

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

Cliffside Skin & Laser #2

323-151-5897

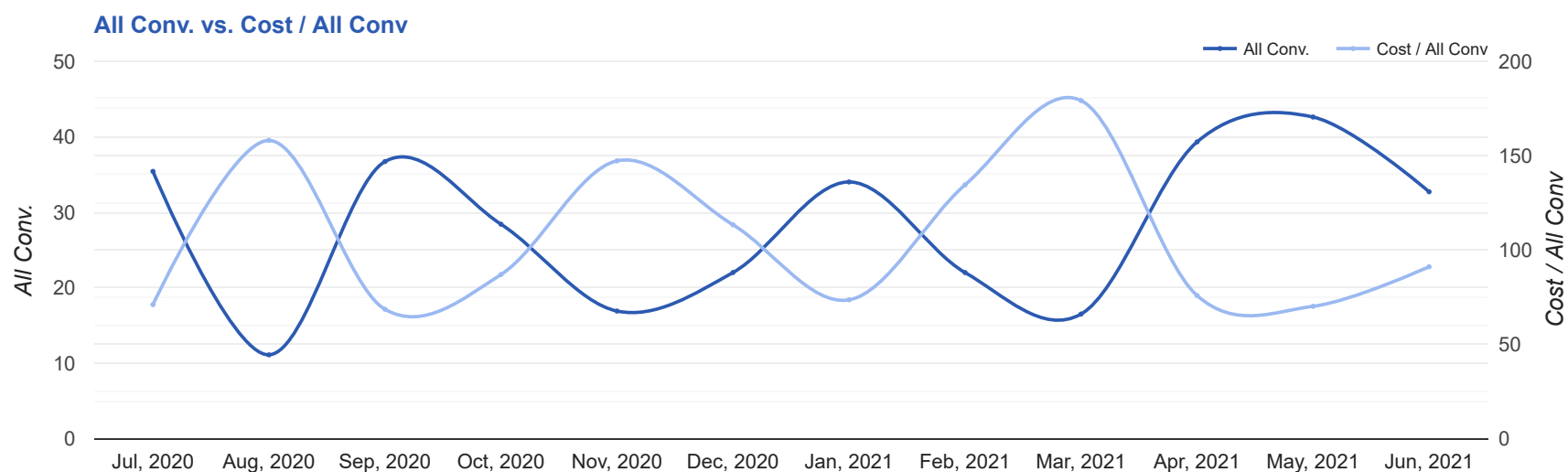
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,976	32.7	3.64%	\$91.07
↔ 0%	↓ 23%	↓ 17%	↑ 30%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	14,134	965	\$2,982.72	\$3.09	6.83%	-	4.41%	\$70.10	42.6
1 Jun 2021 — 30 Jun 2021	14,235	897	\$2,976.28	\$3.32	6.3%	-	3.64%	\$91.07	32.7
Change	101 ↑ 1%	68 ↓ 7%	\$6.44 ↓ 0%	\$0.23 ↑ 7%	0.53% ↓ 8%	0 ↔ -	0.77% ↓ 17%	\$20.97 ↑ 30%	9.87 ↓ 23%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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
Jun '21	14,235	897	\$2,976.28	\$3.32	6.3%	-	32.7	3.64%	\$91.07
Total	169,750	10,280	\$31,567.64	\$3.07	6.06%	-	337.4	3.28%	\$93.57

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta rhinoplasty	6,853	431	\$1,985.32	\$4.61	6.29%	-	18.7	4.33%	\$106.28
search beta dermal fillers	7,382	466	\$990.96	\$2.13	6.31%	-	14	3%	\$70.78

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
nose fillers	5	3	\$14.94	\$4.98	60.00%	-	2	66.67%	\$7.47
non surgical nose job nj	3	3	\$20.07	\$6.69	100.00%	-	2	66.67%	\$10.04
liquid rhinoplasty	48	11	\$43.14	\$3.92	22.92%	-	1.5	14.00%	\$28.01
non surgical nose job near me	1	1	\$9.99	\$9.99	100.00%	-	1	100.00%	\$9.99
nose surgery	8	5	\$34.75	\$6.95	62.50%	-	1	20.00%	\$34.75
rhinoplasty with filler injections	1	1	\$8.10	\$8.10	100.00%	-	1	100.00%	\$8.10
what are the best fillers for the face	1	1	\$1.09	\$1.09	100.00%	-	1	100.00%	\$1.09
laugh line fillers	3	2	\$4.50	\$2.25	66.67%	-	1	50.00%	\$4.50
filler nose job near me	1	1	\$10.17	\$10.17	100.00%	-	1	100.00%	\$10.17
how much does a nose job cost in new jersey	3	2	\$6.50	\$3.25	66.67%	-	1	50.00%	\$6.50

Top Performing Ads - 1 Jun 2021 — 30 Jun 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 cliffsidetextandlaser.com/dermal_fillers/ -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ	5,128	348	\$718.76	\$2.07	6.79%	-	8.7	2.49%	\$82.90
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job cliffsidetextandlaser.com/ --/ -- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	684	77	\$374.43	\$4.86	11.26%	-	5.2	6.71%	\$72.42
{Keyword:Cliffside Skin & Laser} - Liquid Rhinoplasty - Nose Job - Non-Surgical Nose Job cliffsidetextandlaser.com/ --/ -- Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose.	1,473	95	\$361.97	\$3.81	6.45%	-	2	2.11%	\$180.99
Liquid Rhinoplasty - Nose Job - \$100 Off New Client Special - Dr. Jason Chouake, MD, FAAD cliffsidetextandlaser.com/ Dr. Jason Chouake is the Premier Provider of Nose Fillers in Cliffside Park, NJ.	273	11	\$56.42	\$5.13	4.03%	-	2	18.18%	\$28.21
{Keyword:Cliffside Skin & Laser} - Dermal Fillers Cliffside Park - Smooth Wrinkles Restore Volume cliffsidetextandlaser.com/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,239	75	\$169.48	\$2.26	6.05%	-	2	2.67%	\$84.74

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

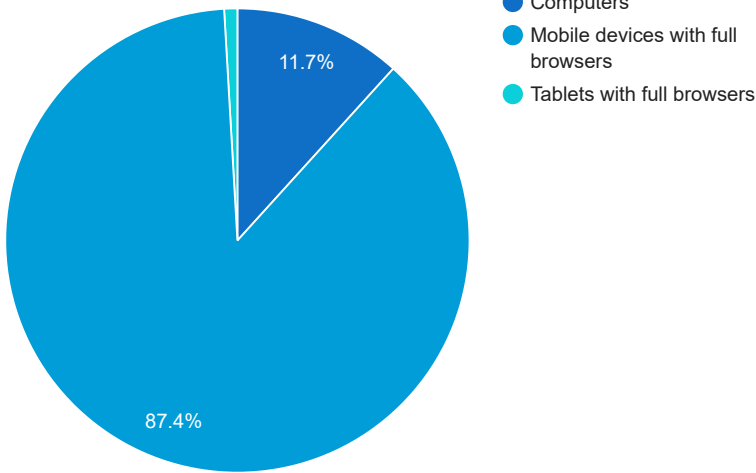
Search Impr Share

39.31%

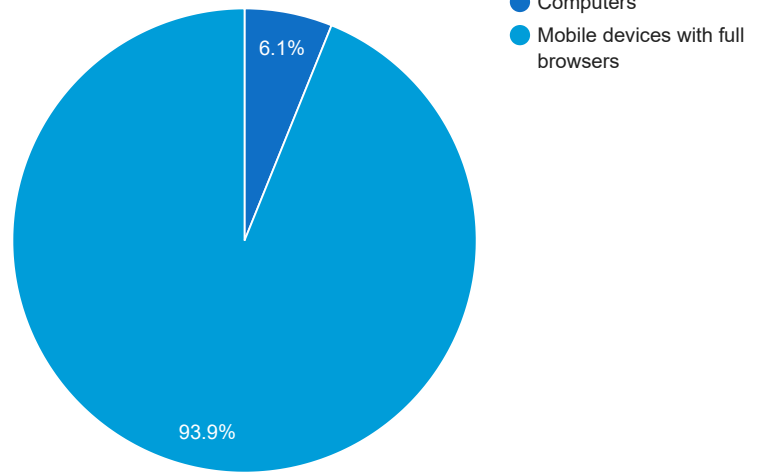
↑ 3%

Cost and Conversions by Device

Cost



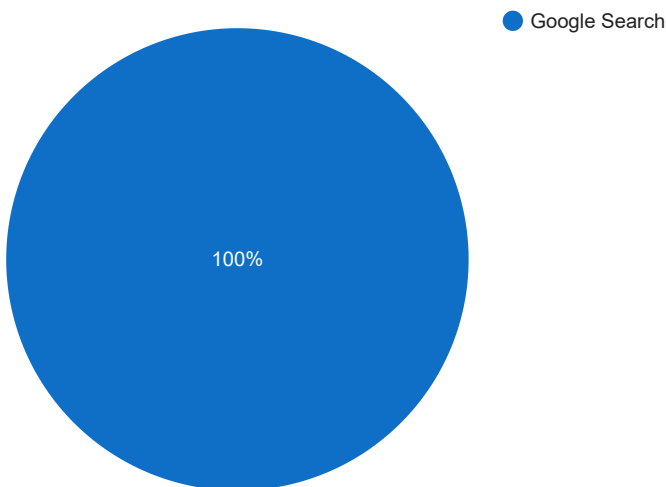
All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	11,948	788	\$2,600.07	\$3.30	6.6%	-	30.7	3.89%	\$84.75
Computers	2,132	102	\$348.93	\$3.42	4.78%	-	2	1.96%	\$174.47
Tablets with full browsers	155	7	\$27.28	\$3.90	4.52%	-	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	14,235	897	\$2,976.28	\$3.32	6.3%	-	32.7	3.64%	\$91.07

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	29.7
Calls from Website	2
Calls from Ads	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 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