

Keyword report

Jan 1, 2017-Jan 31, 2017

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 equipment	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	campaign paused	0.20	Search Network with Display Select	Standard	1	33	3.03%	0.20	0.20	4.9	--
enabled	portable oxygen tanks	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	campaign paused	0.20	Search Network with Display Select	Standard	1	44	2.27%	0.18	0.18	5.4	--
enabled	versastream	VersaStream	VersaStream All Types	campaign paused	0.35	Search Network with Display Select	All features	1	4	25.00%	0.09	0.09	1.0	--
enabled	police breathalyzer	AlcoTrue	AlcoTrue	campaign paused	0.50	Search Network with Display Select	Standard	4	5987	0.07%	0.36	1.43	3.1	--
enabled	oxygen cannula	VersaStream	VersaStream All Types	campaign paused	0.35	Search Network with Display Select	All features	1	363	0.28%	0.31	0.31	2.7	--
enabled	smoking cessation monitor	Carbon Monoxide Monitors	CO Screen CO Monitor	campaign paused	0.30	Search Network with Display Select	Standard	1	17	5.88%	0.25	0.25	2.9	--
enabled	oxygen tent for infants	Oxygen Hoods	Single Patient Use Oxygen hood	campaign paused	0.20	Search Network with Display Select	Standard	1	1	100.00%	0.18	0.18	3.0	--
enabled	oxygen medical	VersaStream	VersaStream All Types	campaign paused	0.35	Search Network with Display Select	All features	1	72	1.39%	0.32	0.32	5.0	--
enabled	co breath monitor	Carbon Monoxide Monitors	CO Screen CO Monitor	campaign paused	0.30	Search Network with Display Select	Standard	4	123	3.25%	0.18	0.70	2.3	--

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	resuscitator	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	campaign paused	0.30	Search Network with Display Select	Standard	1	255	0.39%	0.30	0.30	2.9	--
enabled	co monitor	Carbon Monoxide Monitors	CO Screen CO Monitor	campaign paused	0.30	Search Network with Display Select	Standard	1	7117	0.01%	0.12	0.12	3.1	--
enabled	adult temperature	Temperature Probes	Temperature Probes	campaign paused	0.20	Search Network with Display Select	Standard	2	310	0.65%	0.17	0.34	3.2	--
enabled	Infant Resus	Infant Resuscitation Cabinet	Infant Resuscitation Cabinet	campaign paused	0.30	Search Network with Display Select	Standard	1	48	2.08%	0.18	0.18	2.2	--
enabled	paediatric temperature	Temperature Probes	Temperature Probes	campaign paused	0.20	Search Network with Display Select	Standard	1	1	100.00%	0.17	0.17	1.0	--
enabled	co2 sampling	VersaStream	VersaStream All Types	campaign paused	0.35	Search Network with Display Select	All features	1	47	2.13%	0.23	0.23	1.8	--
enabled	oxygen hoods	Oxygen Hoods	Reusable Oxygen Hoods (Neonates)	campaign paused	0.20	Search Network with Display Select	Standard	1	9	11.11%	0.11	0.11	2.8	--
enabled	respironics cpap	VersaStream	VersaStream All Types	campaign paused	0.35	Search Network with Display Select	All features	1	68	1.47%	0.26	0.26	5.4	--
enabled	respironic cpap machine	VersaStream	VersaStream All Types	campaign paused	0.35	Search Network with Display Select	All features	1	59	1.69%	0.33	0.33	5.4	--

Keyword state	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Quality score
enabled	breathalyser	AlcoTrue	AlcoTrue	campaign paused	0.35	Search Network with Display Select	Standard	23	26433	0.09%	0.27	6.29	3.1	--
Total - filtered	--	--	--	--	--	--	--	48	40991	0.12%	0.25	11.99	3.1	--
Total	--	--	--	--	--	--	--	57	53890	0.11%	0.24	13.64	3.3	--