

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

Cliffside Skin & Laser #2

323-151-5897

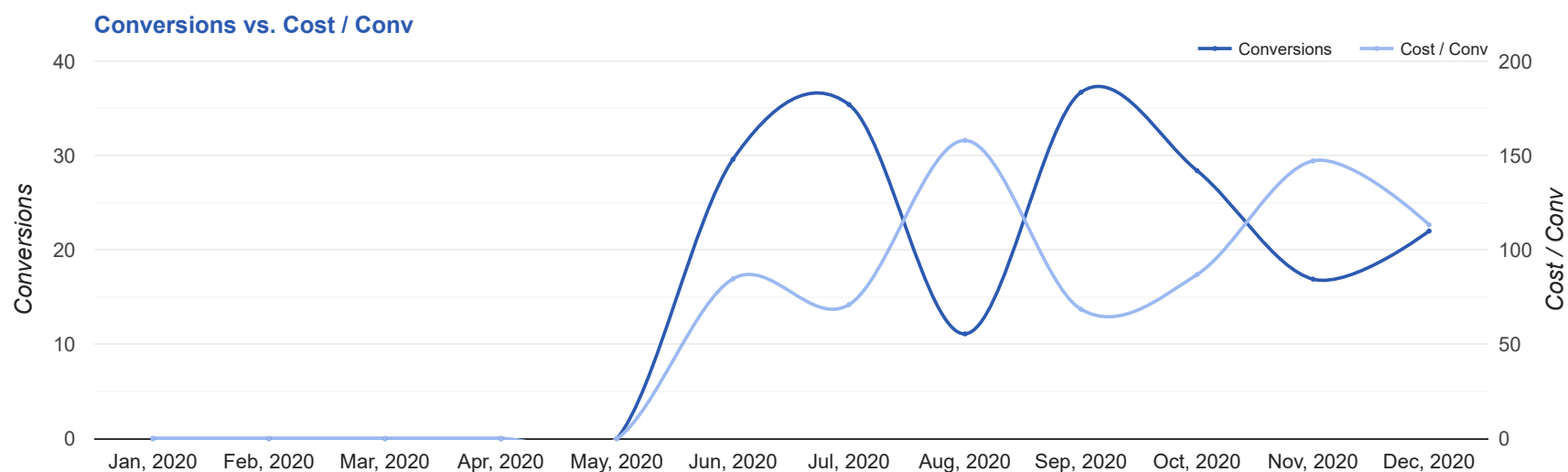
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,487	22	2.96%	\$113.31
↔ 0%	↑ 30%	↑ 34%	↓ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	13,004	763	\$2,485.64	\$3.26	5.87%	-	16.9	2.21%	\$147.17	38.13%
1 Dec 2020 — 31 Dec 2020	12,622	741	\$2,487.14	\$3.36	5.87%	-	22	2.96%	\$113.31	35.42%
Change	382 ↓ 3%	22 ↓ 3%	\$1.50 ↑ 0%	\$0.10 ↑ 3%	0% ↔ 0%	--	5.06 ↑ 30%	0.75% ↑ 34%	\$33.86 ↓ 23%	2.71% ↓ 7%

Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	16.9	2.21%	\$147.17	38.13%	
Dec '20	12,622	741	\$2,487.14	\$3.36	5.87%	-	22	2.96%	\$113.31	35.42%	
Total	108,284	6,048	\$16,726.76	\$2.77	5.59%	-	180	2.98%	\$92.93	28.98%	

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta rhinoplasty	5,848	341	\$1,491.14	\$4.37	5.83%	-	15	4.4%	\$99.41	40.75%
search beta dermal fillers	6,774	400	\$996.00	\$2.49	5.9%	-	7	1.74%	\$143.31	31.81%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

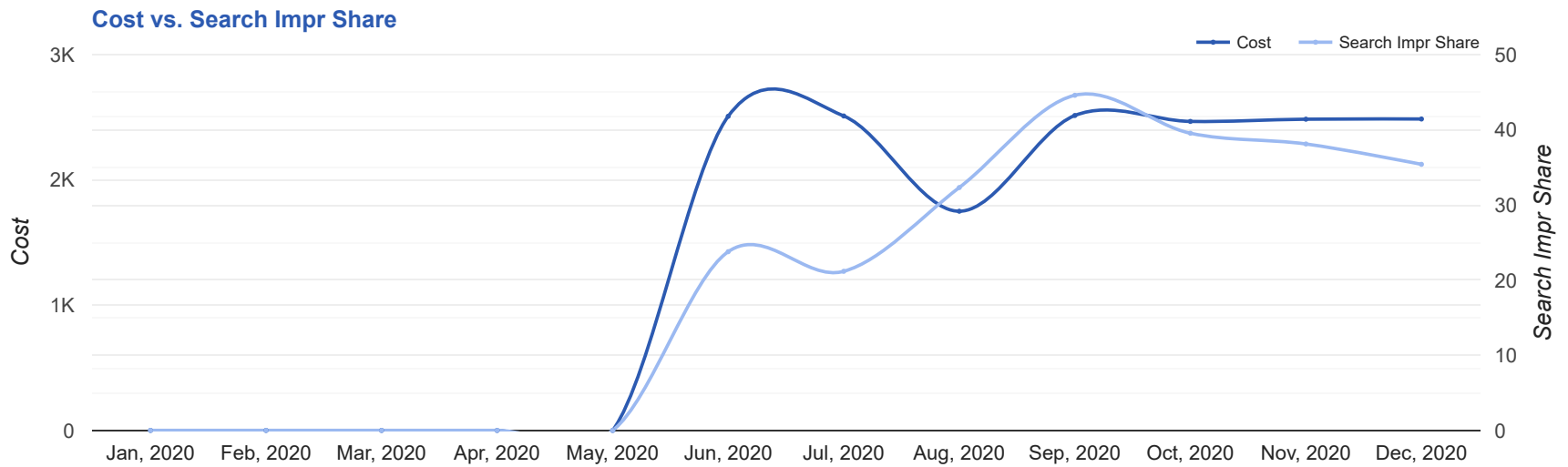
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job sculpt.cliffsideskinandlaser.com/ --/-- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	2,301	127	\$541.74	\$4.27	5.52%	-	5	3.94%	\$108.35
{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.	1,485	100	\$380.59	\$3.81	6.73%	-	3	3.00%	\$126.86
{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	4,620	288	\$668.63	\$2.32	6.23%	-	3	1.04%	\$222.88
{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.	622	46	\$204.88	\$4.45	7.40%	-	2	4.35%	\$102.44
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Look Younger & More Energized sculpt.cliffsideskinandlaser.com/dermal_fillers/ Turn Back the Clock. Fill in Smile Lines (Nasial Labial Folds). Look Younger, for Longer.	679	38	\$126.97	\$3.34	5.60%	-	2	5.13%	\$65.11

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

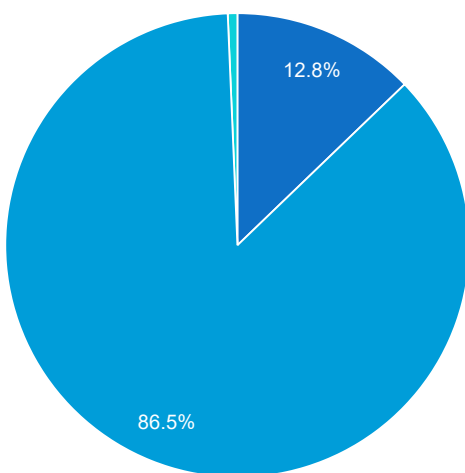
Budget Coverage



DATE	COST	SEARCH IMPR SHARE
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	38.13
Dec, 2020	2,487.14	35.42

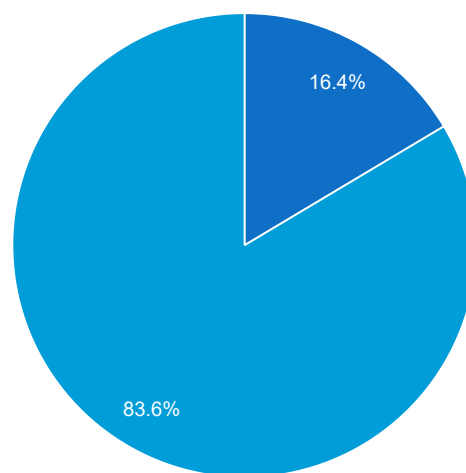
Cost and Conversions by Device

Cost



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

Conversions



- Computers
- Mobile devices with full browsers

DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	10,662	656	\$2,152.06	\$3.28	6.15%	-	18.3	2.79%	\$117.41
Computers	1,825	79	\$318.48	\$4.03	4.33%	-	3.6	4.57%	\$88.22
Tablets with full browsers	135	6	\$16.60	\$2.77	4.44%	-	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	12,622	741	\$2,487.14	\$3.36	5.87%	-	21.9	2.96%	\$113.36

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	17
Click to Call	5

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