

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

Englewood Sports Medicine

379-808-3196

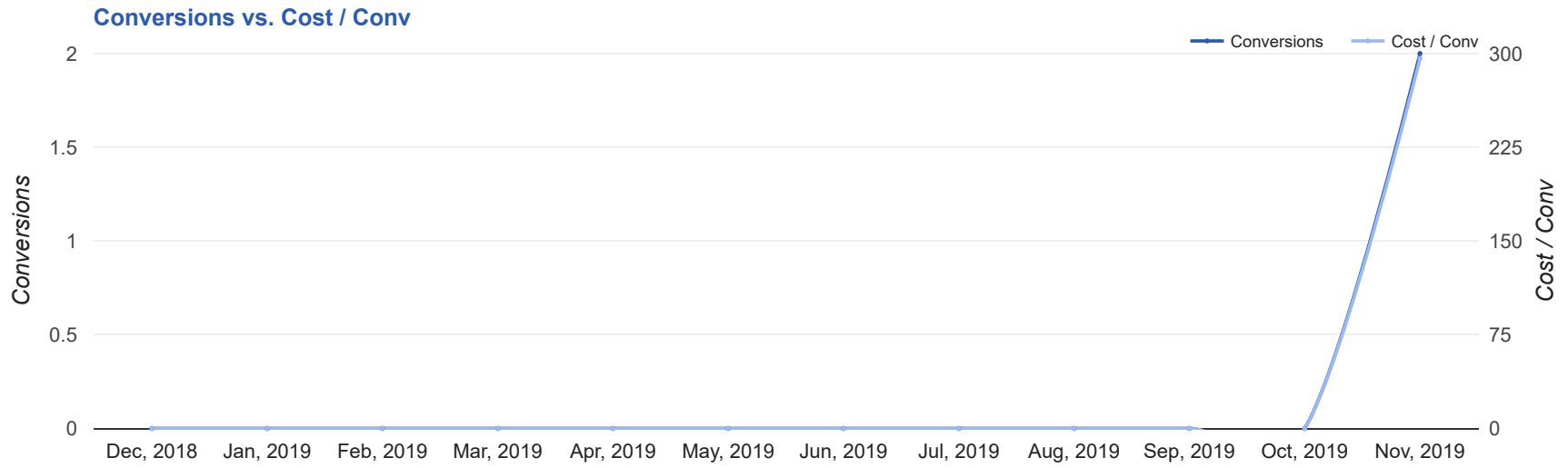
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$592	2	6.06%	\$296.00
↑ ∞	↑ ∞	↑ ∞	↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Nov 2019 — 30 Nov 2019	548	33	\$591.99	\$17.94	6.02%	-	2	6.06%	\$296.00	87.58%
Change	548 ↑ ∞%	33 ↑ ∞%	\$591.99 ↑ ∞%	\$17.94 ↑ ∞%	6.02% ↑ ∞%	- -	2 ↑ ∞%	6.06% ↑ ∞%	\$296.00 ↑ ∞%	87.58% ↑ ∞%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '19	548	33	\$591.99	\$17.94	6.02%	-	2	6.06%	\$296.00	87.6%
Total	548	33	\$591.99	\$17.94	6.02%	-	2	6.06%	\$296.00	87.6%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta emsculpt	512	27	\$437.39	\$16.20	5.27%	-	2	7.41%	\$218.70	87.92%
search alpha emsculpt	36	6	\$154.60	\$25.77	16.67%	-	0	0%	\$0.00	83.33%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:EmSculpt Body Contouring} - Build Muscle & Burn Fat - Save On Emsculpt coresculptme.com/ -- Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Pain.	276	18	\$272.72	\$15.15	6.52%	-	2	11.11%	\$136.36
#1 Emsculpt Deal 20% Off - Non-Invasive Body Contouring - Build Muscle & Burn Fat coresculptme.com/cost/ EmSculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles	8	1	\$29.75	\$29.75	12.50%	-	0	0.00%	-
Englewood Sports Medicine - 20% Off Emsculpt® Special - Burn Fat. Build Muscles. coresculptme.com/cost/ EmSculpt is the Only Non-invasive Body Contouring Treatment that Burns Fat & Builds Muscle	1	1	\$23.43	\$23.43	100.00%	-	0	0.00%	-
EmSculpt Body Contouring - Build Muscle & Burn Fat - Schedule a Free Trial coresculptme.com/ Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Pain.	39	4	\$89.92	\$22.48	10.26%	-	0	0.00%	-
#1 Emsculpt Deal 20% Off - Non-Invasive Body Contouring - Build Muscle & Burn Fat coresculptme.com/special/ EmSculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles	5	1	\$15.49	\$15.49	20.00%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

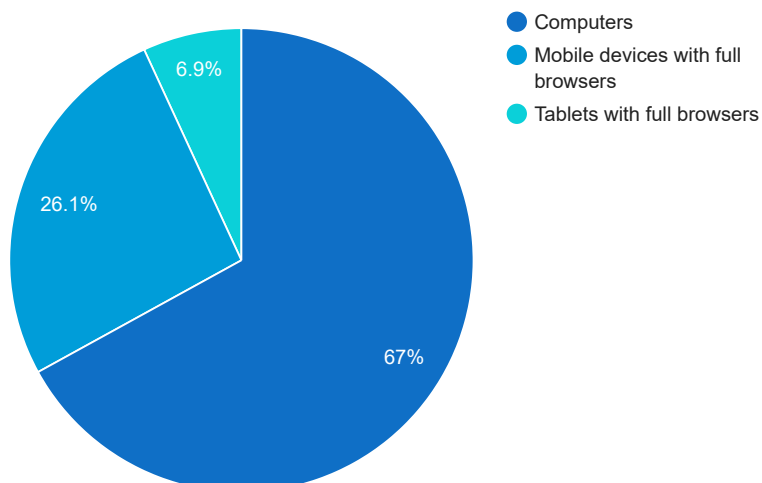
Budget Coverage



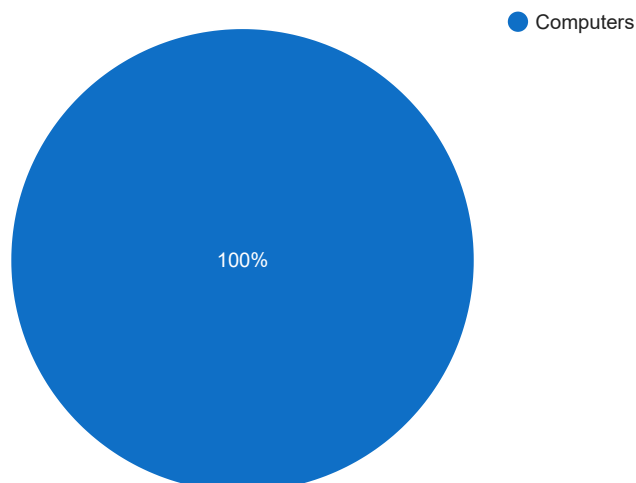
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	591.99	87.60

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Computers	462	22	\$396.63	\$18.03	4.76%	-	2	9.09%	\$198.32
Mobile devices with full browsers	35	6	\$154.60	\$25.77	17.14%	-	0	0%	\$0.00
Tablets with full browsers	51	5	\$40.76	\$8.15	9.8%	-	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	548	33	\$591.99	\$17.94	6.02%	-	2	6.06%	\$296.00

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submission

2

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