

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

Cliffside Skin & Laser

654-615-3617

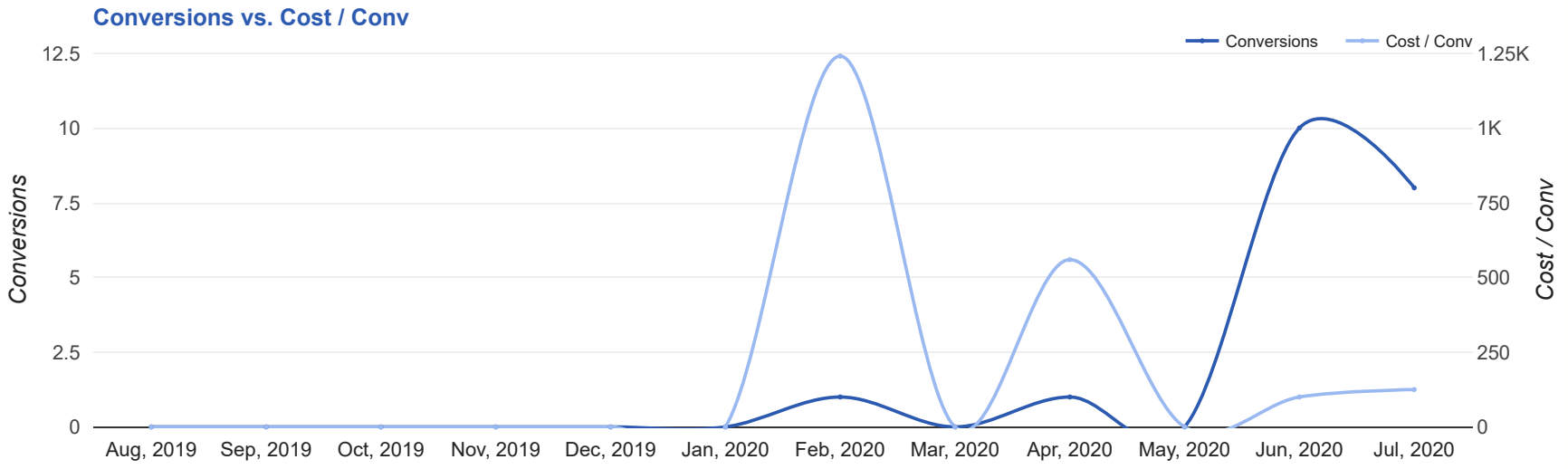
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,000	8	2.4%	\$124.98
↔ 0%	↓ 20%	↓ 52%	↑ 25%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	1,790	198	\$1,001.02	\$5.06	11.06%	-	10	5.05%	\$100.10	47.08%
1 Jul 2020 — 31 Jul 2020	3,470	333	\$999.81	\$3.00	9.6%	-	8	2.4%	\$124.98	64.87%
Change	1,680 ↑ 94%	135 ↑ 68%	\$1.21 ↓ 0%	\$2.06 ↓ 41%	1.46% ↓ 13%	--	2 ↓ 20%	2.65% ↓ 52%	\$24.88 ↑ 25%	17.79% ↑ 38%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '20	2,496	104	\$870.65	\$8.37	4.17%	-	0	0%	\$0.00	59.41%
Feb '20	2,411	136	\$1,240.51	\$9.12	5.64%	-	1	0.74%	\$1,240.51	50.47%
Mar '20	1,132	90	\$994.00	\$11.04	7.95%	-	0	0%	\$0.00	76.47%
Apr '20	404	29	\$559.55	\$19.29	7.18%	-	1	3.45%	\$559.55	41.61%
May '20	264	27	\$182.73	\$6.77	10.23%	-	0	0%	\$0.00	92.66%
Jun '20	1,790	198	\$1,001.02	\$5.06	11.06%	-	10	5.05%	\$100.10	47.08%
Jul '20	3,470	333	\$999.81	\$3.00	9.6%	-	8	2.4%	\$124.98	64.87%
Total	11,967	917	\$5,848.27	\$6.38	7.66%	-	20	2.18%	\$292.41	57.35%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta emsculpt	3,470	333	\$999.81	\$3.00	9.6%	-	8	2.4%	\$124.98	64.87%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

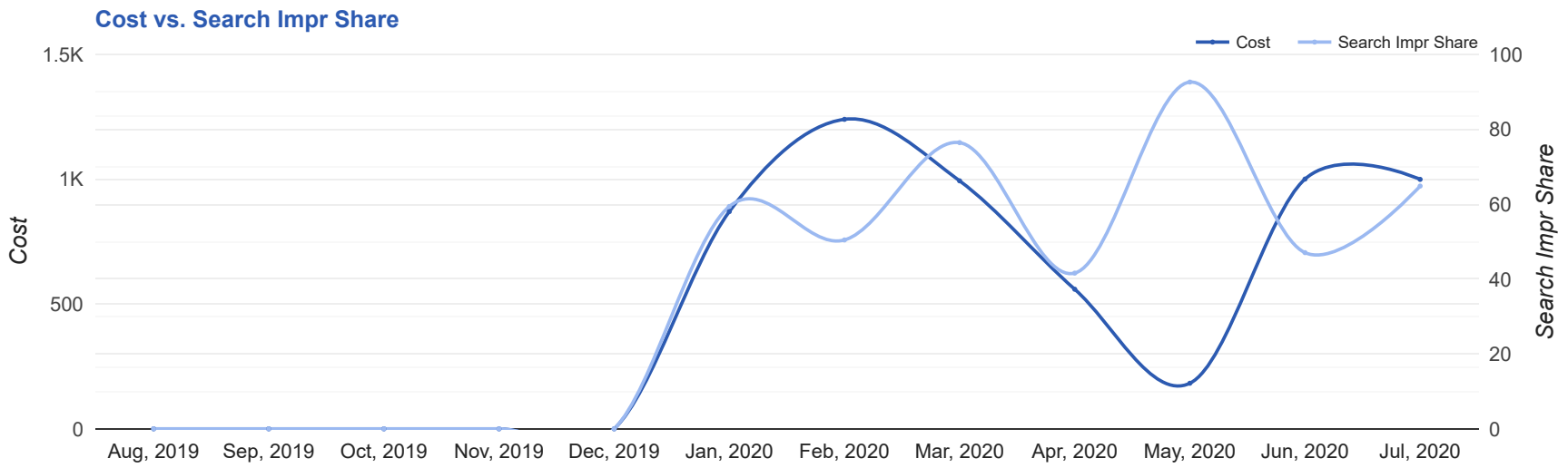
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:#1 Emsculpt Provider} - Save on Emsculpt - Non-Invasive Body Contouring sculpt.cliffsideskinandlaser.com/ --/ -- EmSculpt is the Only Non-Invasive Body Contouring Treatment that Burns Fat & Builds Muscle	347	34	\$100.08	\$2.94	9.80%	-	2	5.88%	\$50.04
25% Off Emsculpt Cost - New Client Special - Book A Virtual Consultation sculpt.cliffsideskinandlaser.com// Emsculpt Is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt.	82	7	\$34.25	\$4.89	8.54%	-	1	14.29%	\$34.25
{Keyword:Cliffside Park Emsculpting} - Non-Invasive Body Contouring - Virtual Consultation Available sculpt.cliffsideskinandlaser.com// Emsculpt is a Non-Surgical Body Contouring Procedure That Reduces Fat and Builds Muscles	136	15	\$60.70	\$4.05	11.03%	-	1	6.67%	\$60.70
{Keyword:Emsculpt in Cliffside Park} - Best New Jersey Emsculpt Price - Top Provider in New Jersey sculpt.cliffsideskinandlaser.com/ --/ -- EmSculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	12	3	\$8.81	\$2.94	25.00%	-	1	33.33%	\$8.81
Cliffside Park Emsculpting - Best Emsculpting Price in NJ - Virtual Consultation Available sculpt.cliffsideskinandlaser.com// Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	445	35	\$122.38	\$3.50	7.87%	-	1	2.86%	\$122.38

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

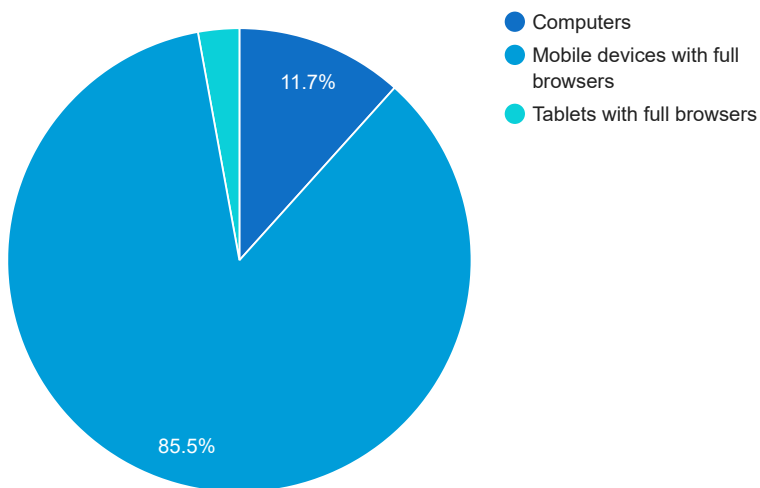
Budget Coverage



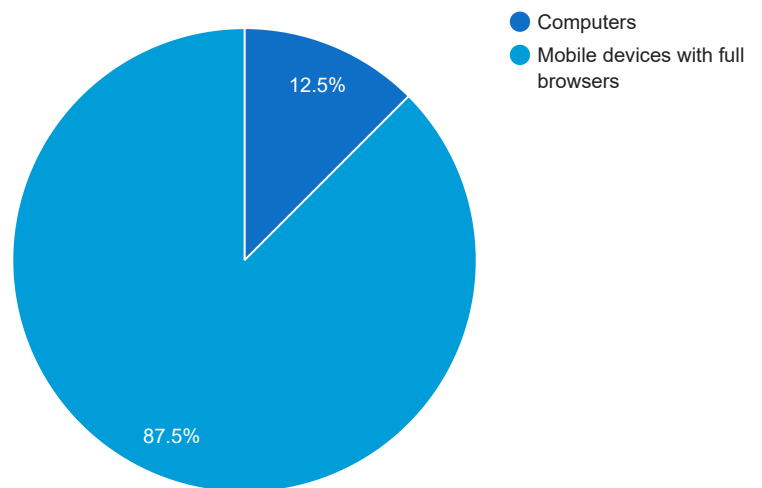
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	870.65	59.41
Feb, 2020	1,240.51	50.47
Mar, 2020	994	76.47
Apr, 2020	559.55	41.61
May, 2020	182.73	92.66
Jun, 2020	1,001.02	47.08
Jul, 2020	999.81	64.87

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	2,816	295	\$854.57	\$2.90	10.48%	-	7	2.37%	\$122.08
Computers	609	30	\$116.56	\$3.89	4.93%	-	1	3.33%	\$116.56
Tablets with full browsers	45	8	\$28.68	\$3.59	17.78%	-	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	3,470	333	\$999.81	\$3.00	9.6%	-	8	2.4%	\$124.98

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submission

8

Call Conversions

0

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