

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

CT SKIN DOC

683-915-2075

# Key Performance Indicators (KPIs)

Cost

\$1,874

↓ 55%

Conv

12

↓ 56%

Conv Rate

5.29%

↓ 8%

Cost / Conv

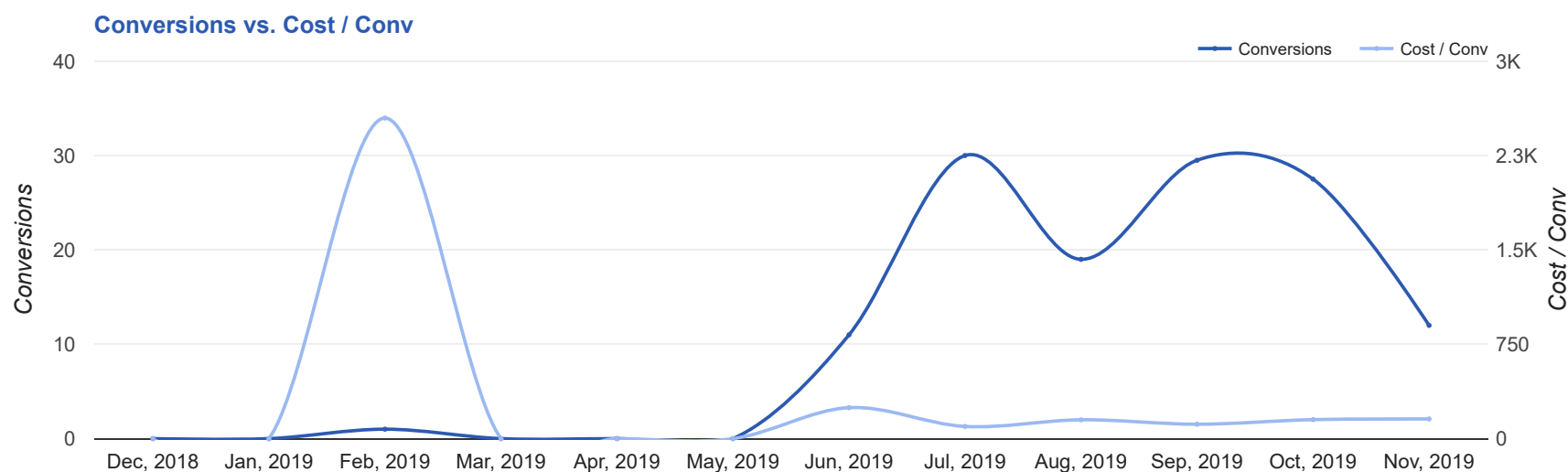
\$156.13

↑ 3%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Oct 2019 — 31 Oct 2019</b>	8,214	477	\$4,149.38	\$8.70	5.81%	-	27.5	5.77%	\$150.89	24.29%
<b>1 Nov 2019 — 30 Nov 2019</b>	3,577	227	\$1,873.54	\$8.25	6.35%	-	12	5.29%	\$156.13	15.21%
<b>Change</b>	4,637 ↓ 56%	250 ↓ 52%	\$2,275.84 ↓ 55%	\$0.45 ↓ 5%	0.54% ↑ 9%	--	15.50 ↓ 56%	0.48% ↓ 8%	\$5.24 ↑ 3%	9.08% ↓ 37%

# 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
Dec '18	4,528	199	\$2,041.21	\$10.26	4.39%	-	0	0%	\$0.00	34.54%
Jan '19	3,806	238	\$2,502.48	\$10.51	6.25%	-	0	0%	\$0.00	37.18%
Feb '19	4,256	241	\$2,547.88	\$10.57	5.66%	-	1	0.41%	\$2,547.88	33.5%
Mar '19	5,568	283	\$2,654.45	\$9.38	5.08%	-	0	0%	\$0.00	28.17%
Apr '19	5,092	244	\$2,490.29	\$10.21	4.79%	-	0	0%	\$0.00	23.19%
May '19	5,601	248	\$2,519.62	\$10.16	4.43%	-	0	0%	\$0.00	20.72%
Jun '19	6,429	380	\$2,706.86	\$7.12	5.91%	-	11	2.89%	\$246.08	25.95%
Jul '19	6,532	347	\$2,901.02	\$8.36	5.31%	-	30	8.65%	\$96.70	25.14%
Aug '19	5,741	367	\$2,842.12	\$7.74	6.39%	-	19	5.18%	\$149.59	21.4%
Sep '19	8,073	498	\$3,374.33	\$6.78	6.17%	-	29.5	5.92%	\$114.38	24.98%
Oct '19	8,214	477	\$4,149.38	\$8.70	5.81%	-	27.5	5.77%	\$150.89	24.49%
Nov '19	3,577	227	\$1,873.54	\$8.25	6.35%	-	12	5.29%	\$156.13	15.31%
<b>Total</b>	<b>67,417</b>	<b>3,749</b>	<b>\$32,603.18</b>	<b>\$8.70</b>	<b>5.56%</b>	<b>-</b>	<b>130</b>	<b>3.47%</b>	<b>\$250.79</b>	<b>24.82%</b>

## 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   dermatologist	1,622	115	\$249.79	\$2.17	7.09%	-	8.7	7.54%	\$28.81	5%
search   alpha   coolsculpting	279	19	\$533.91	\$28.10	6.81%	-	2	10.53%	\$266.96	96.17%
search   beta   mohs	374	31	\$223.78	\$7.22	8.29%	-	1.3	4.29%	\$168.26	69%
search   beta   fraxel	852	41	\$216.83	\$5.29	4.81%	-	0	0%	\$0.00	73.83%
search   beta   coolsculpting	450	21	\$649.23	\$30.92	4.67%	-	0	0%	\$0.00	79.3%

# Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

## Top Text Ads

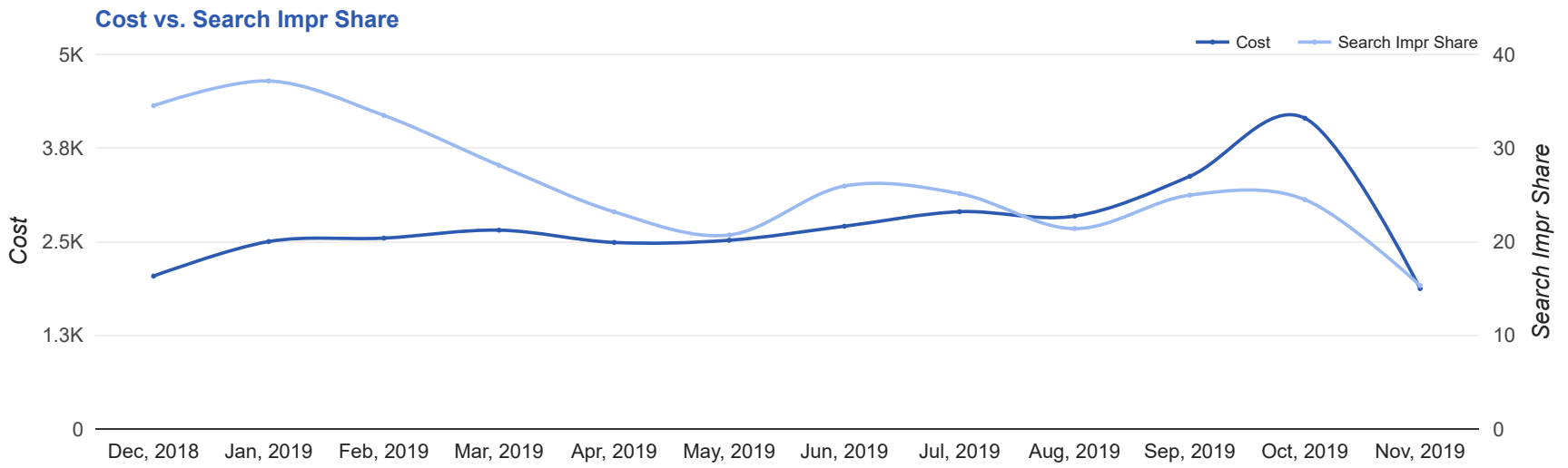
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Connecticut Dermatologist - Top Skin Doctor in Connecticut - Highly Trained Dermatologist</a> <a href="http://ctskindoc.com/">ctskindoc.com/</a> --/ -- Harvard trained, Board Certified Dermatologist in Stamford Connecticut.	521	47	\$45.81	\$0.97	9.02%	-	4	8.51%	\$11.45
<a href="#">Connecticut Dermatologist - Top Skin Doctor in Connecticut - In Network With Most Insurance</a> <a href="http://ctskindoc.com/">ctskindoc.com//</a> Harvard trained, Board Certified Dermatologist in Stamford Connecticut.	434	24	\$53.81	\$2.24	5.53%	-	2	8.33%	\$26.91
<a href="#">Connecticut Dermatologist - Top Skin Doctor in Connecticut - Highly Trained Dermatologist</a> <a href="http://ctskindoc.com/">ctskindoc.com//</a> CT Dermatologist Advanced training in Skin Cancer, Laser & Cosmetic Surgery.	588	34	\$141.90	\$4.17	5.78%	-	1.7	4.91%	\$84.97
<a href="#">Best Price in Connecticut - Connecticut Skin Institute - Flexible Payment Options</a> <a href="http://ctskindoc.com/coolsculpting/special">ctskindoc.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2	1	\$37.31	\$37.31	50.00%	-	1	100.00%	\$37.31
<a href="#">Mohs Surgery Specialist in CT - Advanced Skin Cancer Treatment - Mohs Surgery for Skin Cancer</a> <a href="http://ctskindoc.com/">ctskindoc.com//</a> Harvard trained skin cancer surgeon Specializes in Mohs & Reconstructive surgery	40	6	\$27.06	\$4.51	15.00%	-	1	16.67%	\$27.06

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2019 — 30 Nov 2019

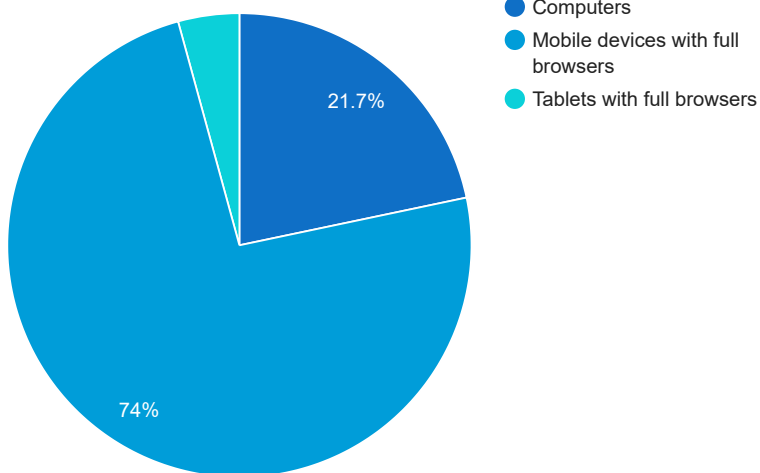
## Budget Coverage



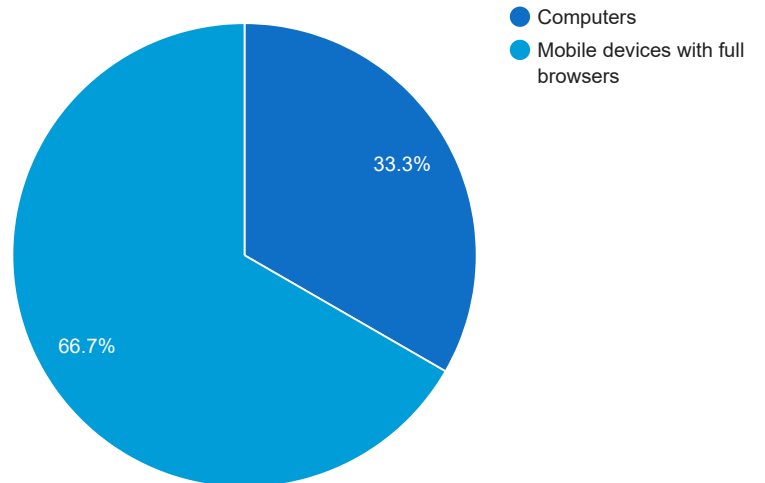
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	2,041.21	34.54
Jan, 2019	2,502.48	37.18
Feb, 2019	2,547.88	33.50
Mar, 2019	2,654.45	28.17
Apr, 2019	2,490.29	23.19
May, 2019	2,519.62	20.72
Jun, 2019	2,706.86	25.95
Jul, 2019	2,901.02	25.14
Aug, 2019	2,842.12	21.40
Sep, 2019	3,374.33	24.98
Oct, 2019	4,149.38	24.49
Nov, 2019	1,873.54	15.31

## 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	1,935	144	\$1,387.10	\$9.63	7.44%	-	8	5.56%	\$173.39
Computers	1,490	72	\$406.62	\$5.65	4.83%	-	4	5.56%	\$101.66
Tablets with full browsers	152	11	\$79.82	\$7.26	7.24%	-	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	3,577	227	\$1,873.54	\$8.25	6.35%	-	12	5.29%	\$156.13

## Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Phone Call	8
Coolsculpting Lead	2
Request Consultation / Contact Us	1
Ultherapy Lead	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