

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

#2 Cliffside Skin & Laser

323-151-5897

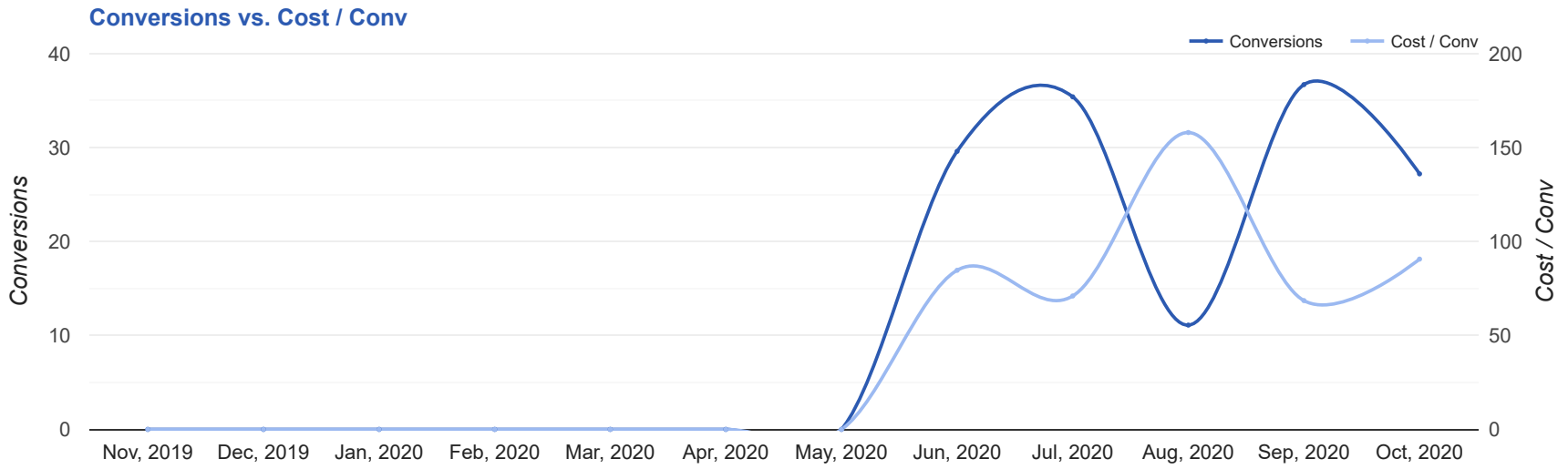
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,468	27.2	3.2%	\$90.63
↓ 2%	↓ 26%	↓ 36%	↑ 32%

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	12,386	732	\$2,515.19	\$3.44	5.91%	-	36.7	5.01%	\$68.55	44.61%
1 Oct 2020 — 31 Oct 2020	14,486	852	\$2,467.91	\$2.90	5.88%	-	27.2	3.2%	\$90.63	39.58%
Change	2,100 ↑ 17%	120 ↑ 16%	\$47.28 ↓ 2%	\$0.54 ↓ 16%	0.03% ↓ 1%	--	9.46 ↓ 26%	1.81% ↓ 36%	\$22.08 ↑ 32%	5.03% ↓ 11%

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	
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%	-	36.7	5.01%	\$68.55	44.61%	
Oct '20	14,486	852	\$2,467.91	\$2.90	5.88%	-	27.2	3.2%	\$90.63	39.58%	
Total	82,658	4,544	\$11,753.98	\$2.59	5.5%	-	140	3.08%	\$83.96	27.2%	

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 rhinoplasty	6,279	372	\$1,493.06	\$4.01	5.92%	-	16.7	4.5%	\$89.24	45.68%
search beta dermal fillers	8,207	480	\$974.85	\$2.03	5.85%	-	10.5	2.19%	\$92.84	35.89%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

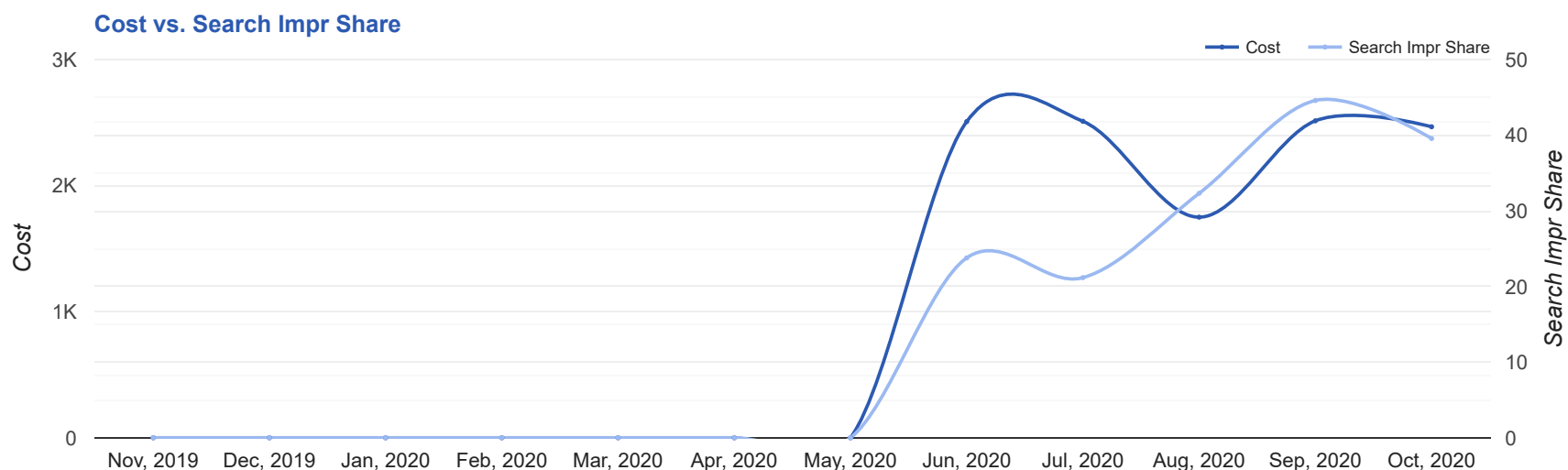
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume sculpt.cliffsideskinandlaser.com/dermal_fillers/ -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	5,170	331	\$665.04	\$2.01	6.40%	-	8	2.42%	\$83.03
{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.	1,017	64	\$282.37	\$4.41	6.29%	-	4	6.28%	\$70.24
{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.	2,496	132	\$484.53	\$3.67	5.29%	-	3.6	2.76%	\$133.11
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.	576	22	\$87.90	\$4.00	3.82%	-	2	9.09%	\$43.95
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.	358	18	\$83.12	\$4.62	5.03%	-	2	11.11%	\$41.56

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

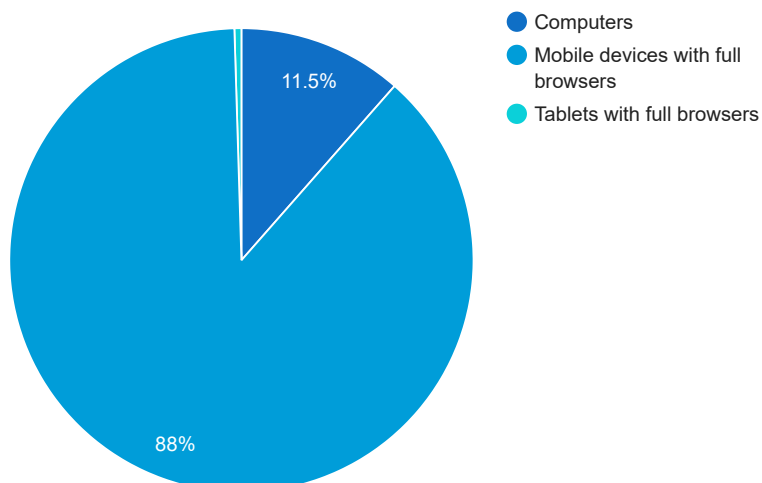
Budget Coverage



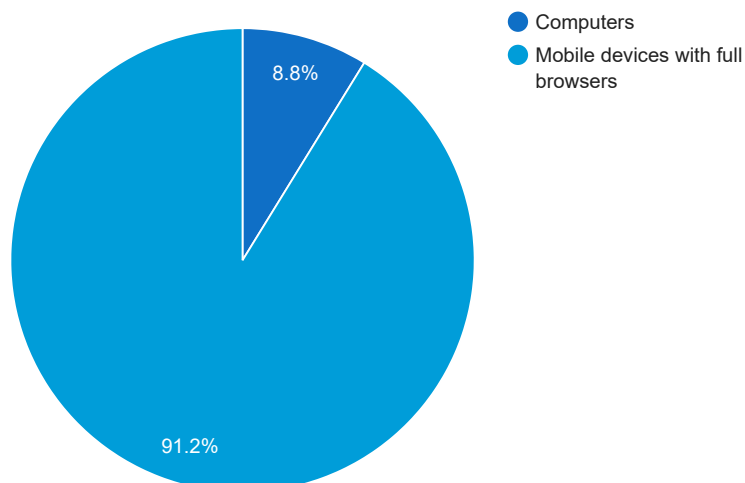
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	2,508.91	23.79
Jul, 2020	2,511.35	21.18
Aug, 2020	1,750.62	32.33
Sep, 2020	2,515.19	44.61
Oct, 2020	2,467.91	39.58

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	12,357	770	\$2,172.73	\$2.82	6.23%	-	24.9	3.23%	\$87.33
Computers	1,945	75	\$283.23	\$3.78	3.86%	-	2.4	3.13%	\$120.52
Tablets with full browsers	184	7	\$11.95	\$1.71	3.8%	-	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	14,486	852	\$2,467.91	\$2.90	5.88%	-	27.2	3.2%	\$90.63

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Submit lead form

19

Click to Call

8.3

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