

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

Davis Cosmetic - Dr. Davis

189-100-1513

# Key Performance Indicators (KPIs)

Cost

\$1,493

↑ 1%

Conv

25

↑ 30%

Conv Rate

4.62%

↑ 5%

Cost / Conv

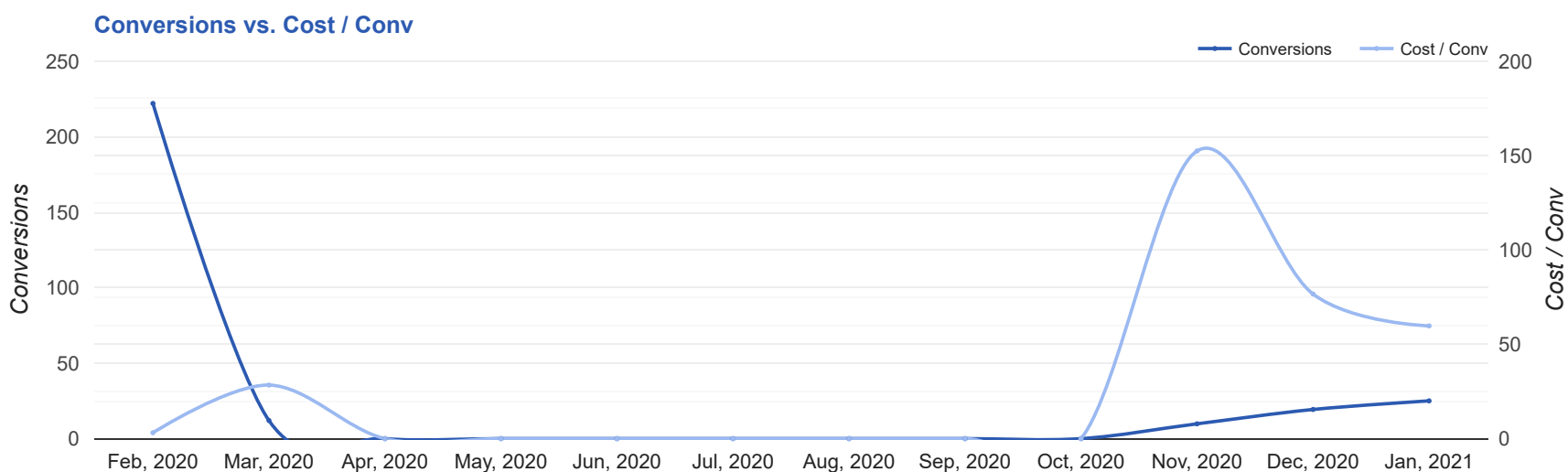
\$59.72

↓ 22%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	8,999	438	\$1,474.66	\$3.37	4.87%	-	19.3	4.39%	\$76.61	19.96%
1 Jan 2021 — 31 Jan 2021	9,491	541	\$1,492.92	\$2.76	5.7%	-	25	4.62%	\$59.72	16.71%
<b>Change</b>	492 ↑ 5%	103 ↑ 24%	\$18.26 ↑ 1%	\$0.61 ↓ 18%	0.83% ↑ 17%	--	5.75 ↑ 30%	0.23% ↑ 5%	\$16.89 ↓ 22%	3.25% ↓ 16%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '20	8,597	381	\$692.06	\$1.82	4.43%	-	222	58.27%	\$3.12	11.89%
Mar '20	8,884	236	\$340.50	\$1.44	2.66%	-	12	5.08%	\$28.38	5%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jul '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Aug '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Sep '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Oct '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Nov '20	7,529	361	\$1,485.98	\$4.12	4.79%	-	9.8	2.7%	\$152.41	22.77%
Dec '20	8,999	438	\$1,474.66	\$3.37	4.87%	-	19.3	4.39%	\$76.61	19.96%
Jan '21	9,491	541	\$1,492.92	\$2.76	5.7%	-	25	4.62%	\$59.72	16.71%
<b>Total</b>	<b>43,500</b>	<b>1,957</b>	<b>\$5,486.12</b>	<b>\$2.80</b>	<b>4.5%</b>	<b>-</b>	<b>288</b>	<b>14.72%</b>	<b>\$19.05</b>	<b>11.3%</b>

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	9,491	541	\$1,492.92	\$2.76	5.7%	-	25	4.62%	\$59.72	16.71%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

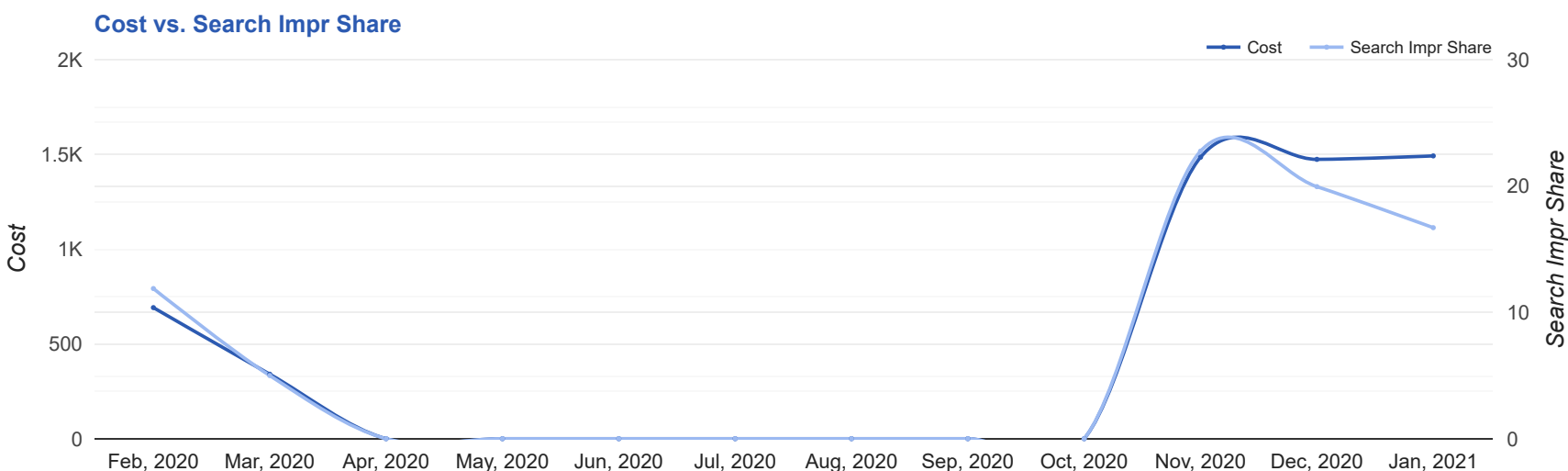
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting Cherry Hill, NJ - Biggest CoolSculpting® Promo <a href="#">davicps.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ	1,038	84	\$312.43	\$3.72	8.09%	-	6.7	7.94%	\$46.84
Huge CoolSculpting Promotion - CoolSculpting Cherry Hill, NJ - 2021 CoolSculpting Discount <a href="#">davicps.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ	105	11	\$34.22	\$3.11	10.48%	-	2	18.18%	\$17.11
Fat Reduction Cherry Hill, NJ - Our Biggest Discount Ever - Offering \$1,000 Off 8+ Cycles <a href="#">davicps.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	460	41	\$104.29	\$2.54	8.91%	-	2	4.88%	\$52.15
Davis Cosmetic Plastic Surgery - Fat Reduction Cherry Hill, NJ - Non-Surgical Fat Reduction <a href="#">davicps.com/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	927	83	\$209.71	\$2.53	8.95%	-	1.8	2.20%	\$114.60
CoolSculpting® in Cherry Hill - Limited Time Offer   Jan 2021 - Our Biggest Discount Ever <a href="#">davicps.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	32	6	\$19.14	\$3.19	18.75%	-	1	16.67%	\$19.14

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

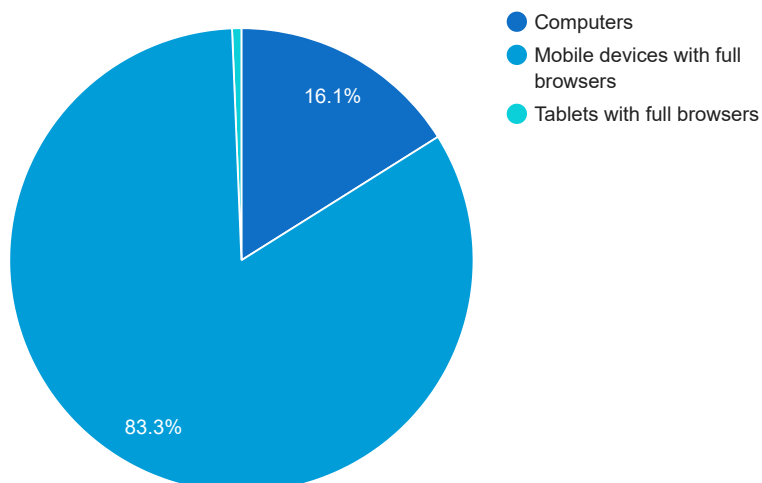
## Budget Coverage



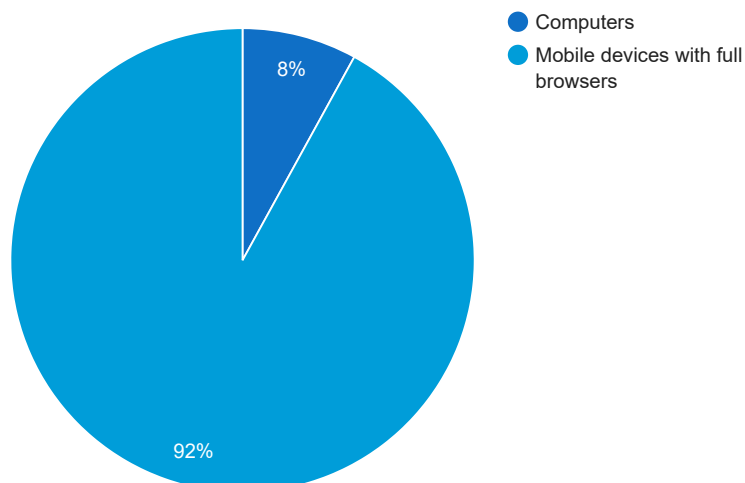
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	692.06	11.89
Mar, 2020	340.50	5
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	1,485.98	22.77
Dec, 2020	1,474.66	19.96
Jan, 2021	1,492.92	16.71

## 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	7,741	469	\$1,243.31	\$2.65	6.06%	-	23	4.9%	\$54.06
Computers	1,616	65	\$239.96	\$3.69	4.02%	-	2	3.08%	\$119.98
Tablets with full browsers	134	7	\$9.65	\$1.38	5.22%	-	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	9,491	541	\$1,492.92	\$2.76	5.7%	-	25	4.62%	\$59.72

# Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	23
Calls from ads	1
Call From Ads (SQDM)	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