

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

#2 Cliffside Skin & Laser

323-151-5897

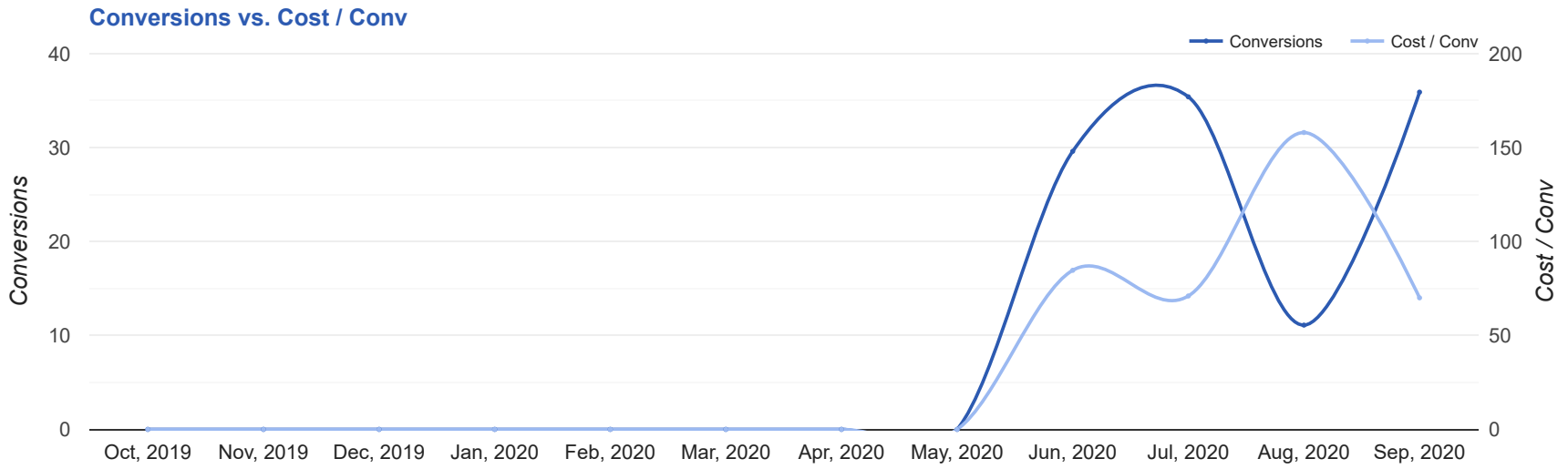
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,515	35.9	4.91%	\$70.02
↑ 44%	↑ 224%	↑ 72%	↓ 56%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	7,312	387	\$1,750.62	\$4.52	5.29%	-	11.1	2.86%	\$158.00	32.33%
1 Sep 2020 — 30 Sep 2020	12,386	732	\$2,515.19	\$3.44	5.91%	-	35.9	4.91%	\$70.02	44.61%
Change	5,074 ↑ 69%	345 ↑ 89%	\$764.57 ↑ 44%	\$1.08 ↓ 24%	0.62% ↑ 12%	--	24.84 ↑ 224%	2.05% ↑ 72%	\$87.98 ↓ 56%	12.28% ↑ 38%

Performance by Month - 1 Oct 2019 — 30 Sep 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%
Aug '20	7,312	387	\$1,750.62	\$4.52	5.29%	-	11.1	2.86%	\$158.00	32.33%
Sep '20	12,386	732	\$2,515.19	\$3.44	5.91%	-	35.9	4.91%	\$70.02	44.61%
Total	68,172	3,692	\$9,286.07	\$2.52	5.42%	-	112	3.03%	\$82.91	25.5%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta rhinoplasty	5,352	314	\$1,560.53	\$4.97	5.87%	-	22.9	7.3%	\$68.09	47.95%
search beta dermal fillers	7,034	418	\$954.66	\$2.28	5.94%	-	13	3.11%	\$73.44	42.37%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

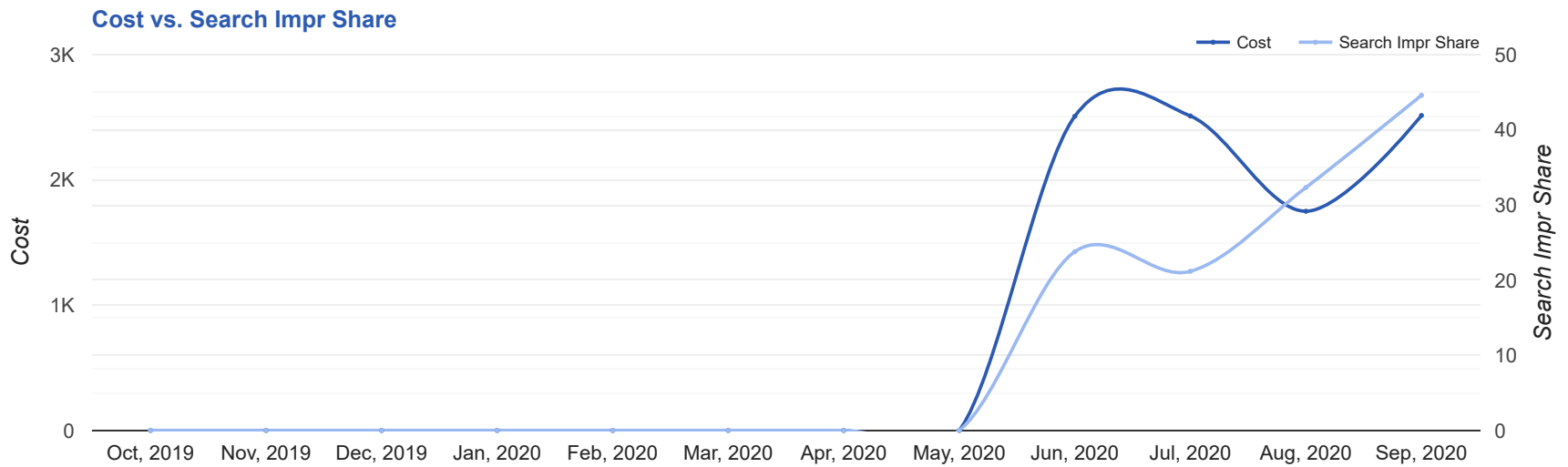
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume sculpt.cliffsidesskinandlaser.com/dermal_fillers/ -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	3,424	236	\$523.51	\$2.22	6.89%	-	9.5	4.03%	\$55.11
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job sculpt.cliffsidesskinandlaser.com/ --/-- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	716	54	\$268.78	\$4.98	7.54%	-	9.1	16.91%	\$29.44
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job sculpt.cliffsidesskinandlaser.com/ --/-- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	2,066	120	\$563.89	\$4.70	5.81%	-	7.9	6.60%	\$71.20
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job sculpt.cliffsidesskinandlaser.com/ --/-- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	1,036	70	\$325.23	\$4.65	6.76%	-	2.9	4.10%	\$113.32
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Look Younger & More Energized sculpt.cliffsidesskinandlaser.com/dermal_fillers/ Turn Back the Clock. Fill in Smile Lines (Nasial Labial Folds). Look Younger, for Longer.	769	37	\$108.13	\$2.92	4.81%	-	2	5.41%	\$54.06

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

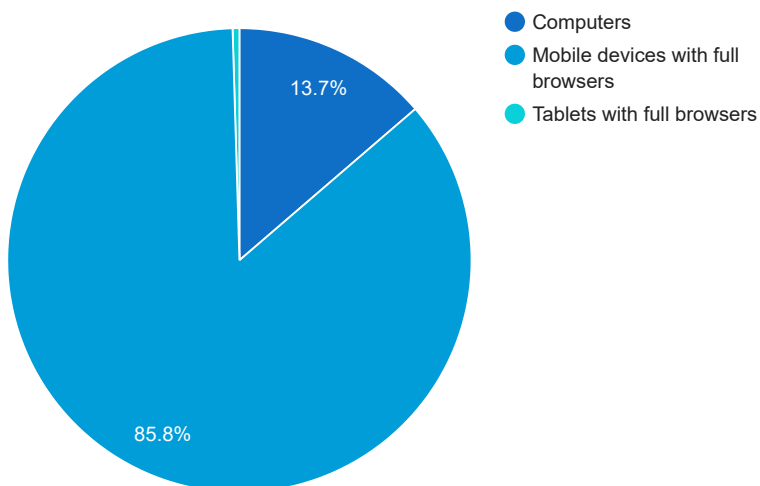
Budget Coverage



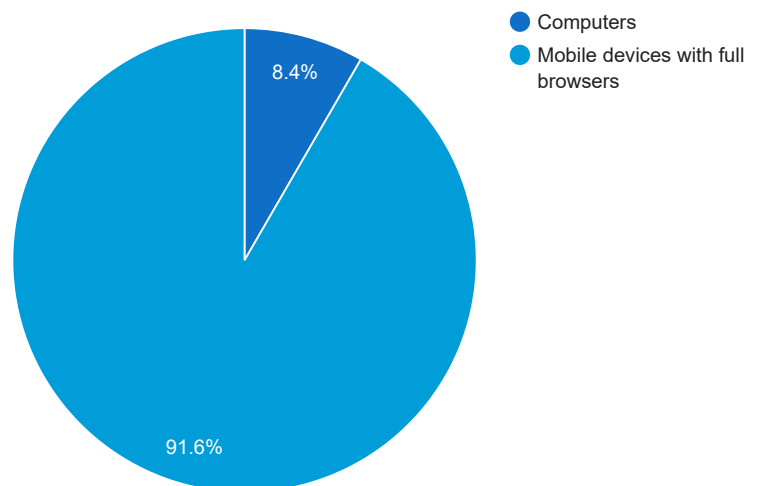
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	2,508.91	23.79
Jul, 2020	2,511.35	21.18
Aug, 2020	1,750.62	32.33
Sep, 2020	2,515.19	44.61

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	10,291	640	\$2,158.91	\$3.37	6.22%	-	32.9	5.14%	\$65.58
Computers	1,880	85	\$344.40	\$4.05	4.52%	-	3	3.53%	\$114.80
Tablets with full browsers	215	7	\$11.88	\$1.70	3.26%	-	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	12,386	732	\$2,515.19	\$3.44	5.91%	-	35.9	4.91%	\$70.02

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Submit lead form	22.9
Click to Call	11
Calls from Ads	2

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