

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

Advanced Rejuvenation Center

538-573-0874

Key Performance Indicators (KPIs)

Cost

\$1,805

↑ ∞

Conv

2

↑ ∞

Conv Rate

2.02%

↑ ∞

Cost / Conv

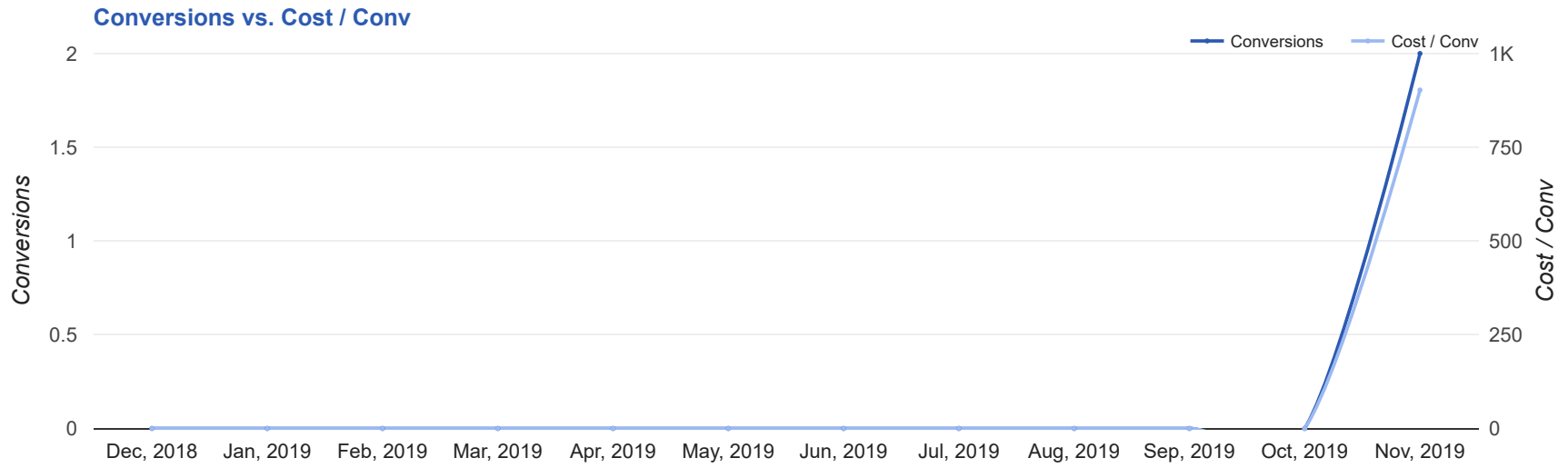
\$902.64

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Nov 2019 — 30 Nov 2019	3,043	99	\$1,805.27	\$18.24	3.25%	-	2	2.02%	\$902.64	56.52%
Change	3,043 ↑ ∞%	99 ↑ ∞%	\$1,805.27 ↑ ∞%	\$18.24 ↑ ∞%	3.25% ↑ ∞%	--	2 ↑ ∞%	2.02% ↑ ∞%	\$902.64 ↑ ∞%	56.52% ↑ ∞%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '19	3,043	99	\$1,805.27	\$18.24	3.25%	-	2	2.02%	\$902.64	56.52%
Total	3,043	99	\$1,805.27	\$18.24	3.25%	-	2	2.02%	\$902.64	56.52%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search alpha coolsculpting	1,599	49	\$980.73	\$20.01	3.06%	-	2	4.08%	\$490.37	74.23%
search beta trusculpt	30	4	\$75.72	\$18.93	13.33%	-	0	0%	\$0.00	93.75%
search beta PRP	72	3	\$5.13	\$1.71	4.17%	-	0	0%	\$0.00	5%
search beta coolsculpting	1,298	41	\$727.99	\$17.76	3.16%	-	0	0%	\$0.00	61.17%
search beta cooltone	44	2	\$15.70	\$7.85	4.55%	-	0	0%	\$0.00	91.67%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - Advanced Rejuvenation Centers - Top Provider in Purchase NY www.advancedrejuvenationcenters.com/coolsculpting/ Best CoolSculpting Deal. Freeze Fat. Top Provider in Purchase, NY. Free Consult.	413	15	\$318.39	\$21.23	3.63%	-	2	13.33%	\$159.19
#1 Provider in Purchase, NY - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.advancedrejuvenationcenters.com/coolsculpting/new-york #1 CoolSculpting Deal. Freeze Fat. Top Provider in Purchase, NY. Free Consult.	316	6	\$53.84	\$8.97	1.90%	-	0	0.00%	-
{Keyword:Best Price in Purchase, NY} - Advanced Rejuvenation Centers - Flexible Payment Options www.advancedrejuvenationcenters.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	32	2	\$41.79	\$20.89	6.25%	-	0	0.00%	-
Top Provider in Purchase, NY - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.advancedrejuvenationcenters.com/coolsculpting/newport-news #1 CoolSculpting Deal. Freeze Fat. Top Provider in Purchase, NY. Free Consult.	85	2	\$35.21	\$17.61	2.35%	-	0	0.00%	-
25% Off All CoolSculpting - Advanced Rejuvenation Centers - Top Provider in Purchase NY www.advancedrejuvenationcenters.com/coolsculpting/ Best CoolSculpting Deal. Freeze Fat. Leading Provider in Purchase, NY. Free Consult.	32	1	\$16.43	\$16.43	3.13%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

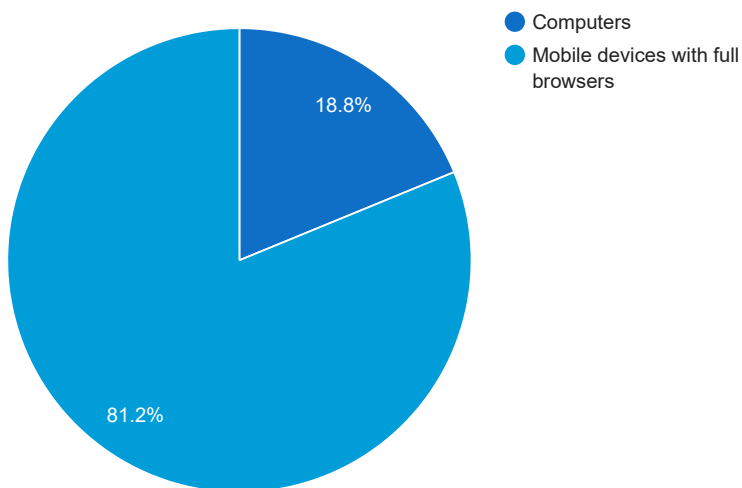
Budget Coverage



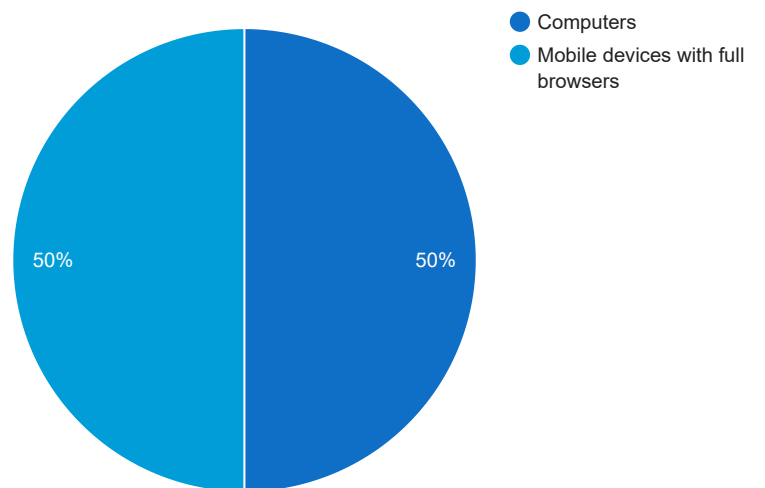
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	1,805.27	56.52

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,331	82	\$1,465.91	\$17.88	3.52%	-	1	1.22%	\$1,465.91
Computers	680	17	\$339.36	\$19.96	2.5%	-	1	5.88%	\$339.36
Tablets with full browsers	32	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	3,043	99	\$1,805.27	\$18.24	3.25%	-	2	2.02%	\$902.64

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Phone Call

1

Form Submission

1

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for