

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

#2 Cliffside Skin & Laser

323-151-5897

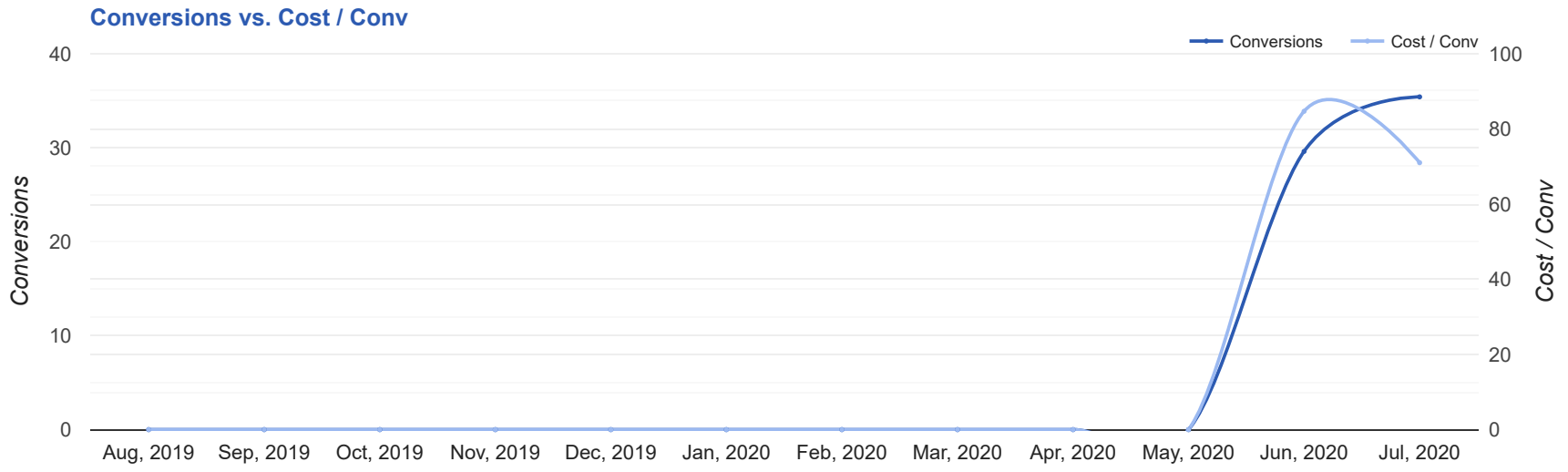
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,511	35.4	2.52%	\$71.00
↔ 0%	↑ 19%	↓ 1%	↓ 16%

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	23,086	1,167	\$2,508.91	\$2.15	5.06%	-	29.6	2.54%	\$84.67	23.79%
1 Jul 2020 — 31 Jul 2020	25,388	1,406	\$2,511.35	\$1.79	5.54%	-	35.4	2.52%	\$71.00	21.18%
Change	2,302 ↑ 10%	239 ↑ 20%	\$2.44 ↑ 0%	\$0.36 ↓ 17%	0.48% ↑ 9%	--	5.74 ↑ 19%	0.02% ↓ 1%	\$13.67 ↓ 16%	2.61% ↓ 11%

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
Jun '20	23,086	1,167	\$2,508.91	\$2.15	5.06%	-	29.6	2.54%	\$84.67	23.79%
Jul '20	25,388	1,406	\$2,511.35	\$1.79	5.54%	-	35.4	2.52%	\$71.00	21.18%
Total	48,474	2,573	\$5,020.26	\$1.95	5.31%	-	65	2.53%	\$77.23	22.35%

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 rhinoplasty	13,023	702	\$1,597.00	\$2.27	5.39%	-	18.4	2.62%	\$86.94	23.73%
search beta dermal fillers	12,365	704	\$914.35	\$1.30	5.69%	-	17	2.41%	\$53.79	19.04%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

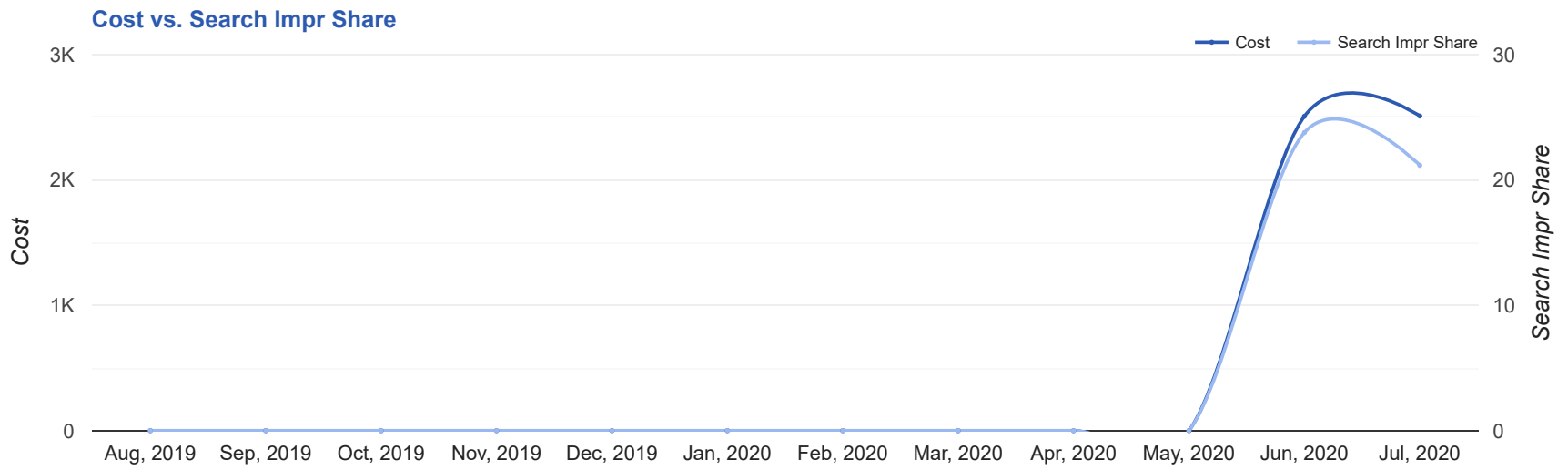
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume sculpt.cliffsideskinandlaser.com/dermal_fillers/ -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	6,857	432	\$551.39	\$1.28	6.30%	-	13.4	3.10%	\$41.21
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job sculpt.cliffsideskinandlaser.com/ --/-- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	5,354	270	\$584.38	\$2.16	5.04%	-	5	1.85%	\$116.88
Non-Surgical Nose Job - Nose Fillers Cliffside Park - Natural Looking Results sculpt.cliffsideskinandlaser.com/ Nose Fillers: Correct or Enhance the Shape of Your Nose Without Surgery or Downtime.	774	39	\$94.81	\$2.43	5.04%	-	3	7.69%	\$31.60
Nose Filler Liquid Rhinoplasty - Non-Surgical Nose Job - Natural Looking Results sculpt.cliffsideskinandlaser.com/ Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	313	22	\$48.29	\$2.19	7.03%	-	2.4	10.77%	\$20.38
Liquid Rhinoplasty - Nose Job - No Surgery or Downtime - Dr. Jason Chouake MD FAAD sculpt.cliffsideskinandlaser.com/ Dr. Jason Chouake is the Premier Provider of Nose Fillers in Cliffside Park, NJ.	596	24	\$63.68	\$2.65	4.03%	-	2	8.33%	\$31.84

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

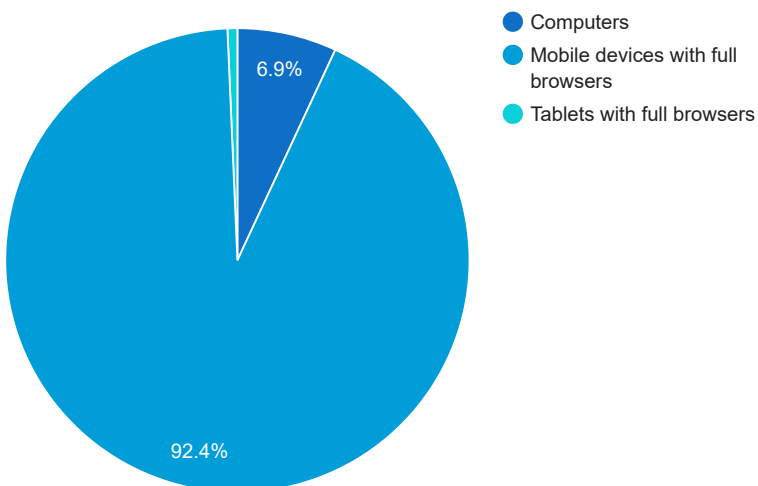
Budget Coverage



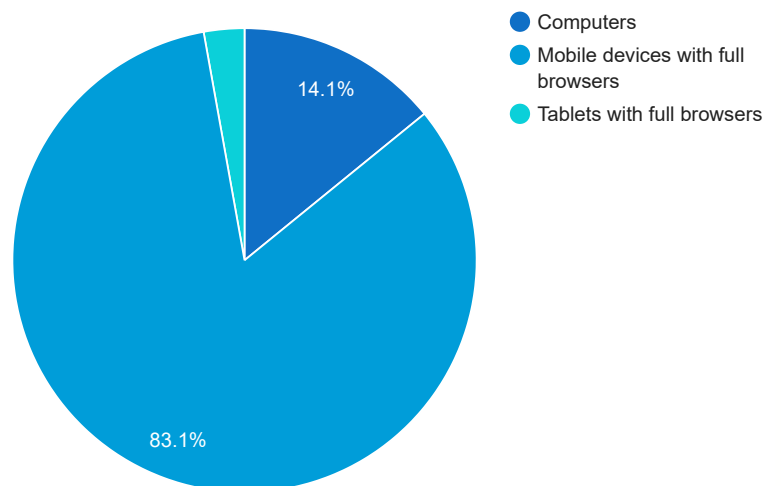
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	2,508.91	23.79
Jul, 2020	2,511.35	21.18

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	22,414	1,298	\$2,320.00	\$1.79	5.79%	-	29.4	2.26%	\$78.99
Computers	2,591	92	\$174.04	\$1.89	3.55%	-	5	5.43%	\$34.81
Tablets with full browsers	383	16	\$17.31	\$1.08	4.18%	-	1	6.25%	\$17.31

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	25,388	1,406	\$2,511.35	\$1.79	5.54%	-	35.4	2.52%	\$71.00

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Submit lead form

35.4

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