

Keyword report

Aug 1, 2016-Aug 31, 2016

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	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	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	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	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	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	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	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
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	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

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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	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	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
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	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	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	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	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
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

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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	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	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	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	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	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	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	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	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

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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	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	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	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	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	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	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	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	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

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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	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	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	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	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	finger probe pulse oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	below first page bid (First page cpc : 0.73)	0.20	Search Network with Display Select	Standard	1	130	0.77%	0.18	0.18	4.3	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
Total - filtered	--	--	--	--	--	--	--	77	43843	0.18%	0.23	17.33	3.2	--
Total	--	--	--	--	--	--	--	196	100696	0.19%	0.14	27.01	2.9	--