

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

Cliffside Skin & Laser #2

323-151-5897

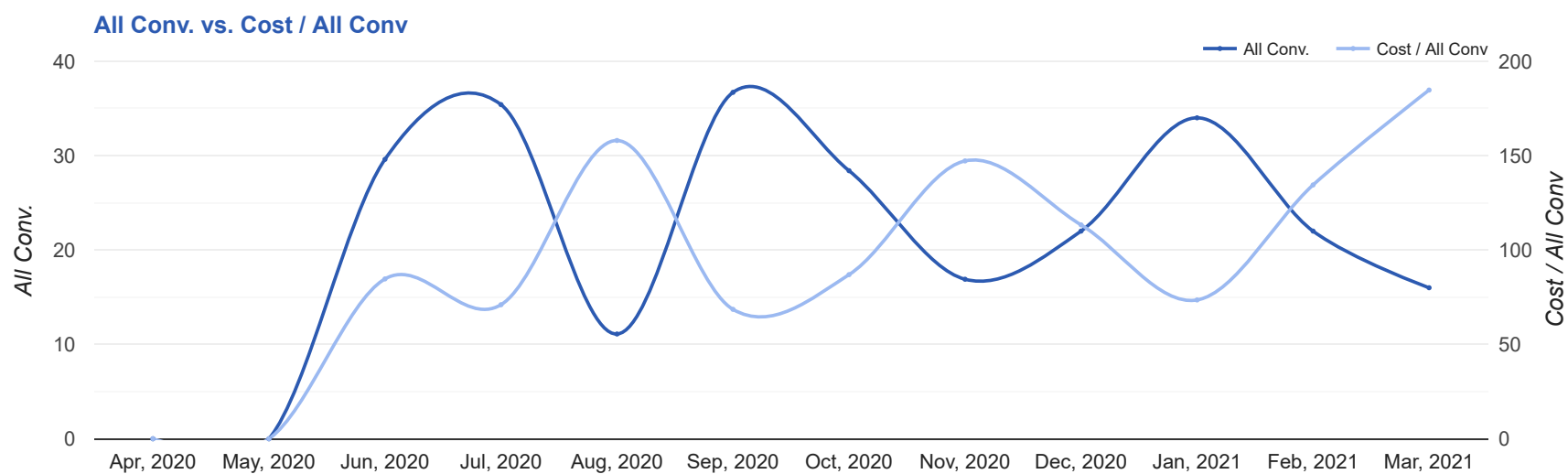
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,955	16	1.85%	\$184.71
↔ 0%	↓ 27%	↓ 23%	↑ 37%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	14,845	921	\$2,957.96	\$3.21	6.2%	-	2.39%	\$134.45	22
1 Mar 2021 — 31 Mar 2021	14,628	865	\$2,955.42	\$3.42	5.91%	-	1.85%	\$184.71	16
Change	217 ↓ 1%	56 ↓ 6%	\$2.54 ↓ 0%	\$0.21 ↑ 7%	0.29% ↓ 5%	0 ↔ -	0.54% ↓ 23%	\$50.26 ↑ 37%	6 ↓ 27%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jun '20	23,086	1,167	\$2,508.91	\$2.15	5.06%	-	29.6	2.54%	\$84.67
Jul '20	25,388	1,406	\$2,511.35	\$1.79	5.54%	-	35.4	2.52%	\$71.00
Aug '20	7,312	387	\$1,750.62	\$4.52	5.29%	-	11.1	2.86%	\$158.00
Sep '20	12,386	732	\$2,515.19	\$3.44	5.91%	-	36.7	5.01%	\$68.55
Oct '20	14,486	852	\$2,467.91	\$2.90	5.88%	-	28.4	3.33%	\$86.93
Nov '20	13,004	763	\$2,485.64	\$3.26	5.87%	-	16.9	2.21%	\$147.17
Dec '20	12,622	741	\$2,487.14	\$3.36	5.87%	-	22	2.96%	\$113.31
Jan '21	13,920	839	\$2,500.07	\$2.98	6.03%	-	34	4.05%	\$73.53
Feb '21	14,845	921	\$2,957.96	\$3.21	6.2%	-	22	2.39%	\$134.45
Mar '21	14,628	865	\$2,955.42	\$3.42	5.91%	-	16	1.85%	\$184.71
Total	151,677	8,673	\$25,140.21	\$2.90	5.72%	-	252	2.91%	\$99.76

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta dermal fillers	8,003	483	\$1,000.00	\$2.07	6.04%	-	9	1.86%	\$111.11
search beta rhinoplasty	6,625	382	\$1,955.42	\$5.12	5.77%	-	7	1.83%	\$279.35

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
non surgical nose job	14	8	\$55.19	\$6.90	57.14%	-	2	25.00%	\$27.59
filler injections near me	1	1	\$3.64	\$3.64	100.00%	-	2	200.00%	\$1.82
nose job	30	5	\$21.00	\$4.20	16.67%	-	1	20.00%	\$21.00
what's the best lip filler	1	1	\$2.18	\$2.18	100.00%	-	1	100.00%	\$2.18
lip threading	1	1	\$1.79	\$1.79	100.00%	-	1	100.00%	\$1.79
nonsurgical nose job	1	1	\$2.91	\$2.91	100.00%	-	1	100.00%	\$2.91
non surgical nose job for wide nose	1	1	\$2.51	\$2.51	100.00%	-	1	100.00%	\$2.51
nose surgery for asian	1	1	\$9.11	\$9.11	100.00%	-	1	100.00%	\$9.11
bellafill new jersey	1	1	\$7.61	\$7.61	100.00%	-	1	100.00%	\$7.61
nose fillers	9	4	\$21.76	\$5.44	44.44%	-	1	25.00%	\$21.76

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	4,820	312	\$649.41	\$2.08	6.47%	-	6	1.92%	\$108.23
{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.	922	54	\$267.87	\$4.96	5.86%	-	2	3.70%	\$133.94
{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 Under eye Bags	161	9	\$20.76	\$2.31	5.59%	-	2	22.22%	\$10.38
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.	306	22	\$91.56	\$4.16	7.19%	-	2	9.09%	\$45.78
{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.	67	5	\$21.19	\$4.24	7.46%	-	1	20.00%	\$21.19

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

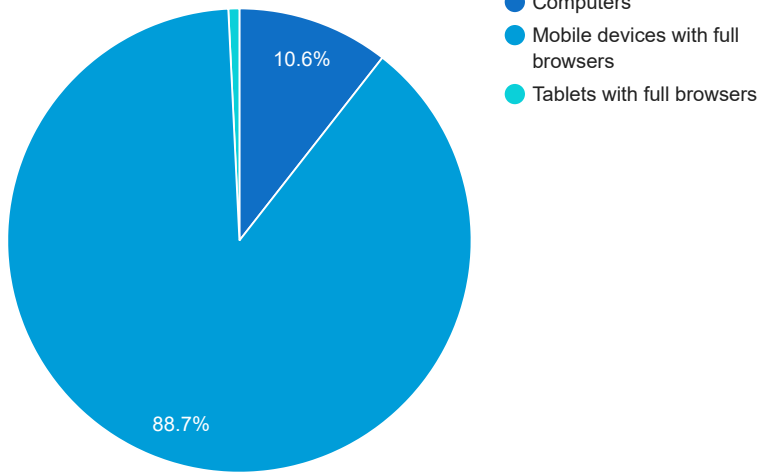
Search Impr Share

33.53%

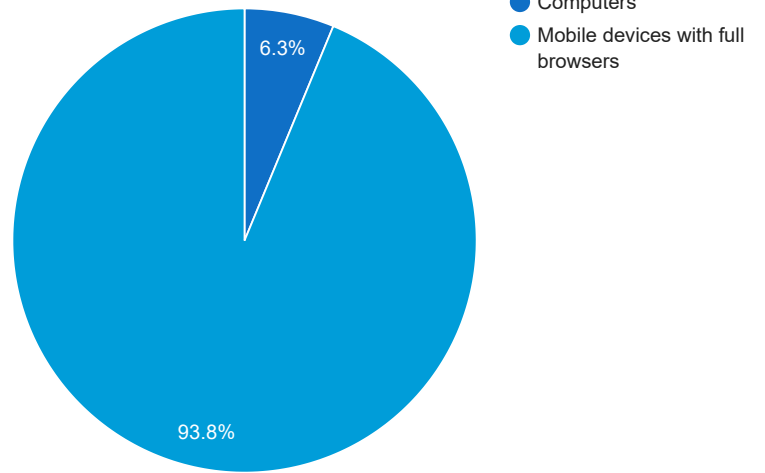
↓ 12%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	12,540	772	\$2,620.60	\$3.39	6.16%	-	15	1.94%	\$174.71
Computers	1,927	87	\$312.18	\$3.59	4.51%	-	1	1.15%	\$312.18
Tablets with full browsers	161	6	\$22.64	\$3.77	3.73%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	14,628	865	\$2,955.42	\$3.42	5.91%	-	16	1.85%	\$184.71

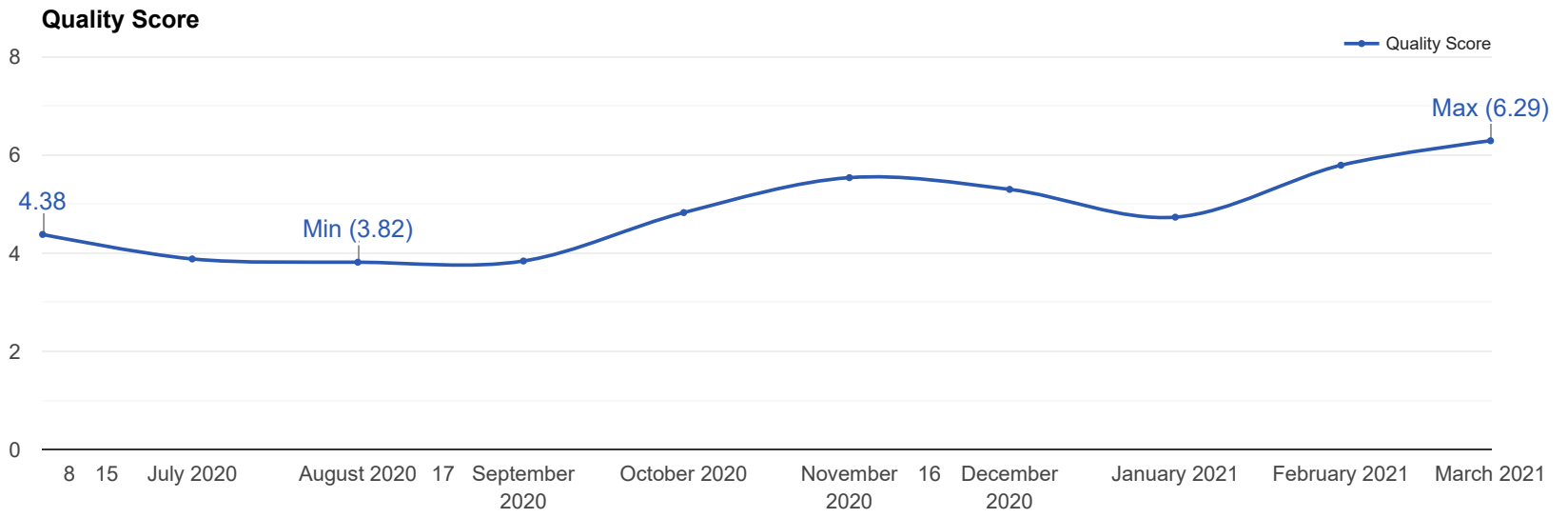
Account Health - Quality Score

Current Quality Score

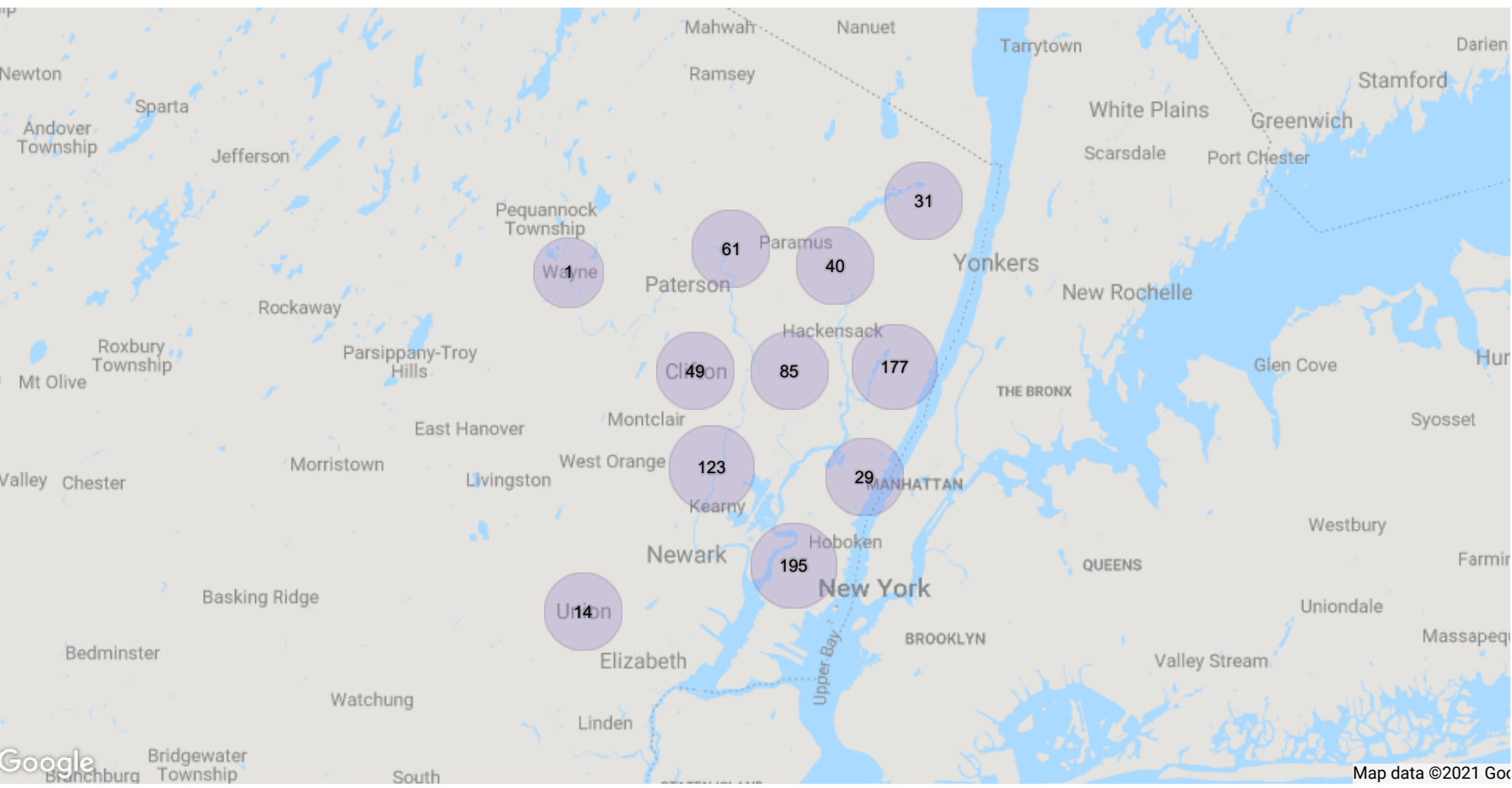
5.7

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	11
Calls from Website	4
Click to Call	1

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