

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

Classic Dental Arts- Dr. Spiros Karas

539-230-8299

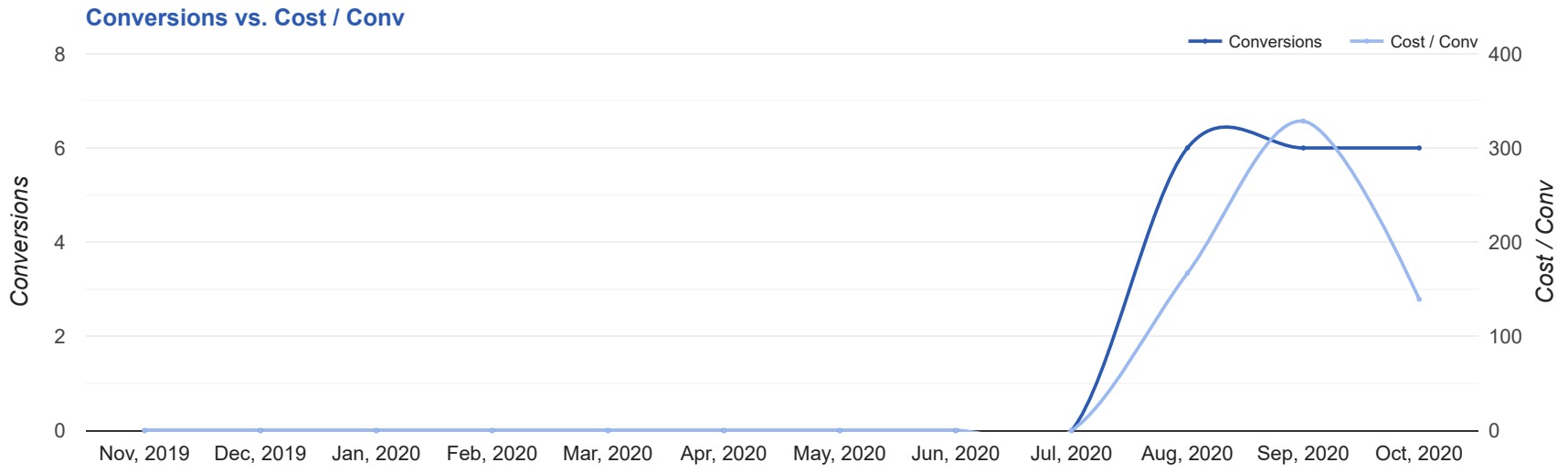
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$836	6	7.59%	\$139.38
↓ 58%	↔ 0%	↑ 148%	↓ 58%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	5,408	196	\$1,970.33	\$10.05	3.62%	-	6	3.06%	\$328.39	24.92%
1 Oct 2020 — 31 Oct 2020	2,274	79	\$836.26	\$10.59	3.47%	-	6	7.59%	\$139.38	30.28%
Change	3,134 ↓ 58%	117 ↓ 60%	\$1,134.07 ↓ 58%	\$0.54 ↑ 5%	0.15% ↓ 4%	--	0 ↔ 0%	4.53% ↑ 148%	\$189.01 ↓ 58%	5.36% ↑ 22%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '20	4,320	144	\$1,002.34	\$6.96	3.33%	-	6	4.17%	\$167.06	17.79%
Sep '20	5,408	196	\$1,970.33	\$10.05	3.62%	-	6	3.06%	\$328.39	24.92%
Oct '20	2,274	79	\$836.26	\$10.59	3.47%	-	6	7.59%	\$139.38	30.28%
Total	12,002	419	\$3,808.93	\$9.09	3.49%	-	18	4.3%	\$211.61	22.44%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta invisalign	2,192	72	\$800.39	\$11.12	3.28%	-	5	6.94%	\$160.08	30.1%
search beta dental implant	82	7	\$35.87	\$5.12	8.54%	-	1	14.29%	\$35.87	36.67%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

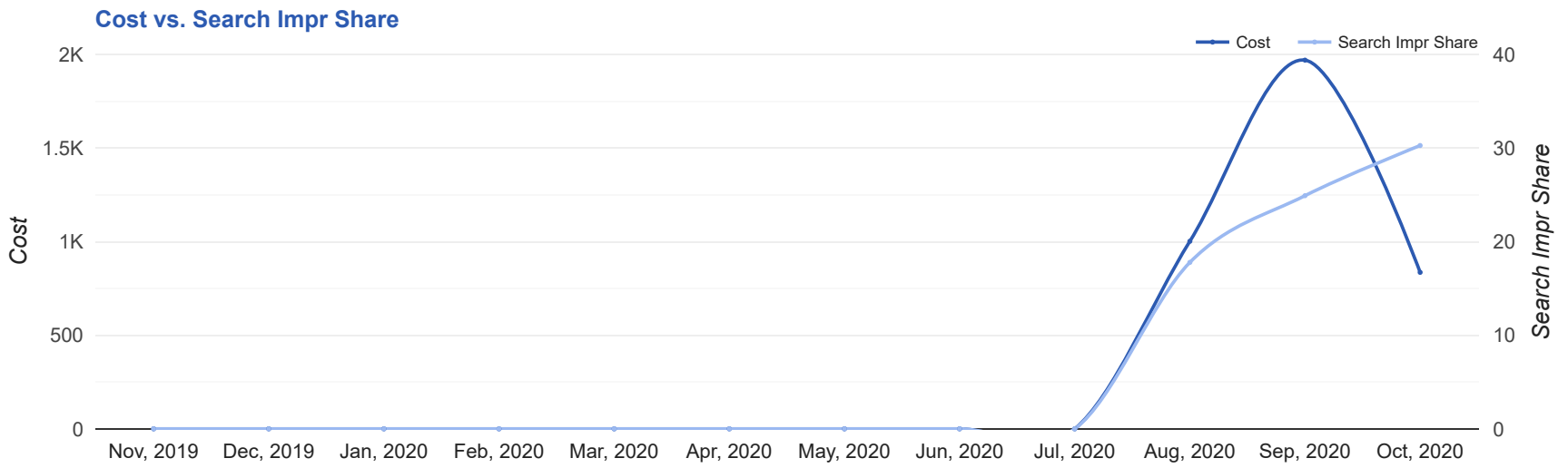
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Invisalign Clear Aligners} - See Results from Real Patients - Avoid Painful Brackets & Wires www.classicdentalarts.com/invisalign/ -- Straighten Your Teeth in Half the Time as Braces. Enjoy A Smile You'll Love to Show Off.	945	30	\$363.08	\$12.10	3.17%	-	4	13.33%	\$90.77
Dr. Spiros Karas - \$1,000 Off Dental Implants - Leading Cosmetic Dentist www.classicdentalarts.com/ -- -- New Patient Special On Dental Implants. Free Consultation + X-Ray. Plus \$1,000 Off!	26	2	\$13.86	\$6.93	7.69%	-	1	50.00%	\$13.86
Invisalign Clear Aligners - Top NJ Invisalign Provider - Save 60 On Invisalign www.classicdentalarts.com/ Twice As Fast As Braces. Better Than Any Non-Braces Alternative. It's an Easy Choice.	53	2	\$30.56	\$15.28	3.77%	-	1	50.00%	\$30.56
At Home Invisible Aligners - Classic Dental Arts - Beautiful Smile Without Braces www.classicdentalarts.com/ Clear Aligners are Virtually Invisible. Straighten Teeth Faster. No Monthly Visits.	76	2	\$7.07	\$3.54	2.63%	-	0	0.00%	-
Invisalign Clear Aligners - Top NJ Invisalign Provider - Save 60 On Invisalign www.classicdentalarts.com/ Twice As Fast As Braces. Better Than Any Non-Braces Alternative. It's an Easy Choice.	68	3	\$75.79	\$25.26	4.41%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

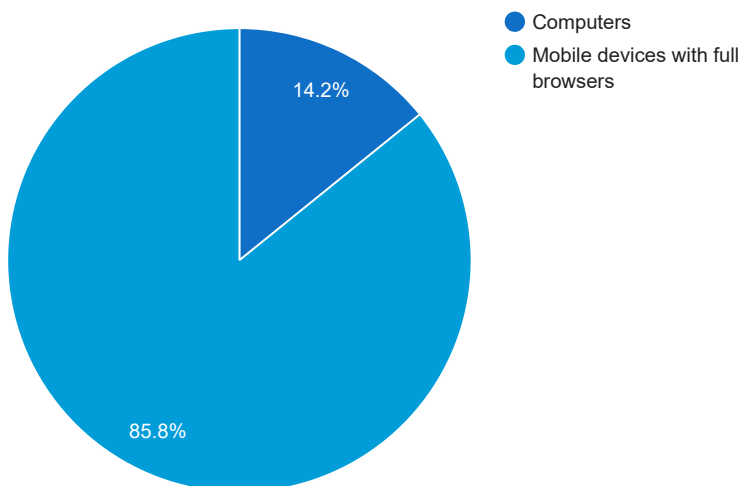
Budget Coverage



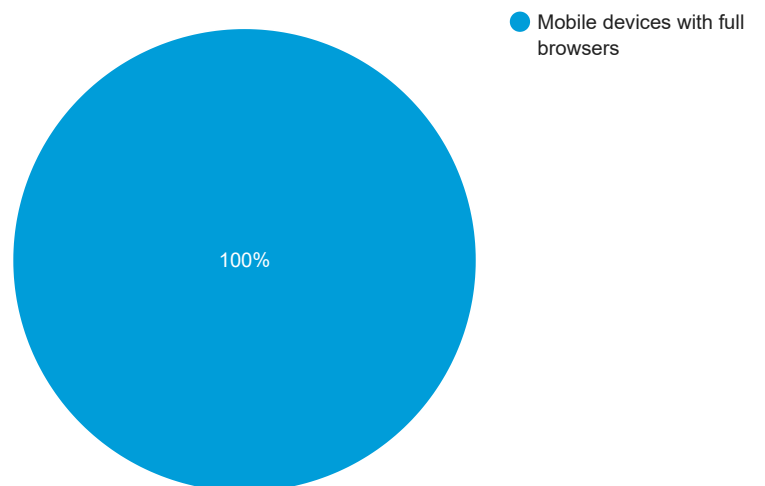
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	1,002.34	17.79
Sep, 2020	1,970.33	24.92
Oct, 2020	836.26	30.28

Cost and Conversions by Device

Cost



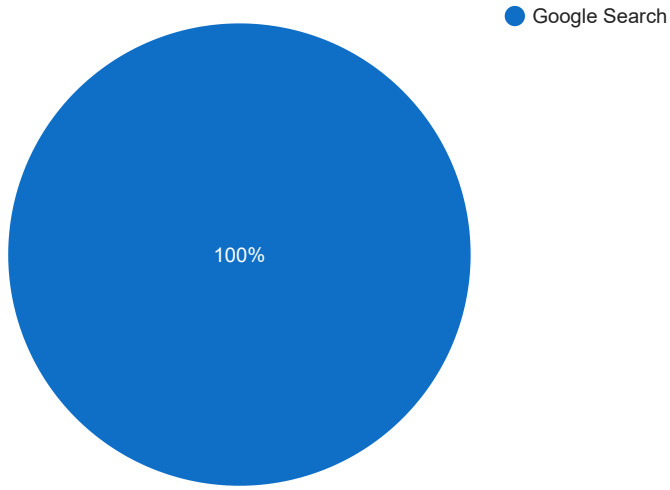
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,862	66	\$717.67	\$10.87	3.54%	-	6	9.09%	\$119.61
Computers	384	13	\$118.59	\$9.12	3.39%	-	0	0%	\$0.00
Tablets with full browsers	28	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	2,274	79	\$836.26	\$10.59	3.47%	-	6	7.59%	\$139.38

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	4
Click to Call	1
Calls from Ads	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 page 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