

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Amari Clinic

863-354-6407

Key Performance Indicators (KPIs)

Cost

\$5,658

↓ 8%

Conv

50.6

↑ 80%

Conv Rate

3.52%

↑ 49%

Cost / Conv

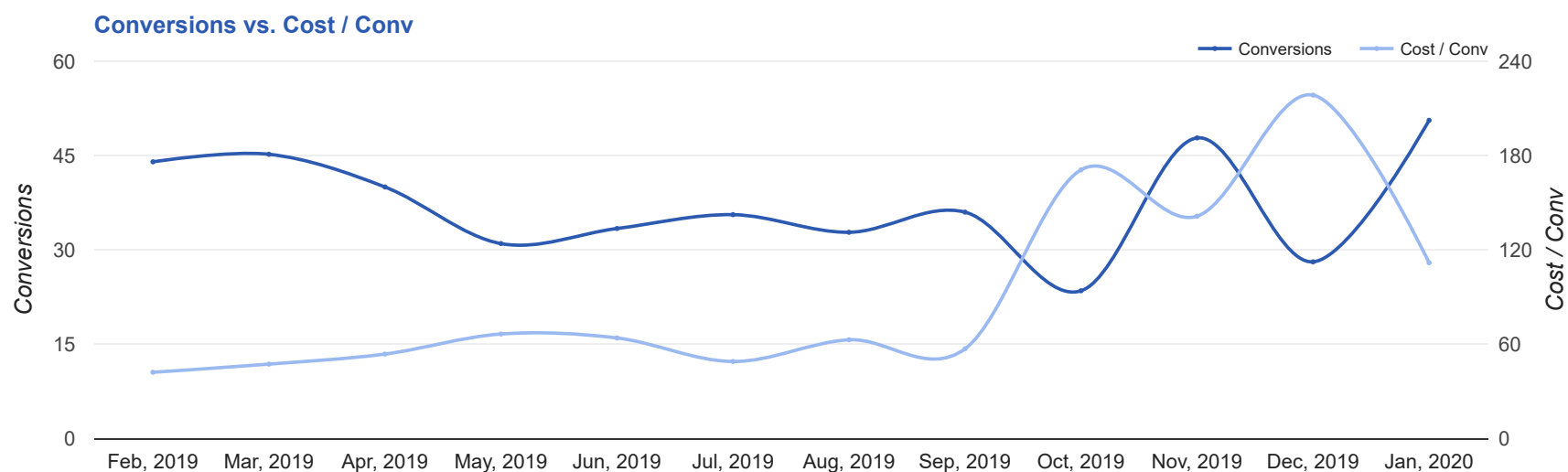
\$111.84

↓ 49%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	22,915	1,193	\$6,141.96	\$5.15	5.21%	-	28.1	2.36%	\$218.42	24.88%
1 Jan 2020 — 31 Jan 2020	29,014	1,436	\$5,658.05	\$3.94	4.95%	-	50.6	3.52%	\$111.84	22.88%
Change	6,099 ↑ 27%	243 ↑ 20%	\$483.91 ↓ 8%	\$1.21 ↓ 23%	0.26% ↓ 5%	--	22.47 ↑ 80%	1.16% ↑ 49%	\$106.58 ↓ 49%	2% ↓ 8%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	47.8	3.74%	\$141.43	35.72%
Dec '19	22,915	1,193	\$6,141.96	\$5.15	5.21%	-	28.1	2.36%	\$218.42	24.8%
Jan '20	29,014	1,436	\$5,658.05	\$3.94	4.95%	-	50.6	3.52%	\$111.86	22.89%
Total	190,352	11,197	\$38,786.43	\$3.46	5.88%	-	448	4%	\$86.58	40.03%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta weight loss	15,174	537	\$997.76	\$1.86	3.54%	-	33.6	6.25%	\$29.71	15.2%
search beta coolsculpting	3,485	189	\$2,499.93	\$13.23	5.42%	-	12	6.35%	\$208.33	67.24%
search beta bioidentical hormones	4,396	293	\$1,000.00	\$3.41	6.67%	-	2	0.68%	\$500.00	54.26%
search beta wellness	5,595	394	\$989.73	\$2.51	7.04%	-	2	0.51%	\$494.87	47.61%
search beta competitors	364	23	\$170.63	\$7.42	6.32%	-	1	4.35%	\$170.63	72.18%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

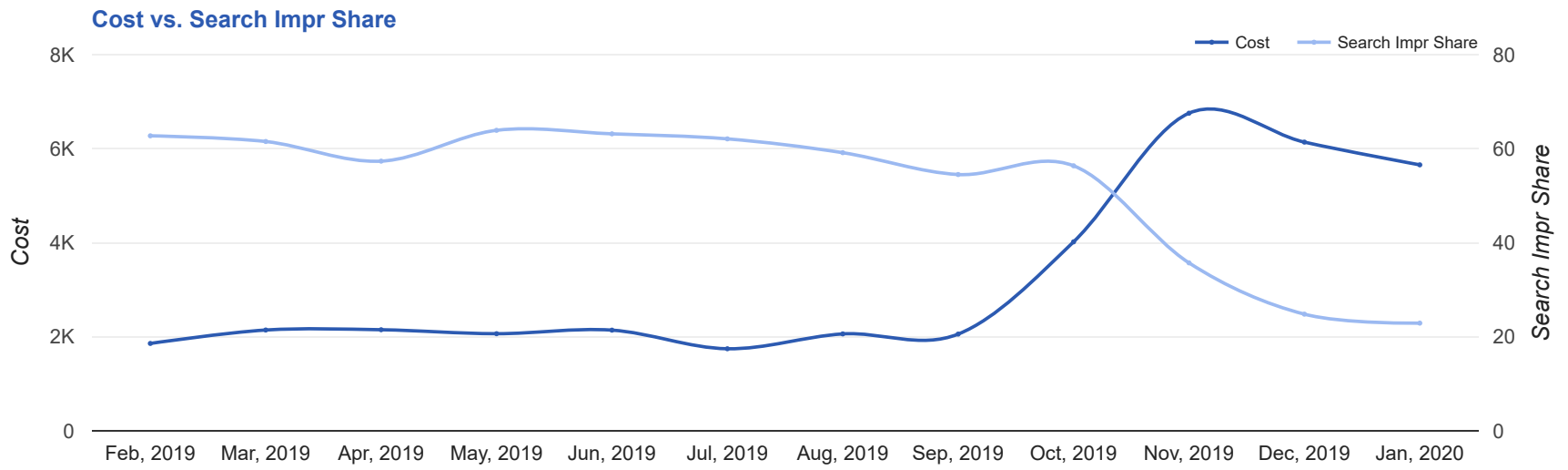
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Amari Medical Weight Loss - Metabolism Experts - Diet Doctor in Westchester www.amariweightloss.com/ -- -- Lose Weight While Eating Real Food! Plus Keep It Off By Fixing Your Metabolism.	10,841	414	\$763.40	\$1.84	3.82%	-	25.7	6.22%	\$29.66
25% Off Cool Sculpting in NY - Target Belly Fat, Love Handles - Freeze Away Stubborn Fat amariclinic.com/coolsculpting/ #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Scarsdale, NY.	664	27	\$535.97	\$19.85	4.07%	-	4	14.81%	\$133.99
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.	1,838	43	\$72.78	\$1.69	2.34%	-	4	9.30%	\$18.20
Diet Doctor in Westchester - Dr. J. Shah, M.D. - Take Charge of Your Weight Now www.amariweightloss.com// Dr. J. Shah, MD Can Help You Fix Your Metabolism. Eat Real Food. In-Depth Testing.	2,495	80	\$161.58	\$2.02	3.21%	-	3.8	4.80%	\$42.08
#1 Cool Sculpting Deal 25% off - 25% Off Cool Sculpting in NY - CoolSculpting Scarsdale amariclinic.com/coolsculpting/scarsdale #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Scarsdale, NY.	414	19	\$222.92	\$11.73	4.59%	-	3	15.79%	\$74.31

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

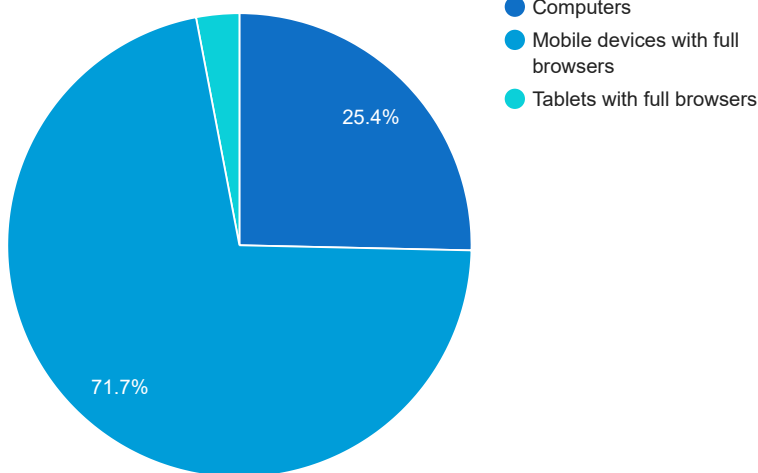
Budget Coverage



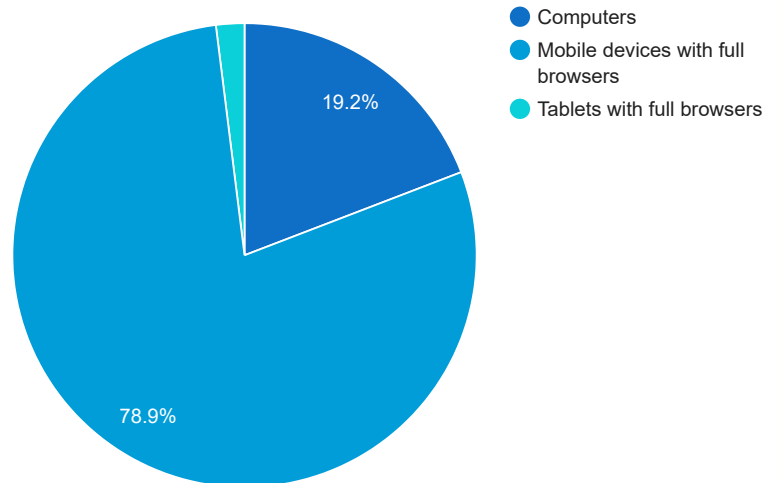
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	1,856.53	62.76
Mar, 2019	2,142.32	61.55
Apr, 2019	2,148.28	57.37
May, 2019	2,063.93	63.93
Jun, 2019	2,139.78	63.18
Jul, 2019	1,743.58	62.11
Aug, 2019	2,059.64	59.17
Sep, 2019	2,055.75	54.52
Oct, 2019	4,019.30	56.38
Nov, 2019	6,757.31	35.72
Dec, 2019	6,141.96	24.80
Jan, 2020	5,658.05	22.89

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	19,018	1,057	\$4,054.09	\$3.84	5.56%	-	39.9	3.77%	\$101.63
Computers	8,658	334	\$1,434.37	\$4.29	3.86%	-	9.7	2.9%	\$147.87
Tablets with full browsers	1,338	45	\$169.59	\$3.77	3.36%	-	1	2.22%	\$169.59

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	29,014	1,436	\$5,658.05	\$3.94	4.95%	-	50.6	3.52%	\$111.84

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Schedule Consult Form Completion (AmariWeightLoss)	15.6
Form Submission	12
Phone Call	12
Calls from ads	11

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