

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Cliffside Skin & Laser #2

323-151-5897

Key Performance Indicators (KPIs)

Cost

\$2,958

↑ 18%

Conv

22

↓ 35%

Conv Rate

2.39%

↓ 41%

Cost / Conv

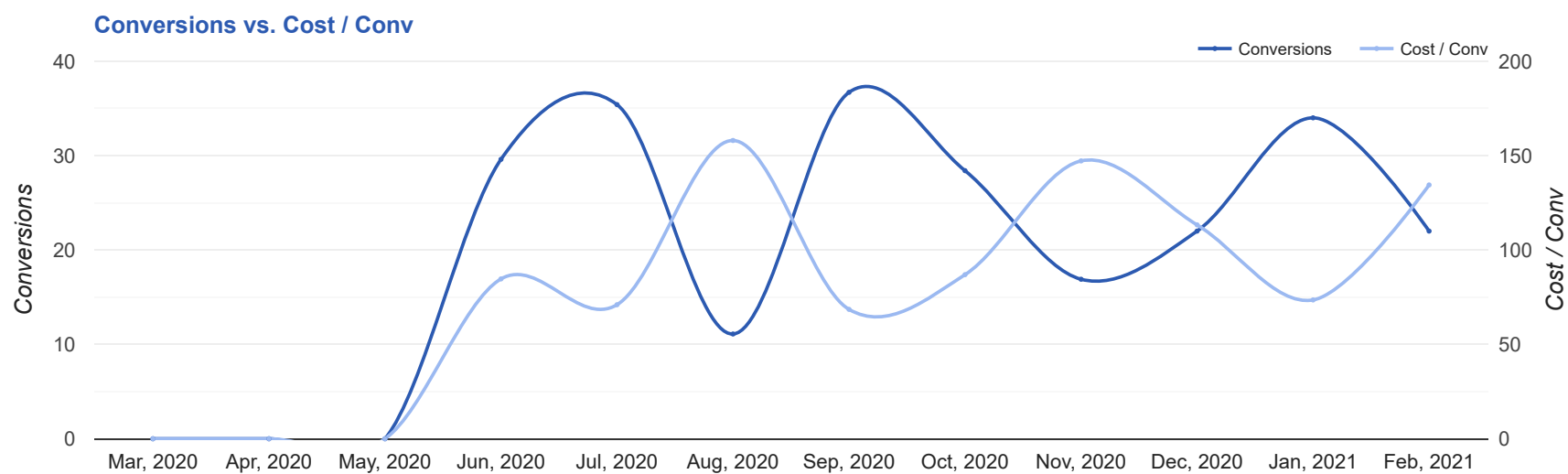
\$134.45

↑ 83%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	13,920	839	\$2,500.07	\$2.98	6.03%	-	34	4.05%	\$73.53	35.18%
1 Feb 2021 — 28 Feb 2021	14,845	921	\$2,957.96	\$3.21	6.2%	-	22	2.39%	\$134.45	38.1%
Change	925 ↑ 7%	82 ↑ 10%	\$457.89 ↑ 18%	\$0.23 ↑ 8%	0.17% ↑ 3%	--	12 ↓ 35%	1.66% ↓ 41%	\$60.92 ↑ 83%	2.92% ↑ 8%

Performance by Month - 1 Mar 2020 — 28 Feb 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	35.18%
Feb '21	14,845	921	\$2,957.96	\$3.21	6.2%	-	22	2.39%	\$134.45	38.1%
Total	137,049	7,808	\$22,184.79	\$2.84	5.7%	-	236	3.02%	\$94.00	30.3%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta rhinoplasty	6,810	427	\$1,962.03	\$4.59	6.27%	-	12	2.81%	\$163.50	44.72%
search beta dermal fillers	8,035	494	\$995.93	\$2.02	6.15%	-	10	2.02%	\$99.59	34.01%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

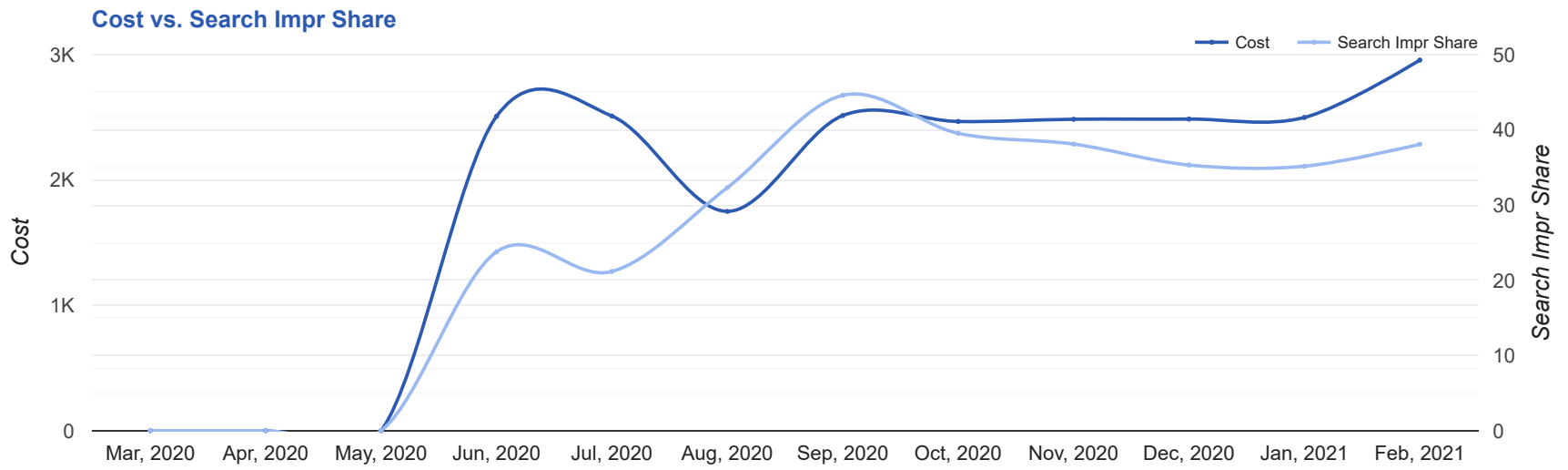
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume sculpt.cliffsideskinandlaser.com/dermal_fillers/ -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	4,381	299	\$579.85	\$1.94	6.82%	-	3.7	1.22%	\$158.86
{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.	855	62	\$335.74	\$5.42	7.25%	-	3.6	5.73%	\$94.57
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.	411	24	\$146.18	\$6.09	5.84%	-	3	12.50%	\$48.73
{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	282	15	\$49.98	\$3.33	5.32%	-	3	20.00%	\$16.66
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume sculpt.cliffsideskinandlaser.com/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,910	105	\$200.80	\$1.91	5.50%	-	2.4	2.24%	\$85.45

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

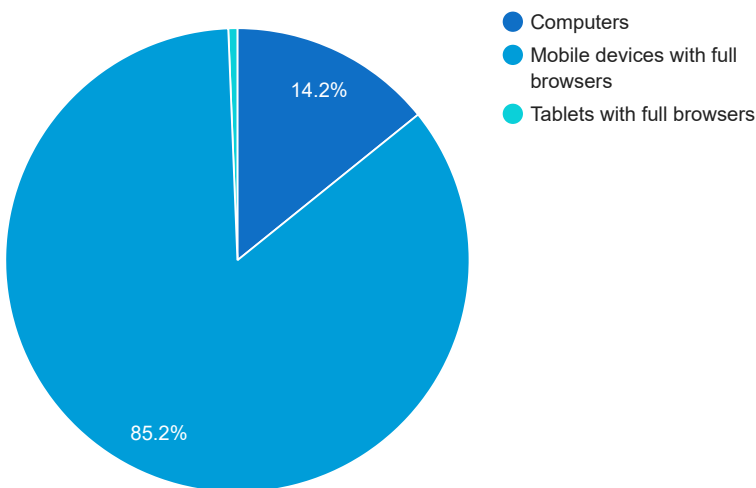
Budget Coverage



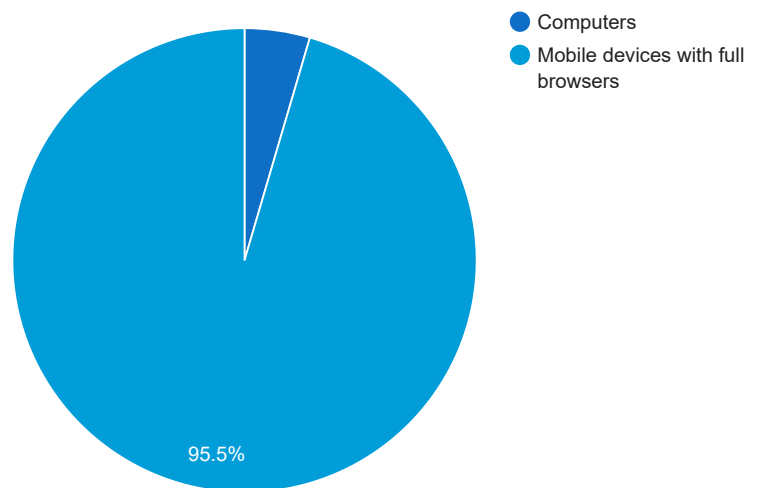
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	2,508.91	23.79
Jul, 2020	2,511.35	21.18
Aug, 2020	1,750.62	32.33
Sep, 2020	2,515.19	44.61
Oct, 2020	2,467.91	39.56
Nov, 2020	2,485.64	38.13
Dec, 2020	2,487.14	35.34
Jan, 2021	2,500.07	35.18
Feb, 2021	2,957.96	38.10

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	12,196	821	\$2,519.28	\$3.07	6.73%	-	21	2.56%	\$119.97
Computers	2,455	89	\$420.01	\$4.72	3.63%	-	1	1.12%	\$420.01
Tablets with full browsers	194	11	\$18.67	\$1.70	5.67%	-	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	14,845	921	\$2,957.96	\$3.21	6.2%	-	22	2.39%	\$134.45

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE

CONV

Submit lead form

19

Click to Call

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 page 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