

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Cliffside Skin & Laser #2

323-151-5897

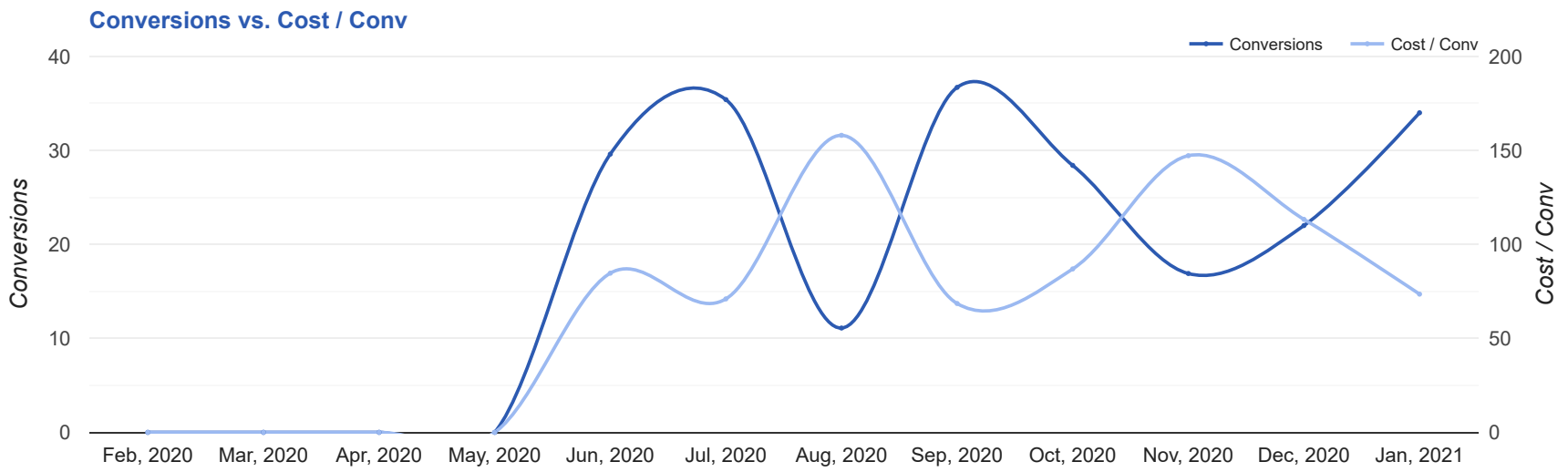
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,500	34	4.05%	\$73.53
↑ 1%	↑ 55%	↑ 37%	↓ 35%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	12,622	741	\$2,487.14	\$3.36	5.87%	-	22	2.96%	\$113.31	35.34%
1 Jan 2021 — 31 Jan 2021	13,920	839	\$2,500.07	\$2.98	6.03%	-	34	4.05%	\$73.53	35.06%
Change	1,298 ↑ 10%	98 ↑ 13%	\$12.93 ↑ 1%	\$0.38 ↓ 11%	0.16% ↑ 3%	--	12.05 ↑ 55%	1.09% ↑ 37%	\$39.78 ↓ 35%	0.28% ↓ 1%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



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	35.34%	
Jan '21	13,920	839	\$2,500.07	\$2.98	6.03%	-	34	4.05%	\$73.53	35.06%	
Total	122,204	6,887	\$19,226.83	\$2.79	5.64%	-	214	3.11%	\$89.84	29.56%	

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta rhinoplasty	6,097	394	\$1,499.81	\$3.81	6.46%	-	20	5.08%	\$74.99	38.57%
search beta dermal fillers	7,823	445	\$1,000.26	\$2.25	5.69%	-	14	3.15%	\$71.45	32.76%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

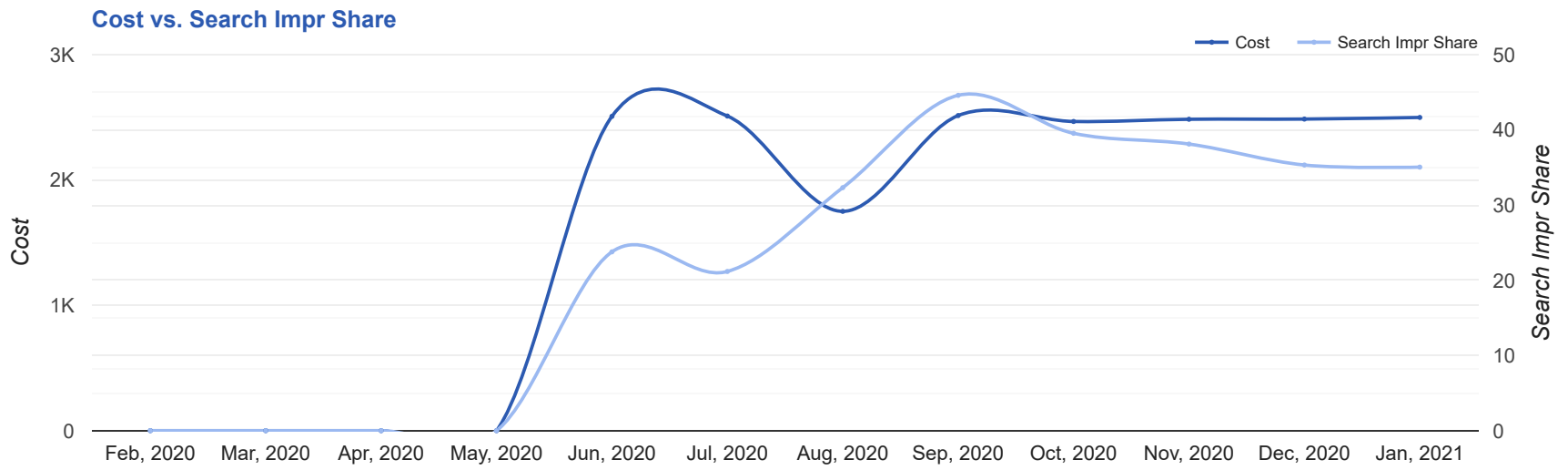
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume sculpt.cliffsideskinandlaser.com/dermal_fillers/ -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	4,785	293	\$654.63	\$2.23	6.12%	-	9	3.07%	\$72.74
{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.	2,390	146	\$584.12	\$4.00	6.11%	-	8.8	6.02%	\$66.45
{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.	826	65	\$266.74	\$4.10	7.87%	-	5	7.69%	\$53.35
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.	502	42	\$144.64	\$3.44	8.37%	-	3	7.14%	\$48.21
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Look Younger & More Energized sculpt.cliffsideskinandlaser.com/juvederm/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	430	16	\$36.26	\$2.27	3.72%	-	2	12.50%	\$18.13

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

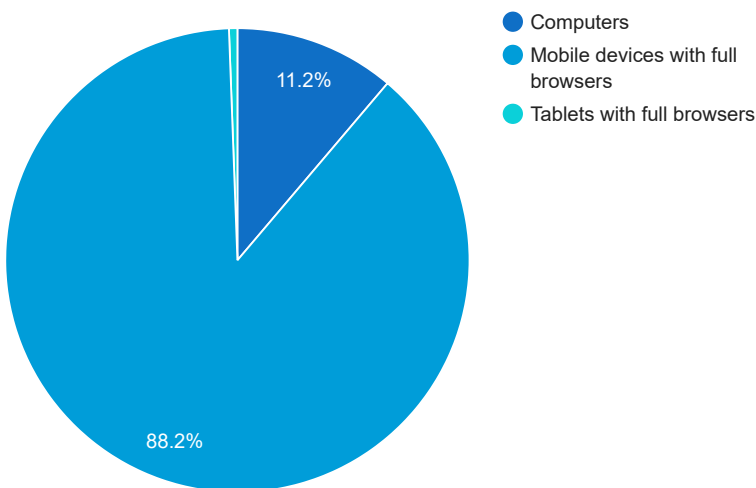
Budget Coverage



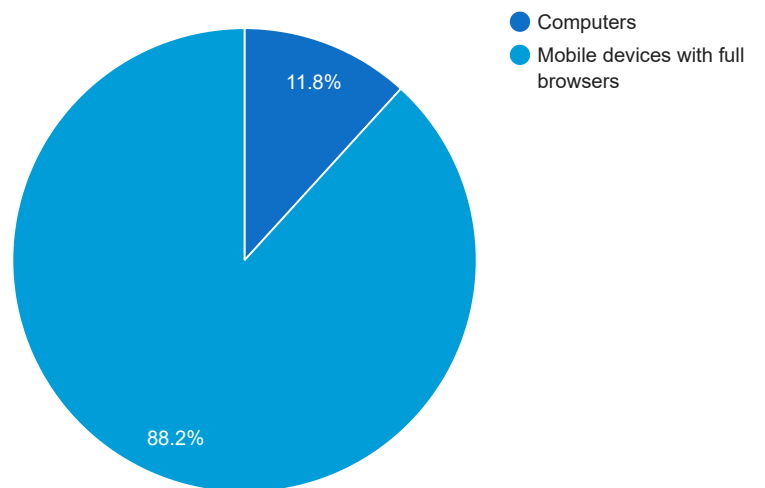
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	2,508.91	23.79
Jul, 2020	2,511.35	21.18
Aug, 2020	1,750.62	32.33
Sep, 2020	2,515.19	44.61
Oct, 2020	2,467.91	39.56
Nov, 2020	2,485.64	38.13
Dec, 2020	2,487.14	35.34
Jan, 2021	2,500.07	35.06

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	11,690	761	\$2,205.54	\$2.90	6.51%	-	30	3.94%	\$73.52
Computers	2,070	72	\$279.92	\$3.89	3.48%	-	4	5.56%	\$69.98
Tablets with full browsers	160	6	\$14.61	\$2.44	3.75%	-	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	13,920	839	\$2,500.07	\$2.98	6.03%	-	34	4.05%	\$73.53

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE

CONV

Submit lead form

24

Click to Call

10

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