

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

Cliffside Skin & Laser #2

323-151-5897

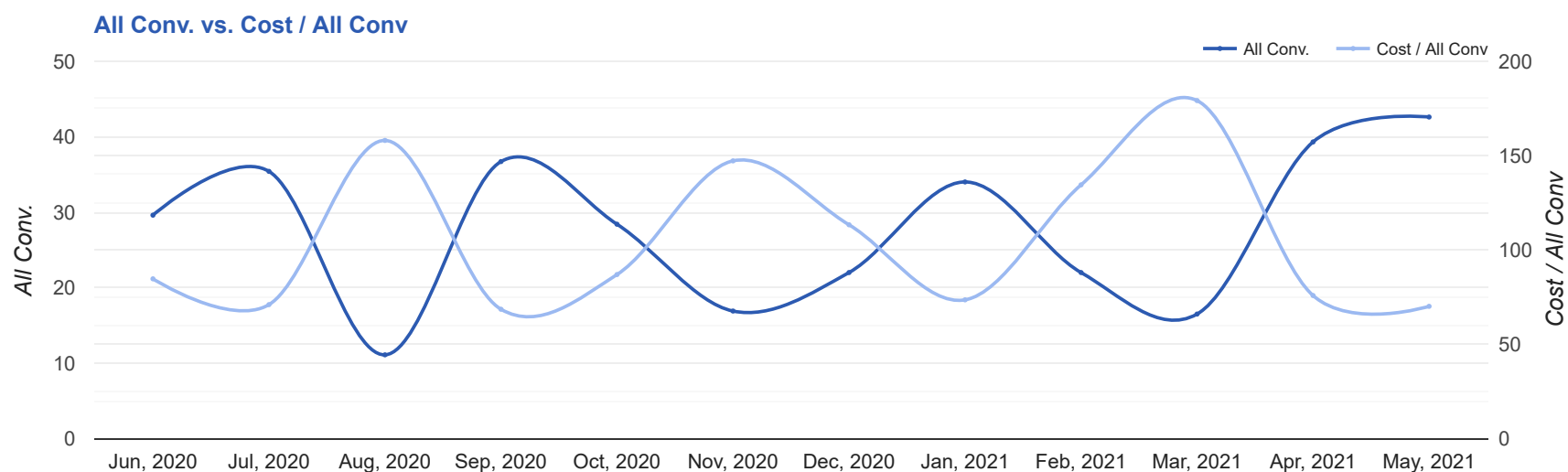
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,983	42.6	4.41%	\$70.10
↔ 0%	↑ 8%	↑ 2%	↓ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	12,790	912	\$2,977.34	\$3.26	7.13%	-	4.31%	\$75.82	39.3
1 May 2021 — 31 May 2021	14,134	965	\$2,982.72	\$3.09	6.83%	-	4.41%	\$70.10	42.6
Change	1,344 ↑ 11%	53 ↑ 6%	\$5.38 ↑ 0%	\$0.17 ↓ 5%	0.30% ↓ 4%	0 ↔ -	0.10% ↑ 2%	\$5.72 ↓ 8%	3.28 ↑ 8%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	39.3	4.31%	\$75.82
May '21	14,134	965	\$2,982.72	\$3.09	6.83%	-	42.6	4.41%	\$70.10
Total	178,601	10,550	\$31,100.27	\$2.95	5.91%	-	334.3	3.17%	\$93.03

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta rhinoplasty	7,039	446	\$1,987.86	\$4.46	6.34%	-	23.8	5.35%	\$83.38
search beta dermal fillers	7,095	519	\$994.86	\$1.92	7.32%	-	18.7	3.61%	\$53.14

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
liquid rhinoplasty cost	4	4	\$16.75	\$4.19	100.00%	-	2	50.00%	\$8.38
rhinoplasty near me	3	2	\$27.71	\$13.86	66.67%	-	2	100.00%	\$13.86
liquid rhinoplasty	22	9	\$28.01	\$3.11	40.91%	-	1.9	20.89%	\$14.90
best treatment for mouth wrinkles	2	2	\$4.13	\$2.06	100.00%	-	1	50.00%	\$4.13
best doctor for fillers in nj	6	3	\$6.52	\$2.17	50.00%	-	1	33.33%	\$6.52
best lip fillers near me	1	1	\$3.75	\$3.75	100.00%	-	1	100.00%	\$3.75
lip fillers near me	9	6	\$9.32	\$1.55	66.67%	-	1	16.67%	\$9.32
nose plastic surgery cost	4	3	\$9.27	\$3.09	75.00%	-	1	33.33%	\$9.27
jawline filler near me	3	2	\$5.61	\$2.81	66.67%	-	1	50.00%	\$5.61
how much does a liquid nose job cost	1	1	\$7.99	\$7.99	100.00%	-	1	100.00%	\$7.99

Top Performing Ads - 1 May 2021 — 31 May 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} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job cliffsideskinandlaser.com/ --/ -- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	688	69	\$288.82	\$4.19	10.03%	-	8.8	12.81%	\$32.67
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume cliffsideskinandlaser.com/dermal_fillers/ -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	4,599	342	\$631.56	\$1.85	7.44%	-	8.5	2.49%	\$74.30
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job cliffsideskinandlaser.com/ --/ -- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	2,621	153	\$739.03	\$4.83	5.84%	-	5	3.27%	\$147.81
Liquid Rhinoplasty - Nose Job - \$100 Off New Client Special - Dr. Jason Chouake, MD, FAAD cliffsideskinandlaser.com/ Dr. Jason Chouake is the Premier Provider of Nose Fillers in Cliffside Park, NJ.	512	18	\$142.95	\$7.94	3.52%	-	4	22.22%	\$35.74
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume cliffsideskinandlaser.com/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	887	62	\$136.48	\$2.20	6.99%	-	3	4.84%	\$45.49

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

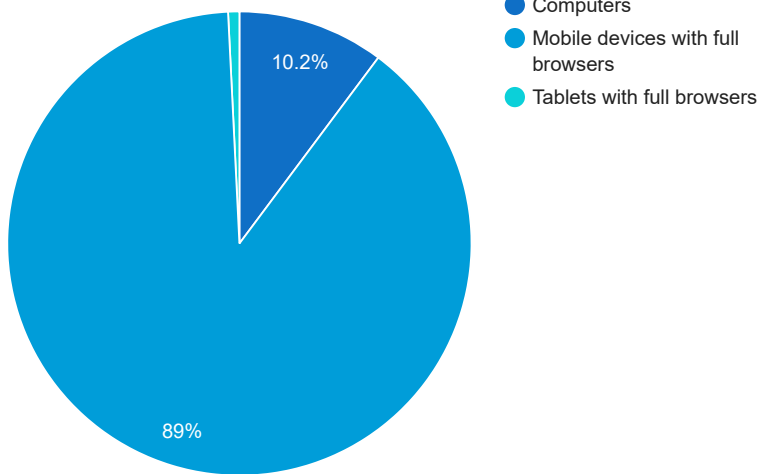
Search Impr Share

38.06%

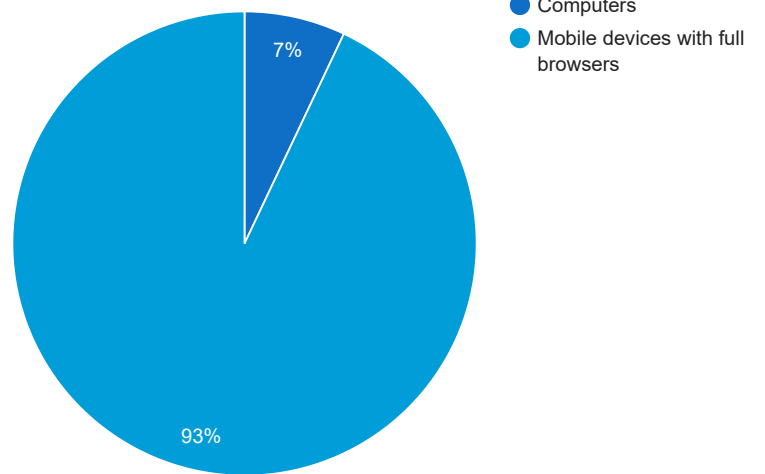
↑ 11%

Cost and Conversions by Device

Cost



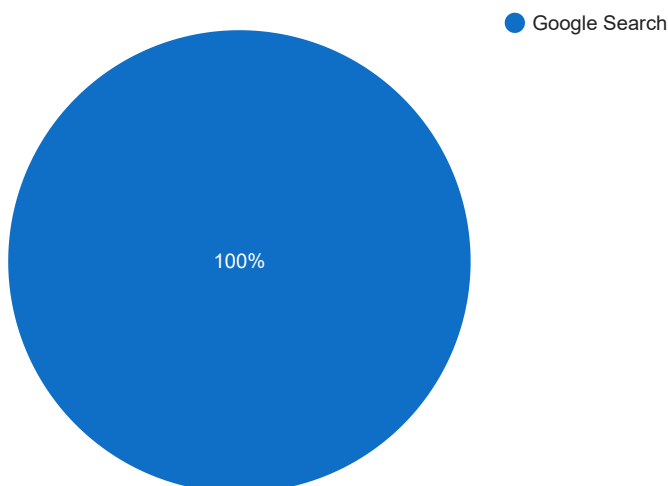
All Conv.



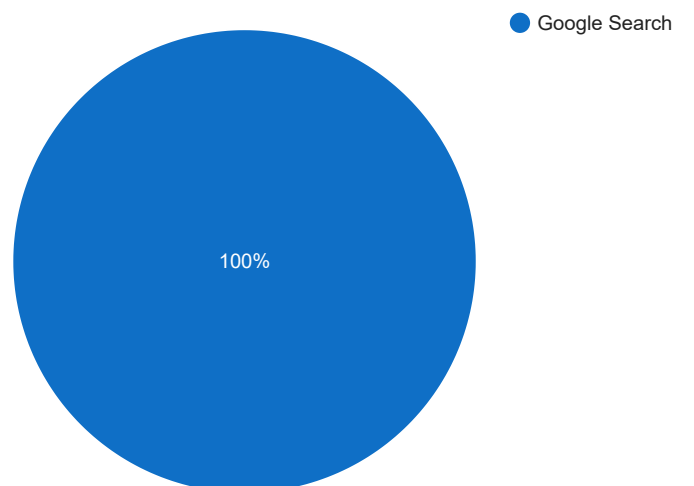
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	12,105	863	\$2,654.77	\$3.08	7.13%	-	39.6	4.58%	\$67.12
Computers	1,876	87	\$304.62	\$3.50	4.64%	-	3	3.45%	\$101.54
Tablets with full browsers	153	15	\$23.33	\$1.56	9.8%	-	0	0%	\$0.00

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	14,134	965	\$2,982.72	\$3.09	6.83%	-	42.6	4.41%	\$70.10

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	37.4
Calls from Website	4.7
Click to Call	0.5

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