

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

CT SKIN DOC

683-915-2075

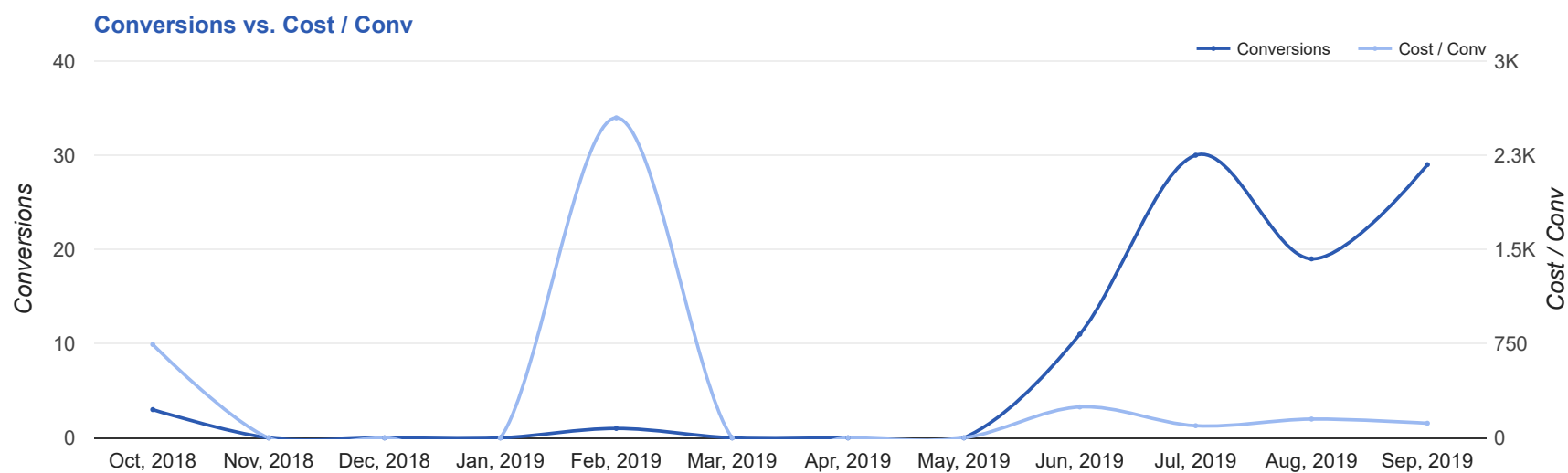
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,374	29	5.82%	\$116.36
↑ 19%	↑ 53%	↑ 12%	↓ 22%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	5,741	367	\$2,842.12	\$7.74	6.39%	2.10	19	5.18%	\$149.59
1 Sep 2019 — 30 Sep 2019	8,073	498	\$3,374.33	\$6.78	6.17%	2.30	29	5.82%	\$116.36
Change	2,332 ↑ 41%	131 ↑ 36%	\$532.21 ↑ 19%	\$0.96 ↓ 12%	0.22% ↓ 3%	0.20 ↓ 10%	10 ↑ 53%	0.64% ↑ 12%	\$33.23 ↓ 22%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	4,853	242	\$2,230.05	\$9.22	4.99%	2	3	1.24%	\$743.35
Nov '18	4,946	256	\$2,251.37	\$8.79	5.18%	1.90	0	0%	\$0.00
Dec '18	4,528	199	\$2,041.21	\$10.26	4.39%	1.80	0	0%	\$0.00
Jan '19	3,806	238	\$2,502.48	\$10.51	6.25%	1.90	0	0%	\$0.00
Feb '19	4,256	241	\$2,547.88	\$10.57	5.66%	2	1	0.41%	\$2,547.88
Mar '19	5,568	283	\$2,654.45	\$9.38	5.08%	1.90	0	0%	\$0.00
Apr '19	5,092	244	\$2,490.29	\$10.21	4.79%	2	0	0%	\$0.00
May '19	5,601	248	\$2,519.62	\$10.16	4.43%	1.90	0	0%	\$0.00
Jun '19	6,429	380	\$2,706.86	\$7.12	5.91%	2	11	2.89%	\$246.08
Jul '19	6,532	347	\$2,901.02	\$8.36	5.31%	2.20	30	8.65%	\$96.70
Aug '19	5,741	367	\$2,842.12	\$7.74	6.39%	2.10	19	5.18%	\$149.59
Sep '19	8,073	498	\$3,374.33	\$6.78	6.17%	2.20	29	5.82%	\$116.36
Total	65,425	3,543	\$31,061.68	\$8.77	5.42%	2	93	2.62%	\$334.00

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	1,947	92	\$1,996.34	\$21.70	4.73%	3.10	13	14.13%	\$153.56
search beta dermatologist	3,101	222	\$250.17	\$1.13	7.16%	2.10	7.8	3.49%	\$32.28
search beta mohs	548	56	\$248.46	\$4.44	10.22%	1.40	4	7.14%	\$62.12
search beta fraxel	1,918	100	\$577.15	\$5.77	5.21%	1.90	3.8	3.75%	\$153.91
search beta ultherapy	502	27	\$297.48	\$11.02	5.38%	1.70	0.5	1.85%	\$594.96
search alpha coolsculpting	57	1	\$4.73	\$4.73	1.75%	5.30	0	0%	\$0.00

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
mohs surgeon stamford ct	1	1	\$4.98	\$4.98	100.00%	1	2	200.00%	\$2.49
fraxel laser near me	4	2	\$11.29	\$5.64	50.00%	2.80	1.5	75.00%	\$7.53
dermatologist	58	11	\$10.93	\$0.99	18.97%	2.10	1.3	11.36%	\$8.74
coolsculpting vs emsculpt	1	1	\$27.71	\$27.71	100.00%	1	1	100.00%	\$27.71
coolsculpting love handles before and after	1	1	\$9.30	\$9.30	100.00%	2	1	100.00%	\$9.30
glowspa laser hair removal westchester avenue port chester ny	1	1	\$10.91	\$10.91	100.00%	2	1	100.00%	\$10.91
what works best cool sculpting or cryo	1	1	\$50.15	\$50.15	100.00%	1	1	100.00%	\$50.15
dermatologist in stamford ct	1	1	\$0.13	\$0.13	100.00%	2	1	100.00%	\$0.13
ipl treatment	4	2	\$9.56	\$4.78	50.00%	1.80	1	50.00%	\$9.56
coolsculpting near me	8	3	\$173.90	\$57.97	37.50%	2.90	1	33.33%	\$173.90

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off CoolSculpting® Special - Freeze Off Your Stubborn Fat - CoolSculpting® in Connecticut ctskindoc.com// #1 CoolSculpting® in Connecticut. Freeze Away Your Fat. Free Consult + 25% Off.	946	45	\$962.41	\$21.39	4.76%	3.40	6	13.33%	\$160.40
Mohs Surgery Specialist in CT - Advanced Skin Cancer Treatment - Mohs Surgery for Skin Cancer ctskindoc.com// Harvard trained skin cancer surgeon Specializes in Mohs & Reconstructive surgery	55	7	\$45.03	\$6.43	12.73%	1.30	4	57.14%	\$11.26
Best Laser Skin Resurfacing - FDA Cleared, Safe & Effective - Repair & Rejuvenate Your Skin ctskindoc.com// Laser skin resurfacing treatments from leading CT dermatologist. Non-invasive.	1,918	100	\$577.15	\$5.77	5.21%	1.90	3.8	3.75%	\$153.91
Connecticut Dermatologist - Top Skin Doctor in Connecticut - Highly Trained Dermatologist ctskindoc.com// CT Dermatologist Advanced training in Skin Cancer, Laser & Cosmetic Surgery.	745	47	\$62.54	\$1.33	6.31%	2	3	6.38%	\$20.85
Connecticut Dermatologist - Top Skin Doctor in Connecticut - Highly Trained Dermatologist ctskindoc.com/ --/ -- Harvard trained, Board Certified Dermatologist in Stamford Connecticut.	1,339	103	\$114.06	\$1.11	7.69%	2.20	2.3	2.18%	\$50.69

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

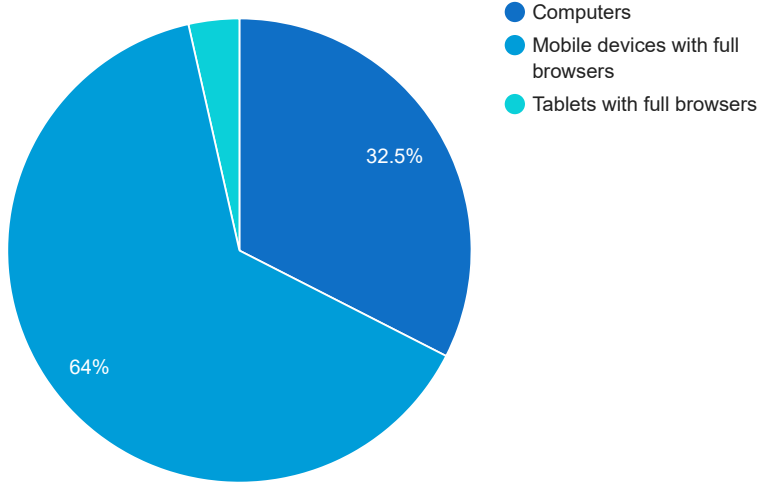
Search Impr Share

24.84%

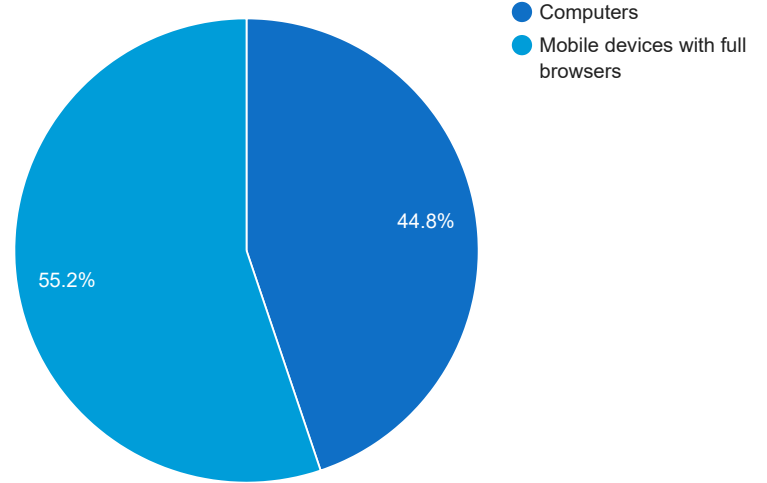
↑ 17%

Cost and Conversions by Device

Cost



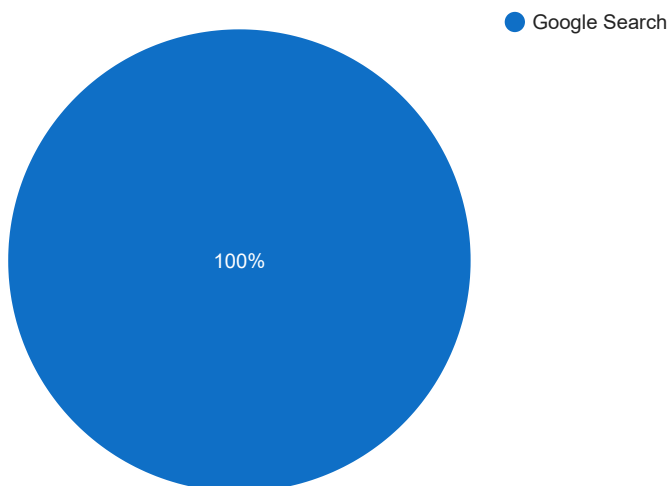
Conversions



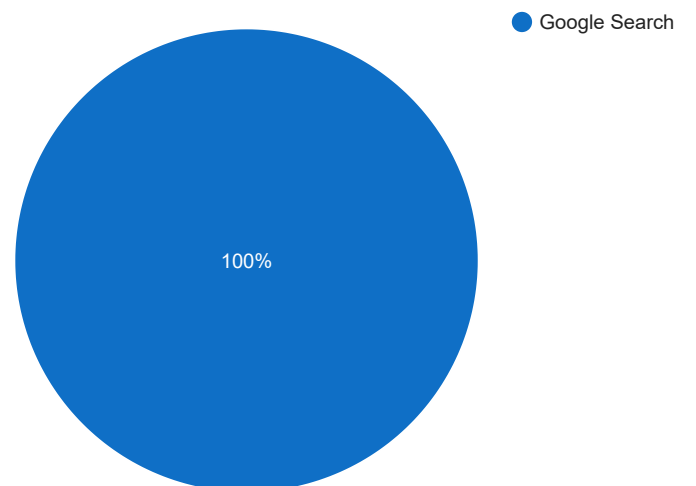
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,711	354	\$2,158.22	\$6.10	7.51%	2.40	16	4.52%	\$134.89
Computers	2,837	116	\$1,096.91	\$9.46	4.09%	2	13	11.21%	\$84.38
Tablets with full browsers	525	28	\$119.20	\$4.26	5.33%	2.40	0	0%	\$0.00

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	8,073	498	\$3,374.33	\$6.78	6.17%	2.30	29	5.82%	\$116.36

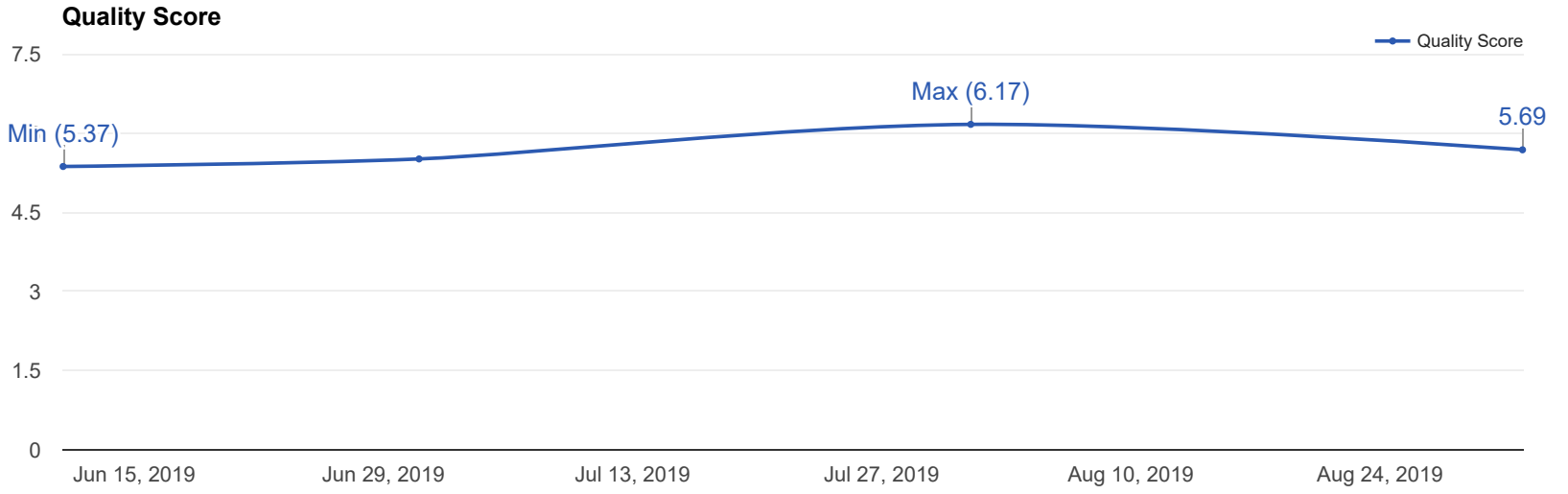
Account Health - Quality Score

Current Quality Score

5.3

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Phone Call	9
Coolsculpting Lead	9
Calls from ads	5
Request Consultation / Contact Us	4
Fraxel Lead	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