

Keyword report

Jul 1, 2016-Jul 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	capnograph	Maxtec Flocap	Flocap	campaign paused	0.30	Search Network with Display Select	Standard	1	117	0.85%	0.30	0.30	2.1	6
enabled	drager	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.99)	0.30	Search Network with Display Select	Standard	1	1006	0.10%	0.23	0.23	3.9	--
enabled	breathalyser	AlcoTrue	AlcoTrue	campaign paused	0.35	Search Network with Display Select	Standard	58	82221	0.07%	0.35	20.37	2.8	7
enabled	philips respironics products	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.75)	0.35	Search Network with Display Select	All features	1	2	50.00%	0.33	0.33	3.0	--
enabled	invacare	BCI Sensors	Ad Group #2	campaign paused	0.35	Search Network with Display Select	Standard	1	825	0.12%	0.27	0.27	3.8	3
enabled	cpap respironics remstar	VersaStream	VersaStream All Types	below first page bid (First page cpc : 1.07)	0.35	Search Network with Display Select	All features	1	43	2.33%	0.35	0.35	3.6	--
enabled	respironics cpap machine for sale	VersaStream	VersaStream All Types	below first page bid (First page cpc : 1.15)	0.35	Search Network with Display Select	All features	1	9	11.11%	0.32	0.32	5.6	--
enabled	tracheostomy tubes	Posey Products	Posey Foam Trach Ties	campaign paused	0.20	Search Network with Display Select	All features	2	343	0.58%	0.18	0.36	3.1	--
enabled	oxygen canula	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.80)	0.35	Search Network with Display Select	All features	2	516	0.39%	0.24	0.48	2.6	--

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enabled	patient warming system	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	campaign paused	0.20	Search Network with Display Select	All features	1	1	100.00%	0.15	0.15	2.0	5
enabled	oxygen delivery	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	below first page bid (First page cpc : 0.71)	0.20	Search Network with Display Select	Standard	1	20	5.00%	0.19	0.19	3.7	--
enabled	3401	BCI Sensors	Ad Group #2	campaign paused	0.35	Search Network with Display Select	Standard	2	703	0.28%	0.27	0.54	1.4	--
enabled	carbon monoxide monitor	Carbon Monoxide Monitors	CO Screen CO Monitor	below first page bid (First page cpc : 1.32)	0.30	Search Network with Display Select	Standard	1	162	0.62%	0.29	0.29	4.1	6
enabled	carbon monitor	Carbon Monoxide Monitors	CO Screen CO Monitor	below first page bid (First page cpc : 0.93)	0.30	Search Network with Display Select	Standard	3	435	0.69%	0.27	0.81	4.0	--
enabled	posey foam trach ties	Posey Products	Posey Foam Trach Ties	campaign paused	0.20	Search Network with Display Select	All features	1	8	12.50%	0.05	0.05	1.0	7
enabled	finger oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	campaign paused	0.20	Search Network with Display Select	Standard	1	78	1.28%	0.18	0.18	3.9	8
enabled	oxygen hoods	Oxygen Hoods	Single Patient Use Oxygen hood	eligible	0.20	Search Network with Display Select	Standard	1	11	9.09%	0.20	0.20	1.5	6
enabled	finger pulse oximeter	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	campaign paused	0.20	Search Network with Display Select	Standard	2	249	0.80%	0.18	0.36	4.0	8

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enabled	advisor	BCI Sensors	Ad Group #2	campaign paused	0.35	Search Network with Display Select	Standard	2	1312	0.15%	0.26	0.51	2.9	1
enabled	baby id bracelet	Posey Products	Posey Removable ID Bracelets	campaign paused	0.25	Search Network with Display Select	All features	1	213	0.47%	0.25	0.25	3.6	--
enabled	police breathalyser	AlcoTrue	AlcoTrue	campaign paused	0.50	Search Network with Display Select	Standard	2	5414	0.04%	0.28	0.56	2.7	--
enabled	wrist splint	Posey Products	Posey SecureSleeve	campaign paused	0.20	Search Network with Display Select	All features	1	517	0.19%	0.20	0.20	2.5	--
enabled	oximeter pulse finger	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	campaign paused	0.20	Search Network with Display Select	Standard	1	213	0.47%	0.19	0.19	4.2	--
enabled	3100	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	campaign paused	0.35	Search Network with Display Select	Standard	1	324	0.31%	0.12	0.12	2.1	--
enabled	oxygen cannula	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.78)	0.35	Search Network with Display Select	All features	1	674	0.15%	0.30	0.30	2.2	--
enabled	posey splint	Posey Products	Posey Elbow Splint	campaign paused	0.20	Search Network with Display Select	All features	3	24	12.50%	0.19	0.57	2.2	--
enabled	endotracheal tube	Maxtec Flocap	Flocap	campaign paused	0.30	Search Network with Display Select	Standard	2	651	0.31%	0.24	0.47	2.5	3

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enabled	tracheostomy tube	Posey Products	Posey Foam Trach Ties	campaign paused	0.20	Search Network with Display Select	All features	4	281	1.42%	0.17	0.68	3.0	--
enabled	nasal capnography	VersaStream	VersaStream All Types	below first page bid (First page cpc : 0.80)	0.35	Search Network with Display Select	All features	1	3	33.33%	0.28	0.28	2.7	--
enabled	neonatal warmer	Radiant Warmers	Ceratherm 600-3 Radiant Warmer	campaign paused	0.20	Search Network with Display Select	All features	1	5	20.00%	0.15	0.15	3.0	3
enabled	newborn resuscitation	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	below first page bid (First page cpc : 0.92)	0.30	Search Network with Display Select	Standard	1	265	0.38%	0.18	0.18	2.2	5
enabled	bracelets bracelets	Posey Products	Posey Removable ID Bracelets	campaign paused	0.20	Search Network with Display Select	All features	2	3614	0.06%	0.18	0.36	4.1	--
enabled	3402	BCI Sensors	Ad Group #2	campaign paused	0.35	Search Network with Display Select	Standard	1	547	0.18%	0.35	0.35	1.2	--
enabled	3301	BCI Sensors	Ad Group #2	campaign paused	0.35	Search Network with Display Select	Standard	2	999	0.20%	0.29	0.58	1.7	--
enabled	3402	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	campaign paused	0.35	Search Network with Display Select	Standard	1	571	0.18%	0.06	0.06	1.2	--
enabled	phototherapy	Oxygen Hoods	Phototherapy Oxygen Hood	below first page bid (First page cpc : 0.51)	0.20	Search Network with Display Select	Standard	1	289	0.35%	0.18	0.18	2.8	8

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enabled	finger oximeters	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	campaign paused	0.20	Search Network with Display Select	Standard	1	50	2.00%	0.19	0.19	5.2	8
enabled	1303	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	campaign paused	0.35	Search Network with Display Select	Standard	1	1369	0.07%	0.20	0.20	2.8	--
enabled	bracelet bracelet	Posey Products	Posey Removable ID Bracelets	campaign paused	0.20	Search Network with Display Select	All features	1	888	0.11%	0.17	0.17	4.3	--
enabled	3401	BCI Sensors	BCI Compatible Disposable Adult SpO2 Sensor	campaign paused	0.35	Search Network with Display Select	Standard	5	742	0.67%	0.20	1.00	1.4	--
enabled	tracheostomy	Posey Products	Posey Foam Trach Ties	campaign paused	0.20	Search Network with Display Select	All features	4	525	0.76%	0.11	0.45	3.0	--
enabled	oxygen finger monitor	Paediatric MD300C5	Paediatric MD300 Pig Frog Bear	campaign paused	0.20	Search Network with Display Select	Standard	4	268	1.49%	0.18	0.70	4.4	8
Total - filtered	--	--	--	--	--	--	--	125	106507	0.12%	0.28	34.48	2.8	--
Total	--	--	--	--	--	--	--	206	154727	0.13%	0.20	41.63	2.7	--