | Standard         | 0          | 0             | 0.00%        | 0.00        | 0.00         | 0.0           | 6             |
| enabled                 | trap tester                | V1000                         | V1000                                | below first page bid (First page cpc : 0.70) | 0.20     | Search Network with Display Select | All features     | 0          | 0             | 0.00%        | 0.00        | 0.00         | 0.0           | 6             |
| enabled                 | colorimetric co2 detectors | Maxtec Flocap                 | Flocap                               | campaign paused                              | 0.30     | Search Network with Display Select | Standard         | 0          | 0             | 0.00%        | 0.00        | 0.00         | 0.0           | 6             |
| enabled                 | Teledyne R-21A             | Automotive MOT Oxygen Sensors | Automotive Oxygen Sensors - teledyne | campaign paused                              | 0.20     | Search Network with Display Select | Standard         | 0          | 0             | 0.00%        | 0.00        | 0.00         | 0.0           | 6             |
| <b>Total - filtered</b> | --                         | --                            | --                                   | --                                           | --       | --                                 | --               | <b>77</b>  | <b>82659</b>  | <b>0.09%</b> | <b>0.23</b> | <b>17.33</b> | <b>3.3</b>    | --            |
| <b>Total</b>            | --                         | --                            | --                                   | --                                           | --       | --                                 | --               | <b>196</b> | <b>100696</b> | <b>0.19%</b> | <b>0.14</b> | <b>27.01</b> | <b>2.9</b>    | --            |