

**Monthly Account
Performance Report
1 Dec 2020 — 31 Dec 2020**

Davis Cosmetic - Dr. Davis

189-100-1513

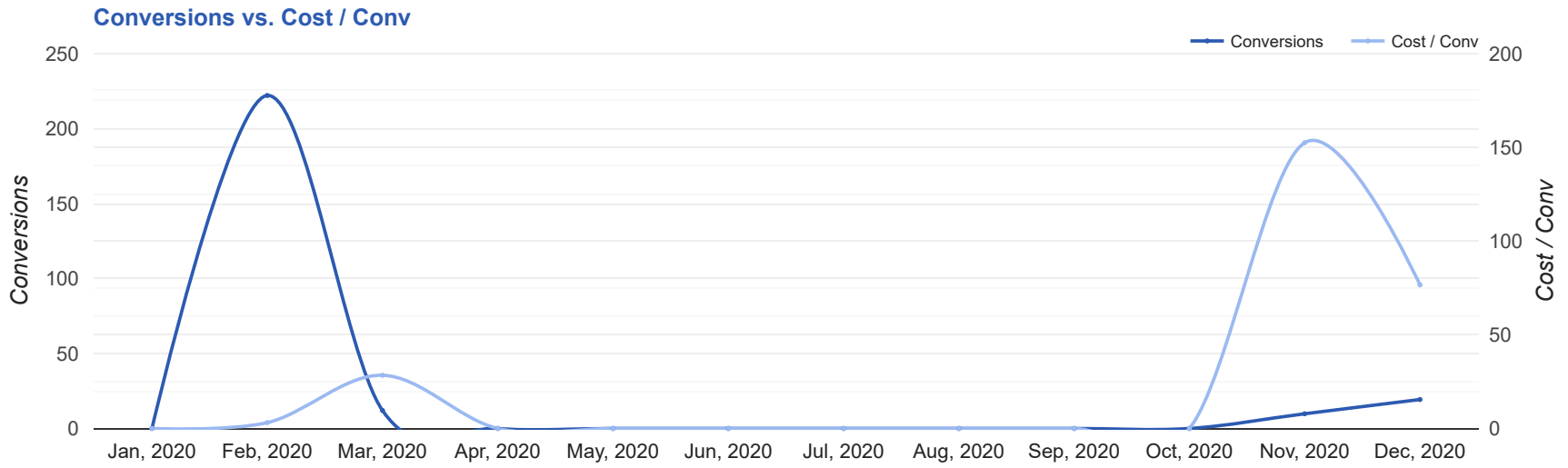
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,475	19.3	4.39%	\$76.61
↓ 1%	↑ 97%	↑ 63%	↓ 50%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	7,529	361	\$1,485.98	\$4.12	4.79%	-	9.8	2.7%	\$152.41	22.77%
1 Dec 2020 — 31 Dec 2020	8,999	438	\$1,474.66	\$3.37	4.87%	-	19.3	4.39%	\$76.61	19.95%
Change	1,470 ↑ 20%	77 ↑ 21%	\$11.32 ↓ 1%	\$0.75 ↓ 18%	0.08% ↑ 2%	--	9.50 ↑ 97%	1.69% ↑ 63%	\$75.80 ↓ 50%	2.82% ↓ 12%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



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	19.95%
Total	34,009	1,416	\$3,993.20	\$2.82	4.16%	-	263	18.57%	\$15.18	10.36%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,999	438	\$1,474.66	\$3.37	4.87%	-	19.3	4.39%	\$76.61	19.95%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

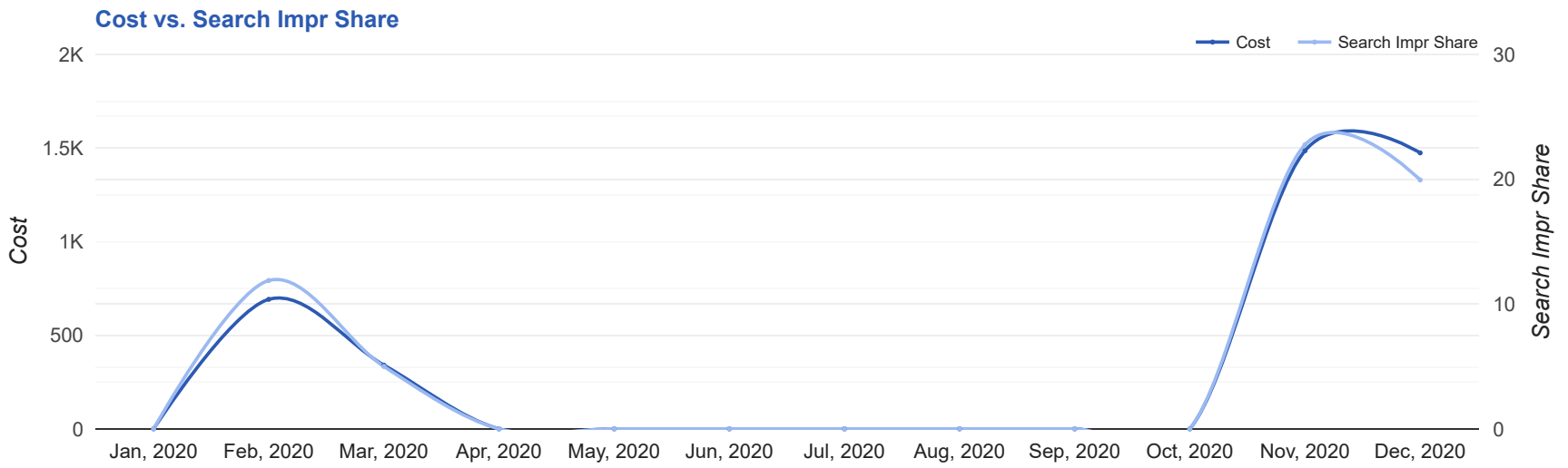
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting Cherry Hill, NJ - Biggest CoolSculpting® Promo daviscps.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ	560	40	\$219.36	\$5.48	7.14%	-	5.3	13.13%	\$41.78
Davis Cosmetic Plastic Surgery - Fat Reduction Cherry Hill, NJ - Non-Surgical Fat Reduction daviscps.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	738	49	\$141.79	\$2.89	6.64%	-	3.5	7.14%	\$40.51
Fat Reduction Cherry Hill, NJ - Eliminate Fat & Feel Great - Freeze Away Body Fat daviscps.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	326	7	\$32.95	\$4.71	2.15%	-	1	14.29%	\$32.95
Fat Reduction Cherry Hill, NJ - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles daviscps.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	320	5	\$22.79	\$4.56	1.56%	-	1	20.00%	\$22.79
CoolSculpting® in Cherry Hill - Limited Time Offer Dec 2020 - Flexible Payment Options daviscps.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	14	1	\$0.68	\$0.68	7.14%	-	1	100.00%	\$0.68

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

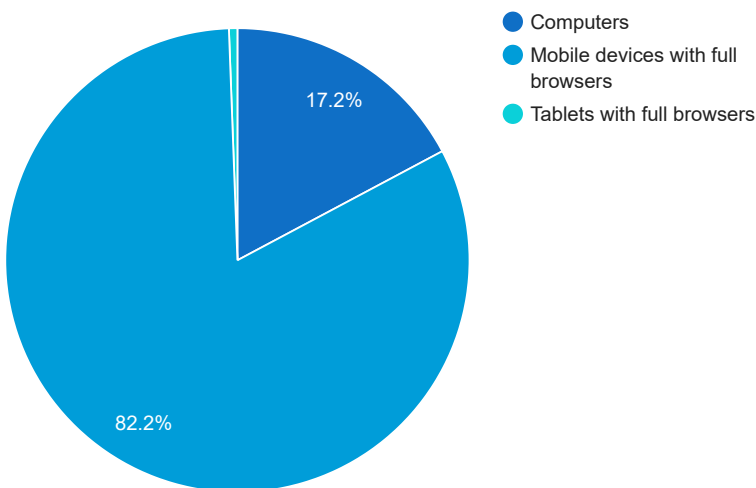
Budget Coverage



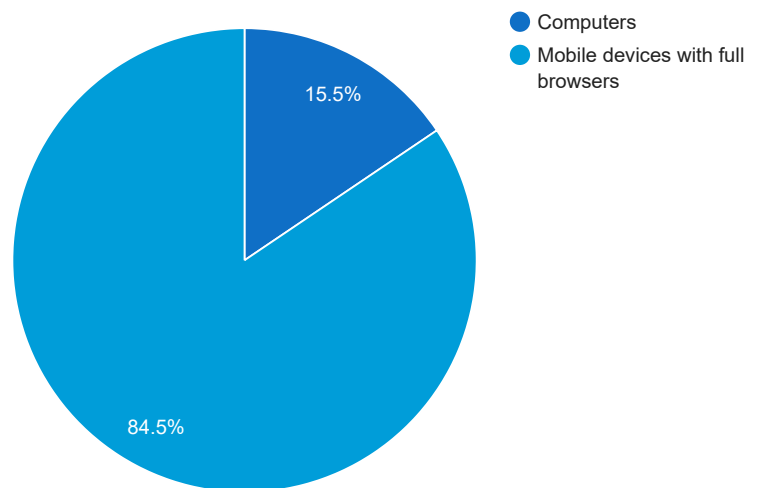
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	692.06	11.89
Mar, 2020	340.50	5
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	1,485.98	22.77
Dec, 2020	1,474.66	19.95

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	7,452	373	\$1,212.16	\$3.25	5.01%	-	16.3	4.36%	\$74.59
Computers	1,395	60	\$253.85	\$4.23	4.3%	-	3	5%	\$84.62
Tablets with full browsers	152	5	\$8.65	\$1.73	3.29%	-	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	8,999	438	\$1,474.66	\$3.37	4.87%	-	19.3	4.39%	\$76.61

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	16
Click to Call	2.3
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