

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

Cliffside Skin & Laser #2

323-151-5897

# Key Performance Indicators (KPIs)

Cost

\$2,486

↑ 1%

Conv

16.8

↓ 41%

Conv Rate

2.21%

↓ 34%

Cost / Conv

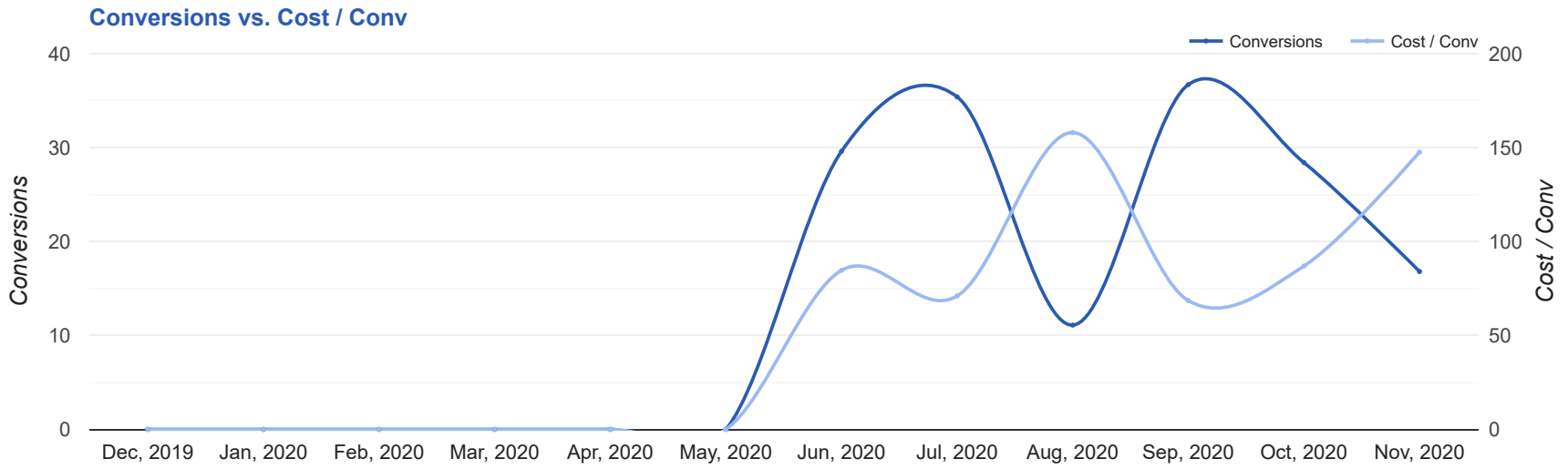
\$147.60

↑ 70%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Oct 2020 — 31 Oct 2020</b>	14,486	852	\$2,467.91	\$2.90	5.88%	-	28.4	3.33%	\$86.93	39.56%
<b>1 Nov 2020 — 30 Nov 2020</b>	13,004	763	\$2,485.64	\$3.26	5.87%	-	16.8	2.21%	\$147.60	38.21%
<b>Change</b>	1,482 ↓ 10%	89 ↓ 10%	\$17.73 ↑ 1%	\$0.36 ↑ 12%	0.01% ↓ 0%	--	11.55 ↓ 41%	1.12% ↓ 34%	\$60.67 ↑ 70%	1.35% ↓ 3%

# Performance by Month - 1 Dec 2019 — 30 Nov 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%	-	28.4	3.33%	\$86.93	39.56%	
Nov '20	13,004	763	\$2,485.64	\$3.26	5.87%	-	16.8	2.21%	\$147.60	38.21%	
<b>Total</b>	<b>95,662</b>	<b>5,307</b>	<b>\$14,239.62</b>	<b>\$2.68</b>	<b>5.55%</b>	<b>-</b>	<b>158</b>	<b>2.98%</b>	<b>\$90.12</b>	<b>28.31%</b>	

# Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   rhinoplasty	5,958	338	\$1,493.51	\$4.42	5.67%	-	9.8	2.91%	\$151.78	42.32%
search   beta   dermal fillers	7,046	425	\$992.13	\$2.33	6.03%	-	7	1.65%	\$141.73	35.33%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

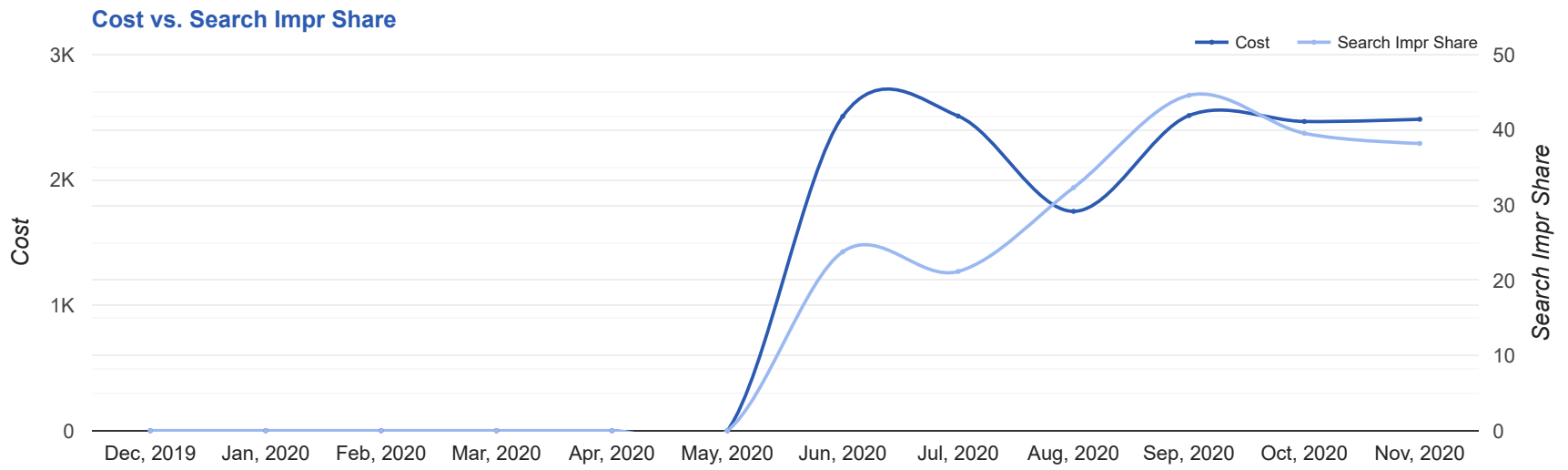
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume <a href="https://sculpt.cliffsideskinandlaser.com/dermal_fillers/">sculpt.cliffsideskinandlaser.com/dermal_fillers/</a> -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	5,102	330	\$761.10	\$2.31	6.47%	-	6	1.82%	\$126.85
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job <a href="https://sculpt.cliffsideskinandlaser.com/">sculpt.cliffsideskinandlaser.com/</a> --/-- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	2,401	112	\$506.89	\$4.53	4.66%	-	2.9	2.60%	\$174.19
Liquid Rhinoplasty - Nose Job - No Surgery or Downtime - Dr. Jason Chouake MD FAAD <a href="https://sculpt.cliffsideskinandlaser.com/">sculpt.cliffsideskinandlaser.com/</a> Dr. Jason Chouake is the Premier Provider of Nose Fillers in Cliffside Park, NJ.	405	22	\$128.81	\$5.86	5.43%	-	2	9.09%	\$64.41
Non-Surgical Nose Job - Nose Fillers Cliffside Park - Natural Looking Results <a href="https://sculpt.cliffsideskinandlaser.com/">sculpt.cliffsideskinandlaser.com/</a> Nose Fillers: Correct or Enhance the Shape of Your Nose Without Surgery or Downtime.	612	26	\$123.32	\$4.74	4.25%	-	1	3.85%	\$123.32
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Look Younger & More Energized <a href="https://sculpt.cliffsideskinandlaser.com/dermal_fillers/">sculpt.cliffsideskinandlaser.com/dermal_fillers/</a> Turn Back the Clock. Fill in Smile Lines (Nasial Labial Folds). Look Younger, for Longer.	545	32	\$83.76	\$2.62	5.87%	-	1	3.13%	\$83.76

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

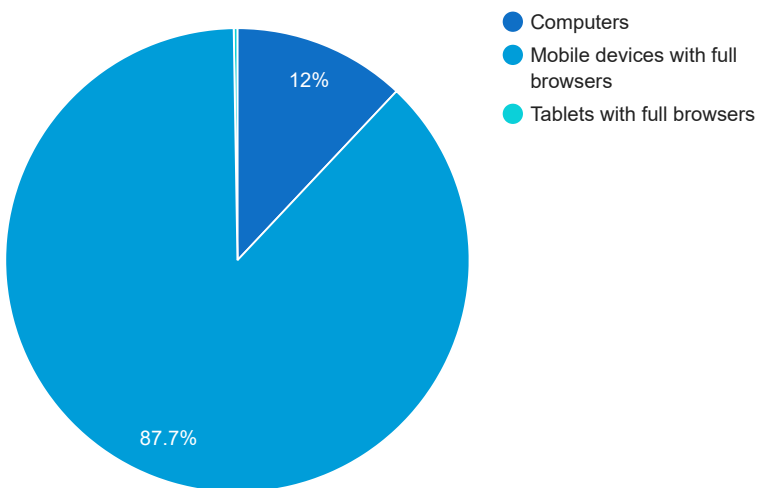
## Budget Coverage



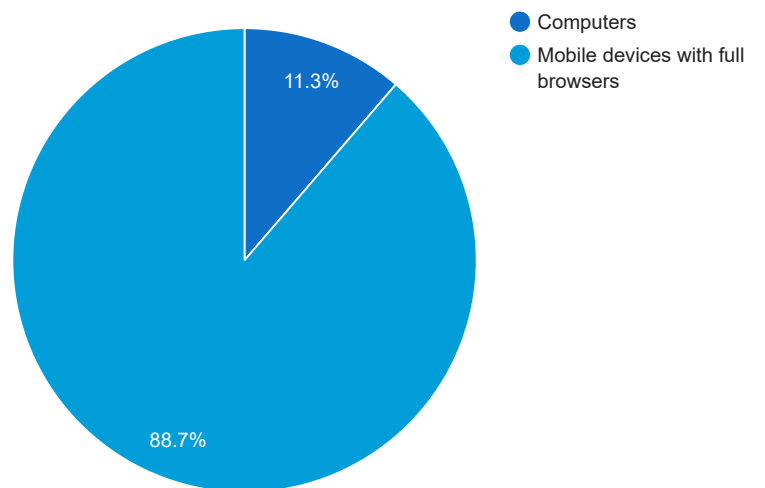
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	2,508.91	23.79
Jul, 2020	2,511.35	21.18
Aug, 2020	1,750.62	32.33
Sep, 2020	2,515.19	44.61
Oct, 2020	2,467.91	39.56
Nov, 2020	2,485.64	38.21

## 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	11,095	681	\$2,180.57	\$3.20	6.14%	-	14.9	2.19%	\$146.05
Computers	1,749	78	\$298.67	\$3.83	4.46%	-	1.9	2.45%	\$156.37
Tablets with full browsers	160	4	\$6.40	\$1.60	2.5%	-	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	13,004	763	\$2,485.64	\$3.26	5.87%	-	16.8	2.21%	\$147.60

# Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Submit lead form

13.9

Click to Call

2.9

## 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