

**Monthly Account  
Performance Report  
1 Feb 2021 — 28 Feb 2021**

Davis Cosmetic - Dr. Davis

189-100-1513

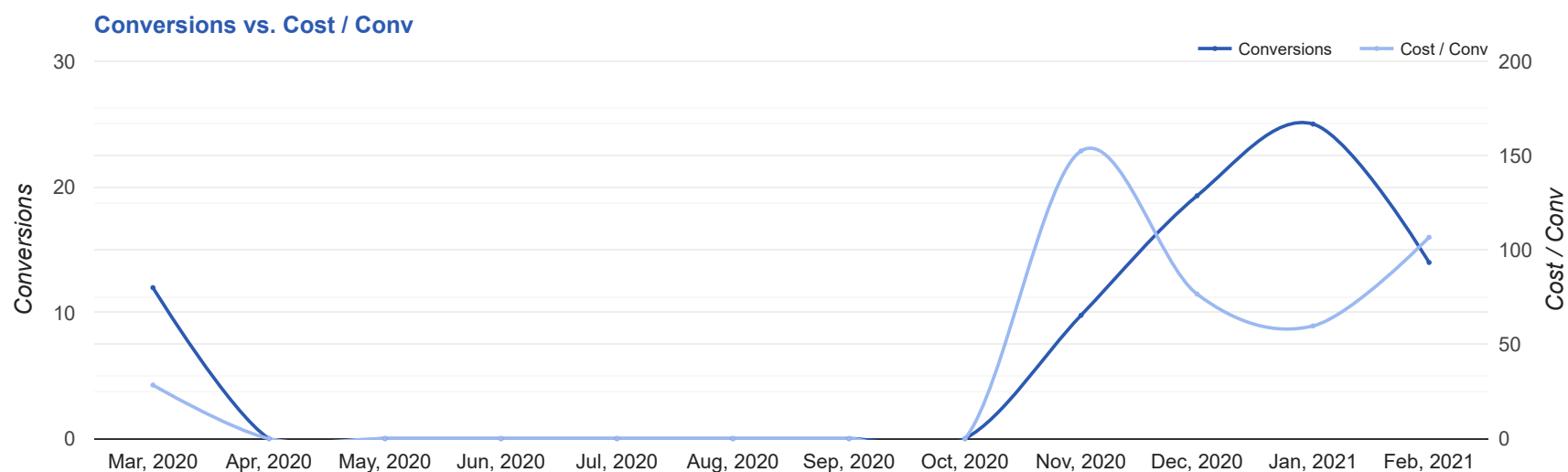
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,493	14	2.44%	\$106.68
↔ 0%	↓ 44%	↓ 47%	↑ 79%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	9,491	541	\$1,492.92	\$2.76	5.7%	-	25	4.62%	\$59.72	16.81%
1 Feb 2021 — 28 Feb 2021	9,465	574	\$1,493.47	\$2.60	6.06%	-	14	2.44%	\$106.68	18.14%
<b>Change</b>	26 ↓ 0%	33 ↑ 6%	\$0.55 ↑ 0%	\$0.16 ↓ 6%	0.36% ↑ 6%	--	11 ↓ 44%	2.18% ↓ 47%	\$46.96 ↑ 79%	1.33% ↑ 8%

# Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	16.81%
Feb '21	9,465	574	\$1,493.47	\$2.60	6.06%	-	14	2.44%	\$106.68	18.14%
<b>Total</b>	<b>44,368</b>	<b>2,150</b>	<b>\$6,287.53</b>	<b>\$2.92</b>	<b>4.85%</b>	<b>-</b>	<b>80</b>	<b>3.72%</b>	<b>\$78.59</b>	<b>12.17%</b>

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	9,465	574	\$1,493.47	\$2.60	6.06%	-	14	2.44%	\$106.68	18.14%

# Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

## Top Text Ads

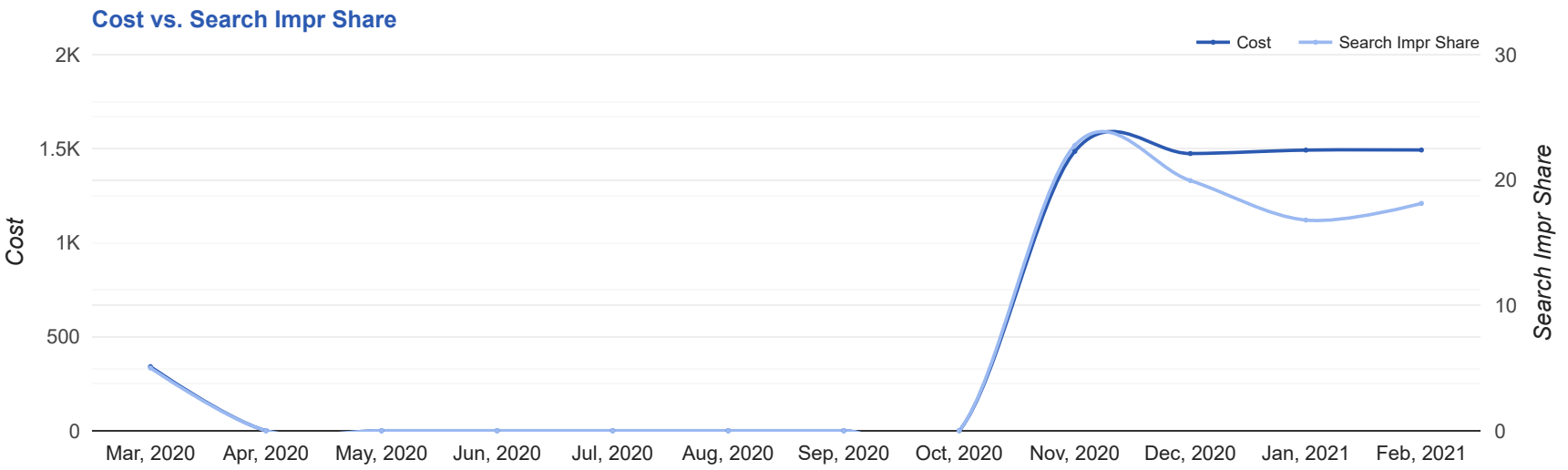
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Huge CoolSculpting Promotion - CoolSculpting Cherry Hill, NJ - Biggest CoolSculpting® Promo <a href="#">daviscps.com/--/ --</a></a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ	913	76	\$294.53	\$3.88	8.32%	-	3	3.95%	\$98.18
<a href="#">Fat Reduction Cherry Hill, NJ - Our Biggest Discount Ever - Get Rid of Unwanted Fat <a href="#">daviscps.com//</a></a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	330	21	\$46.60	\$2.22	6.36%	-	2	9.52%	\$23.30
<a href="#">CoolSculpting® in Cherry Hill - Limited Time Offer   Feb 2021 - Our Biggest Discount Ever <a href="#">daviscps.com//</a></a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ	14	1	\$3.51	\$3.51	7.14%	-	1	100.00%	\$3.51
<a href="#">CoolSculpting® in Cherry Hill - Limited Time Offer   Feb 2021 - Flexible Payment Options <a href="#">daviscps.com//</a></a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	53	6	\$15.67	\$2.61	11.32%	-	1	16.67%	\$15.67
<a href="#">CoolSculpting® in Cherry Hill - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="#">daviscps.com//</a></a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	107	7	\$24.35	\$3.48	6.54%	-	1	14.29%	\$24.35

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

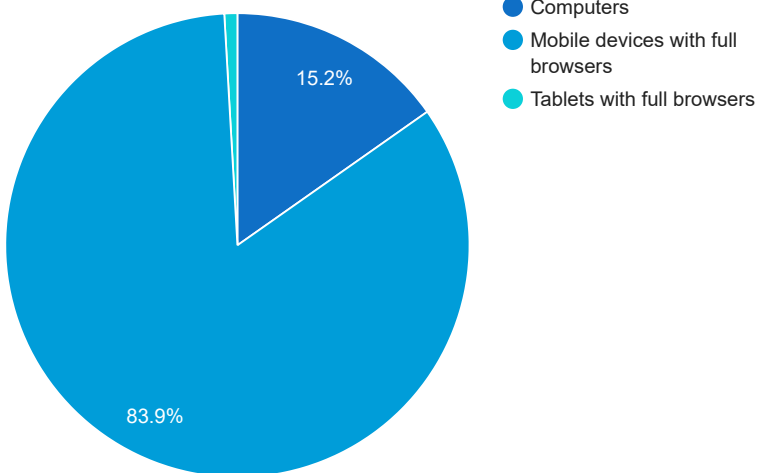
## Budget Coverage



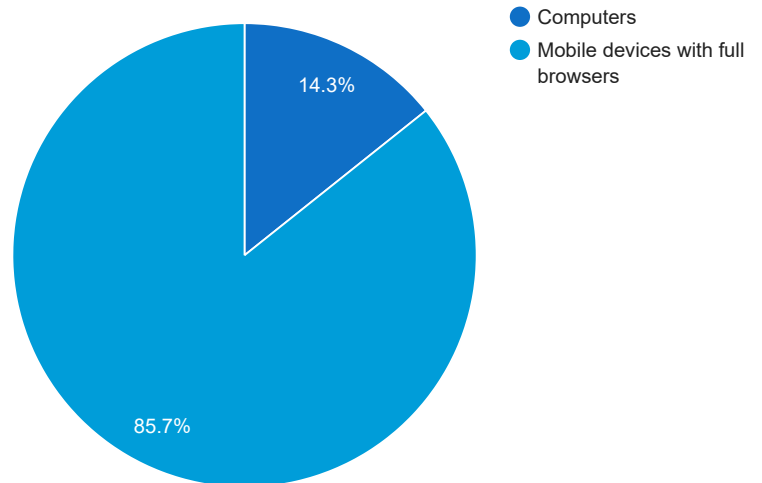
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	340.50	5
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	1,485.98	22.77
Dec, 2020	1,474.66	19.96
Jan, 2021	1,492.92	16.81
Feb, 2021	1,493.47	18.14

## 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	7,868	491	\$1,252.30	\$2.55	6.24%	-	12	2.44%	\$104.36
Computers	1,436	75	\$227.67	\$3.04	5.22%	-	2	2.67%	\$113.84
Tablets with full browsers	161	8	\$13.50	\$1.69	4.97%	-	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	9,465	574	\$1,493.47	\$2.60	6.06%	-	14	2.44%	\$106.68

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE

CONV

Submit lead form

12

Call From Ads (MS)

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