

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

Amari Clinic

863-354-6407

Key Performance Indicators (KPIs)

Cost

\$6,757

↑ 68%

Conv

45.5

↑ 93%

Conv Rate

3.56%

↑ 21%

Cost / Conv

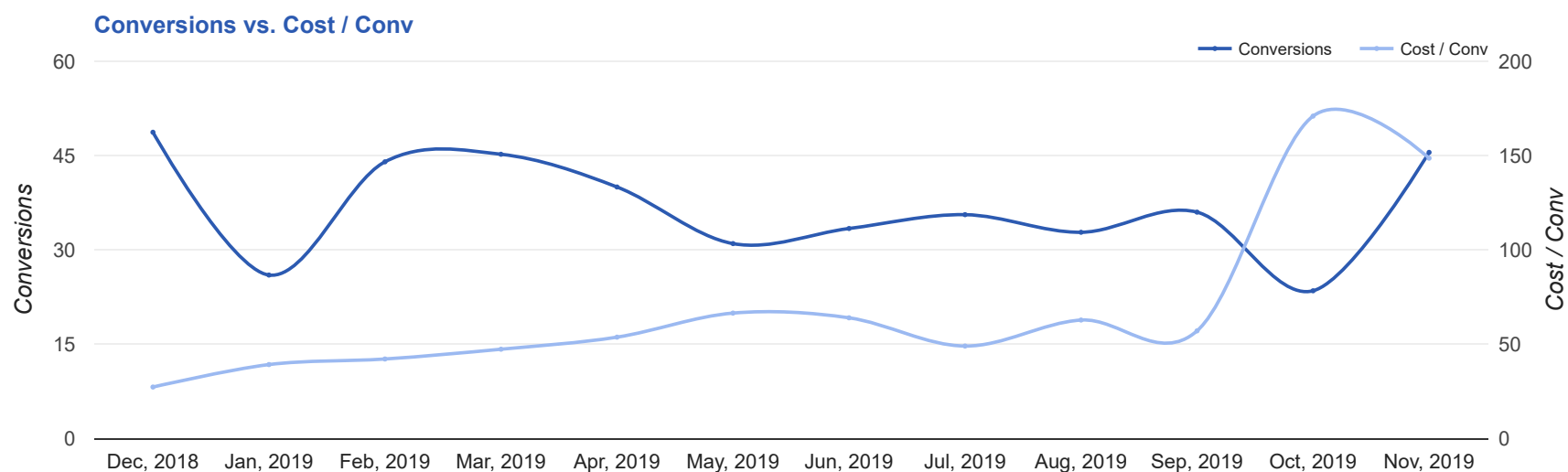
\$148.58

↓ 13%

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	13,514	799	\$4,019.30	\$5.03	5.91%	-	23.5	2.94%	\$170.89	56.66%
1 Nov 2019 — 30 Nov 2019	22,278	1,278	\$6,757.31	\$5.29	5.74%	-	45.5	3.56%	\$148.58	35.73%
Change	8,764 ↑ 65%	479 ↑ 60%	\$2,738.01 ↑ 68%	\$0.26 ↑ 5%	0.17% ↓ 3%	--	21.96 ↑ 93%	0.62% ↑ 21%	\$22.31 ↓ 13%	20.93% ↓ 37%

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	
Dec '18	5,302	510	\$1,332.25	\$2.61	9.62%	-	48.7	9.56%	\$27.33	63.43%	
Jan '19	7,110	509	\$1,020.35	\$2.00	7.16%	-	26	5.11%	\$39.24	56.83%	
Feb '19	12,040	754	\$1,856.53	\$2.46	6.26%	-	44	5.84%	\$42.19	62.76%	
Mar '19	13,865	883	\$2,142.32	\$2.43	6.37%	-	45.2	5.12%	\$47.37	61.55%	
Apr '19	14,358	873	\$2,148.28	\$2.46	6.08%	-	40	4.58%	\$53.76	57.37%	
May '19	13,689	848	\$2,063.93	\$2.43	6.19%	-	31	3.66%	\$66.51	63.93%	
Jun '19	12,463	845	\$2,139.78	\$2.53	6.78%	-	33.4	3.96%	\$64.01	63.18%	
Jul '19	11,229	720	\$1,743.58	\$2.42	6.41%	-	35.6	4.94%	\$49.05	62.11%	
Aug '19	12,216	799	\$2,059.64	\$2.58	6.54%	-	32.8	4.1%	\$62.83	59.17%	
Sep '19	12,771	769	\$2,055.75	\$2.67	6.02%	-	36	4.68%	\$57.10	54.52%	
Oct '19	13,514	799	\$4,019.30	\$5.03	5.91%	-	23.5	2.94%	\$170.89	56.38%	
Nov '19	22,278	1,278	\$6,757.31	\$5.29	5.74%	-	45.5	3.56%	\$148.58	35.69%	
Total	150,835	9,587	\$29,339.02	\$3.06	6.36%	-	441.7	4.61%	\$66.42	54.4%	

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 beta weight loss	7,792	440	\$988.63	\$2.25	5.65%	-	23	5.23%	\$42.98	21.32%
search beta wellness	4,394	265	\$860.16	\$3.25	6.03%	-	7	2.64%	\$122.88	54.08%
Weight Loss - Search	1,633	89	\$302.10	\$3.39	5.45%	-	5	5.62%	\$60.42	77.21%
search beta bioidentical hormones	2,643	151	\$985.68	\$6.53	5.71%	-	4	2.65%	\$246.42	65.3%
Wellness - Search	2,377	155	\$508.35	\$3.28	6.52%	-	3	1.94%	\$169.45	71.68%
Branding - Search	1,633	44	\$69.15	\$1.57	2.69%	-	2.5	5.64%	\$27.88	33.24%
Hormones - Search	220	32	\$128.76	\$4.02	14.55%	-	1	3.13%	\$128.76	94.55%
search beta coolsculpting	760	42	\$1,309.49	\$31.18	5.53%	-	0	0%	\$0.00	71.32%
search alpha coolsculpting	553	26	\$1,409.89	\$54.23	4.7%	-	0	0%	\$0.00	80.92%
Competitor - Search	47	3	\$10.04	\$3.35	6.38%	-	0	0%	\$0.00	68.33%
search beta brand	1	1	\$25.55	\$25.55	100%	-	0	0%	\$0.00	50%
search beta competitors	225	30	\$159.51	\$5.32	13.33%	-	0	0%	\$0.00	56.43%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

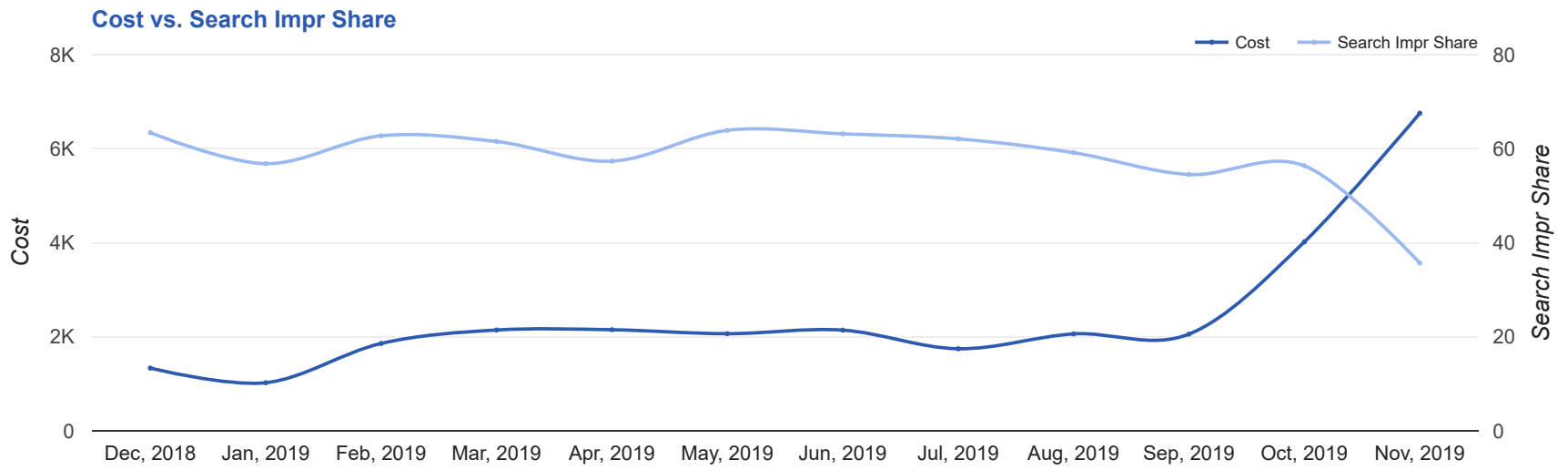
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Amari Medical Weight Loss - Metabolism Experts - Diet Doctor in Westchester www.amariweightloss.com/ -- -- Lose Weight While Eating Real Food! Plus Keep It Off By Fixing Your Metabolism.	5,310	323	\$728.32	\$2.25	6.08%	-	18	5.57%	\$40.46
Integrative Medicine Doctor - 2 Westchester Locations - Holistic & Functional Medicine www.amarihealth.com/schedule/free call Dr. J. Shah, M.D. - Double Certified in Integrative & Functional Medicine.	2,255	125	\$380.05	\$3.04	5.54%	-	4	3.20%	\$95.01
Bioidentical Hormone Therapy - Expert Westchester Doctor - Restore Hormonal Balance www.amarihealth.com/schedule/free_call Dr. J. Shah, M.D. is Westchester's Most Experienced Board Certified Bioidentical HRT Doc.	2,334	132	\$851.30	\$6.45	5.66%	-	4	3.03%	\$212.82
Naturopathic Medical Doctor - Dr. J. Shah, M.D. - A Holistic Approach To Health www.amarihealth.com/schedule/free call Dr. J. Shah, M.D. - Double Certified in Integrative & Functional Medicine.	2,139	140	\$480.11	\$3.43	6.55%	-	3	2.14%	\$160.04
Westchester Weight Loss Center - Physician Supervised - Slow Metabolism or Belly Fat? www.amariweightloss.com// Lose Weight While Eating Real Food! Plus Keep It Off By Fixing Your Metabolism.	1,366	61	\$131.53	\$2.16	4.47%	-	3	4.92%	\$43.84

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

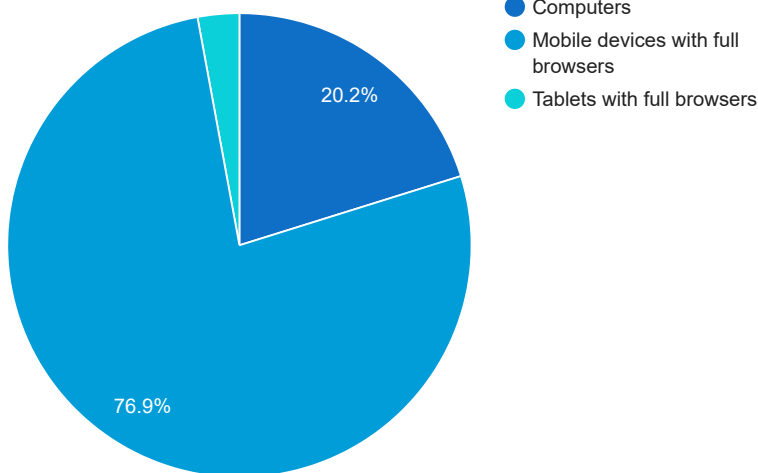
Budget Coverage



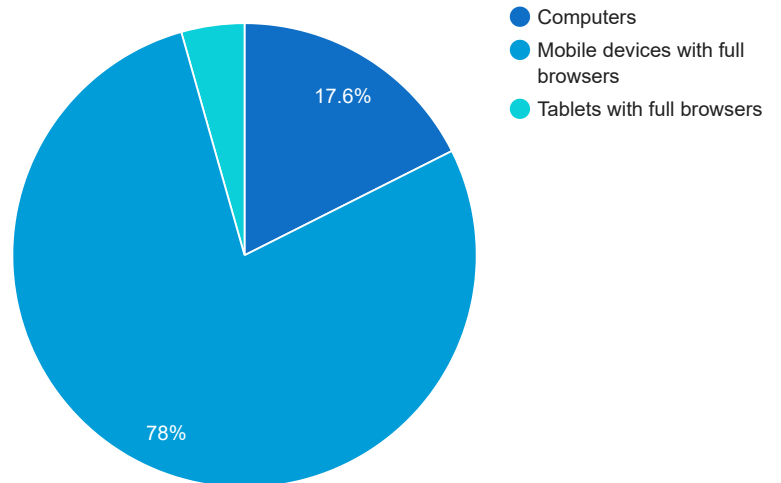
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	1,332.25	63.43
Jan, 2019	1,020.35	56.83
Feb, 2019	1,856.53	62.76
Mar, 2019	2,142.32	61.55
Apr, 2019	2,148.28	57.37
May, 2019	2,063.93	63.93
Jun, 2019	2,139.78	63.18
Jul, 2019	1,743.58	62.11
Aug, 2019	2,059.64	59.17
Sep, 2019	2,055.75	54.52
Oct, 2019	4,019.30	56.38
Nov, 2019	6,757.31	35.69

Cost and Conversions by Device

Cost



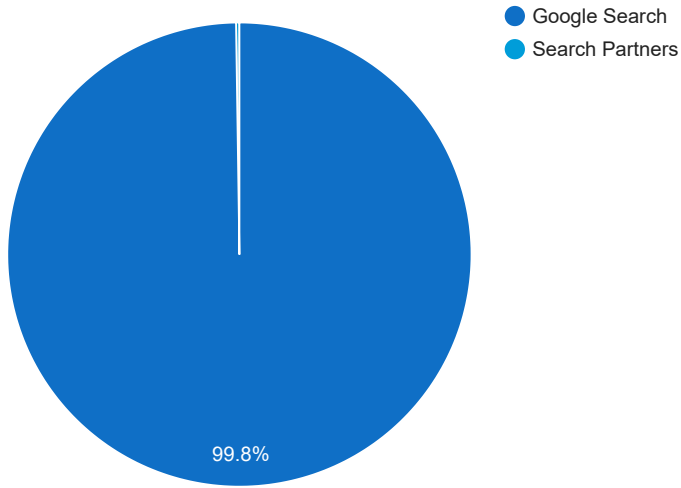
Conversions



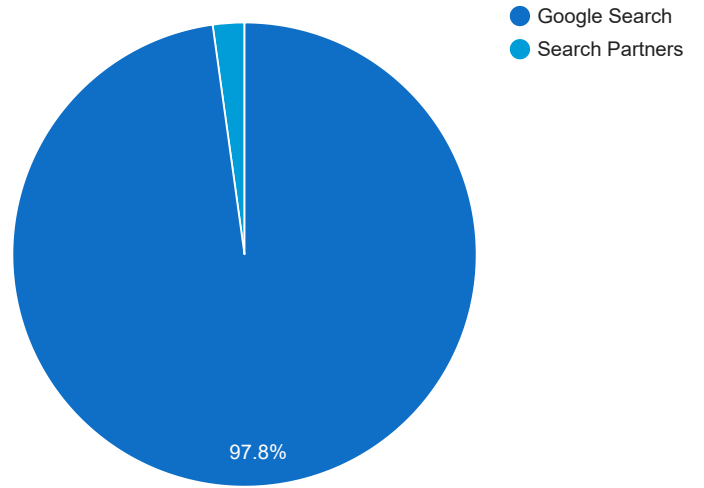
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	15,310	979	\$5,197.82	\$5.31	6.39%	-	35.5	3.62%	\$146.50
Computers	5,971	234	\$1,363.70	\$5.83	3.92%	-	8	3.42%	\$170.46
Tablets with full browsers	997	65	\$195.79	\$3.01	6.52%	-	2	3.08%	\$97.90

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	20,940	1,273	\$6,741.62	\$5.30	6.08%	-	44.5	3.49%	\$151.57
Search partners	1,338	5	\$15.69	\$3.14	0.37%	-	1	20%	\$15.69

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Schedule Consult Form Completion (AmariWeightLoss)	17
Schedule Call (AmariHealth.com)	13
Phone Call	9.5
Calls from ads	6

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