

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Cliffside Skin & Laser #2

323-151-5897

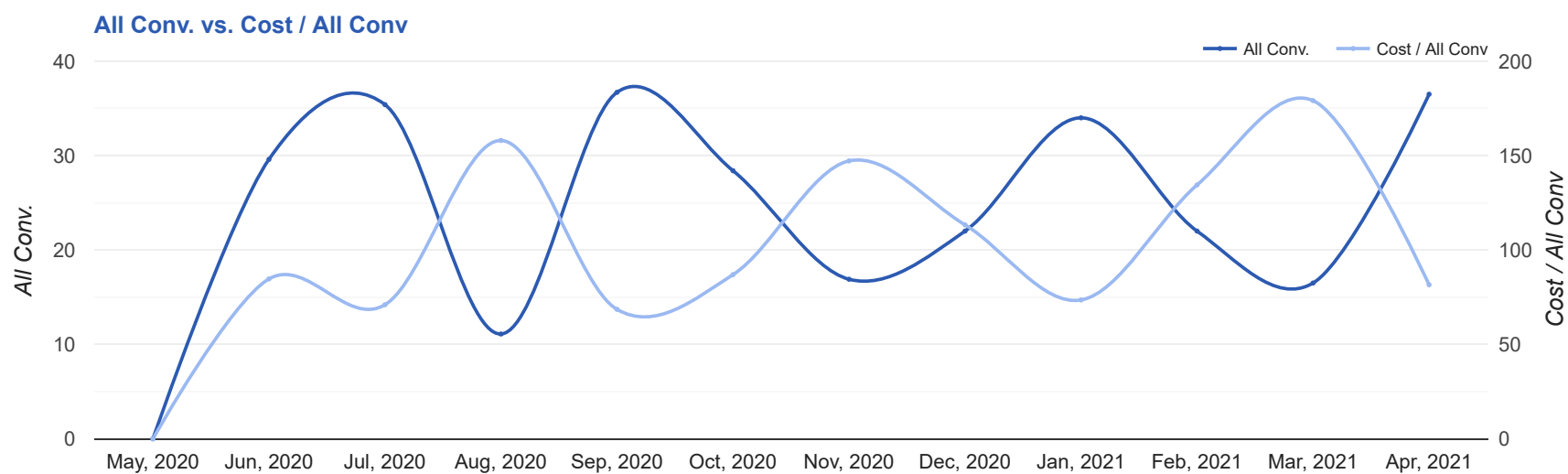
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,977	36.5	4%	\$81.57
↑ 1%	↑ 121%	↑ 109%	↓ 54%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	14,628	865	\$2,955.42	\$3.42	5.91%	-	1.91%	\$179.12	16.5
1 Apr 2021 — 30 Apr 2021	12,790	912	\$2,977.34	\$3.26	7.13%	-	4%	\$81.57	36.5
Change	1,838 ↓ 13%	47 ↑ 5%	\$21.92 ↑ 1%	\$0.16 ↓ 5%	1.22% ↑ 21%	0 ↔ -	2.09% ↑ 109%	\$97.55 ↓ 54%	20 ↑ 121%

# Performance by Month - 1 May 2020 — 30 Apr 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%	-	16.5	1.91%	\$179.12
Apr '21	12,790	912	\$2,977.34	\$3.26	7.13%	-	36.5	4%	\$81.57
<b>Total</b>	<b>164,467</b>	<b>9,585</b>	<b>\$28,117.55</b>	<b>\$2.93</b>	<b>5.83%</b>	<b>-</b>	<b>289</b>	<b>3.02%</b>	<b>\$97.29</b>

## Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   rhinoplasty	6,331	439	\$1,986.68	\$4.53	6.93%	-	23.3	5.31%	\$85.27
search   beta   dermal fillers	6,459	473	\$990.66	\$2.09	7.32%	-	13.2	2.79%	\$75.05

# Top Keywords - 1 Apr 2021 — 30 Apr 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
rhinoplasty	112	15	\$62.59	\$4.17	13.39%	-	1.7	11.53%	\$36.18
nose job with fillers	1	1	\$3.88	\$3.88	100.00%	-	1	100.00%	\$3.88
nose surgery cost nyc	1	2	\$34.38	\$17.19	200.00%	-	1	50.00%	\$34.38
liquid nose job cost	2	1	\$6.89	\$6.89	50.00%	-	1	100.00%	\$6.89
how much is a nose surgery	2	2	\$4.12	\$2.06	100.00%	-	1	50.00%	\$4.12
lip fillers in nj	1	1	\$4.28	\$4.28	100.00%	-	1	100.00%	\$4.28
non surgical rhinoplasty	7	3	\$22.01	\$7.34	42.86%	-	1	33.33%	\$22.01
nose surgery nj	1	1	\$6.80	\$6.80	100.00%	-	1	100.00%	\$6.80
nose fillers	4	2	\$10.68	\$5.34	50.00%	-	1	50.00%	\$10.68
non surgical nose job near me	3	2	\$18.58	\$9.29	66.67%	-	1	50.00%	\$18.58

# Top Performing Ads - 1 Apr 2021 — 30 Apr 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 <a href="https://cliffsidestinandlaser.com/dermal_fillers/">cliffsidestinandlaser.com/dermal_fillers/</a> -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	4,289	343	\$682.08	\$1.99	8.00%	-	6.7	1.95%	\$101.80
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job <a href="https://cliffsidestinandlaser.com/">cliffsidestinandlaser.com/</a> --/ -- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	779	65	\$246.52	\$3.79	8.34%	-	6	9.23%	\$41.09
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job <a href="https://cliffsidestinandlaser.com/">cliffsidestinandlaser.com/</a> --/ -- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	1,246	105	\$413.41	\$3.94	8.43%	-	5	4.76%	\$82.68
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job <a href="https://cliffsidestinandlaser.com/">cliffsidestinandlaser.com/</a> --/ -- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	2,604	158	\$802.54	\$5.08	6.07%	-	4.5	2.85%	\$178.34
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume <a href="https://cliffsidestinandlaser.com/restylane/">cliffsidestinandlaser.com/restylane/</a> -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	820	57	\$134.94	\$2.37	6.95%	-	3.5	6.14%	\$38.55

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

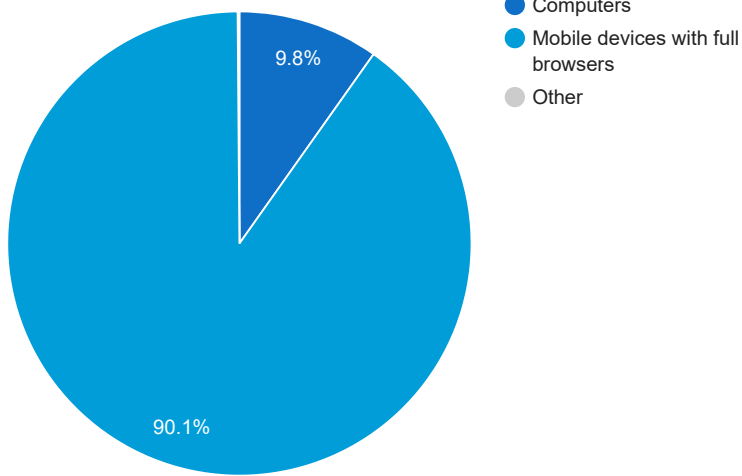
Search Impr Share

34.35%

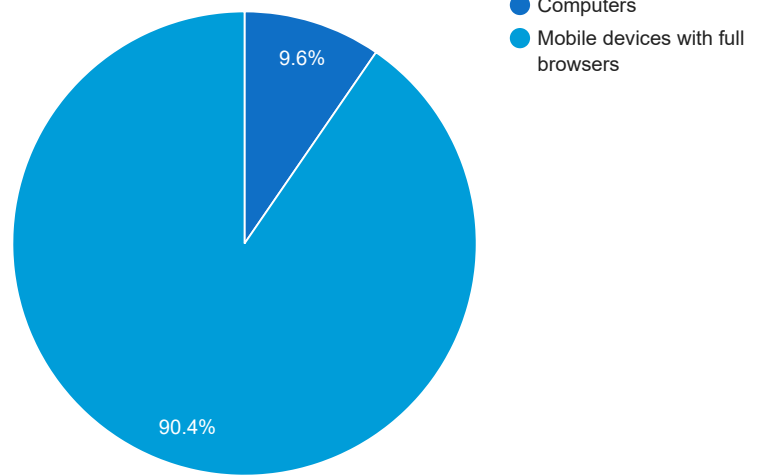
↑ 2%

## 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	11,095	829	\$2,681.49	\$3.23	7.47%	-	33	3.98%	\$81.26
Computers	1,625	80	\$292.13	\$3.65	4.92%	-	3.5	4.38%	\$83.47
Tablets with full browsers	70	3	\$3.72	\$1.24	4.29%	-	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	12,790	912	\$2,977.34	\$3.26	7.13%	-	36.5	4%	\$81.57

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

ALL CONV.

Submit lead form

31

Calls from Website

5.5

# 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 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