

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

Davis Cosmetic - Dr. Davis

189-100-1513

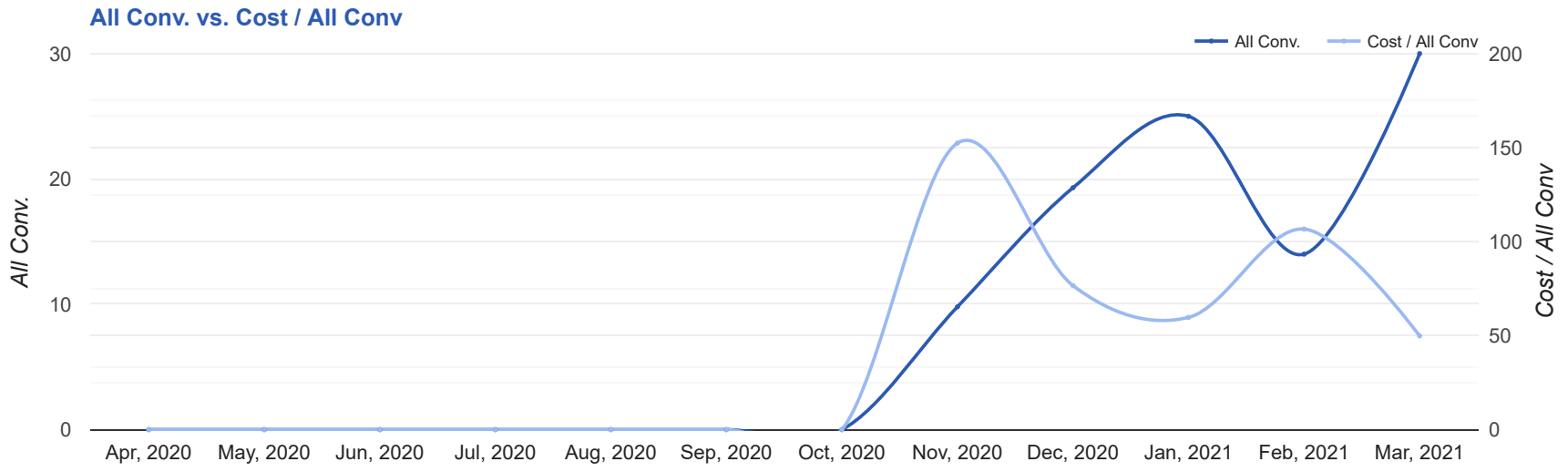
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,496	30	5.01%	\$49.86
↔ 0%	↑ 114%	↑ 105%	↓ 53%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	9,465	574	\$1,493.47	\$2.60	6.06%	-	2.44%	\$106.68	14
1 Mar 2021 — 31 Mar 2021	8,975	599	\$1,495.69	\$2.50	6.67%	-	5.01%	\$49.86	30
Change	490 ↓ 5%	25 ↑ 4%	\$2.22 ↑ 0%	\$0.10 ↓ 4%	0.61% ↑ 10%	0 ↔ -	2.57% ↑ 105%	\$56.82 ↓ 53%	16 ↑ 114%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Nov '20	7,529	361	\$1,485.98	\$4.12	4.79%	-	9.8	2.7%	\$152.41
Dec '20	8,999	438	\$1,474.66	\$3.37	4.87%	-	19.3	4.39%	\$76.61
Jan '21	9,491	541	\$1,492.92	\$2.76	5.7%	-	25	4.62%	\$59.72
Feb '21	9,465	574	\$1,493.47	\$2.60	6.06%	-	14	2.44%	\$106.68
Mar '21	8,975	599	\$1,495.69	\$2.50	6.67%	-	30	5.01%	\$49.86
Total	44,459	2,513	\$7,442.72	\$2.96	5.65%	-	98	3.9%	\$75.95

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	8,975	599	\$1,495.69	\$2.50	6.67%	-	30	5.01%	\$49.86

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	104	30	\$95.39	\$3.18	28.85%	-	5	16.67%	\$19.08
strawberry laser lipo reviews	1	1	\$2.30	\$2.30	100.00%	-	2	200.00%	\$1.15
coolsculpting near me	18	14	\$72.83	\$5.20	77.78%	-	2	14.29%	\$36.41
coolsculpting south jersey	2	3	\$7.04	\$2.35	150.00%	-	1	33.33%	\$7.04
does coolsculpting work	8	6	\$15.79	\$2.63	75.00%	-	1	16.67%	\$15.79
stomach fat removal	1	1	\$4.16	\$4.16	100.00%	-	1	100.00%	\$4.16
get rid of underarm fat	1	1	\$2.35	\$2.35	100.00%	-	1	100.00%	\$2.35
lipo under chin	1	1	\$0.91	\$0.91	100.00%	-	1	100.00%	\$0.91
bodytite new jersey	1	1	\$1.99	\$1.99	100.00%	-	1	100.00%	\$1.99
liposuction cost	22	21	\$36.19	\$1.72	95.45%	-	1	4.76%	\$36.19

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	1,239	116	\$393.89	\$3.40	9.36%	-	14.3	12.35%	\$27.49
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.	1,872	166	\$358.25	\$2.16	8.87%	-	4.2	2.51%	\$85.91
Fat Reduction Cherry Hill, NJ - Our Biggest Discount Ever - Get \$1,000 Off 8+ Treatments daviscps.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	315	16	\$38.65	\$2.42	5.08%	-	3	18.75%	\$12.88
Fat Reduction Cherry Hill, NJ - Our Biggest Discount Ever - Freeze Away Body Fat daviscps.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	326	24	\$46.99	\$1.96	7.36%	-	2	8.33%	\$23.50
Fat Reduction Cherry Hill, NJ - Our Biggest Discount Ever - Get \$1,000 Off 8+ Treatments daviscps.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	352	29	\$66.72	\$2.30	8.24%	-	1.5	5.17%	\$44.48

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

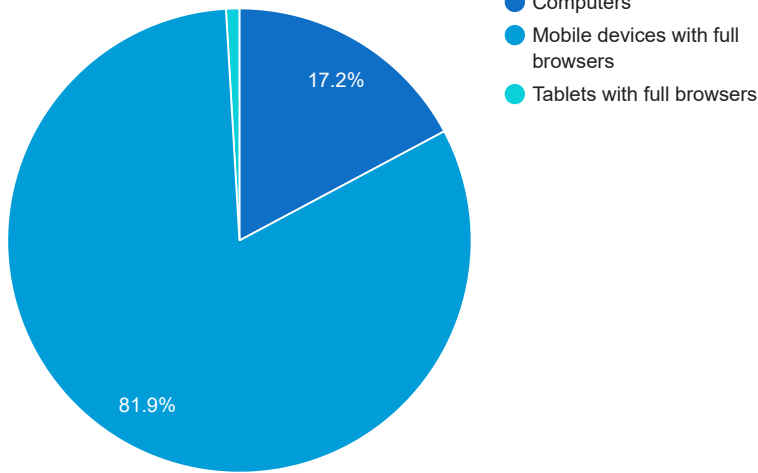
Search Impr Share

18.9%

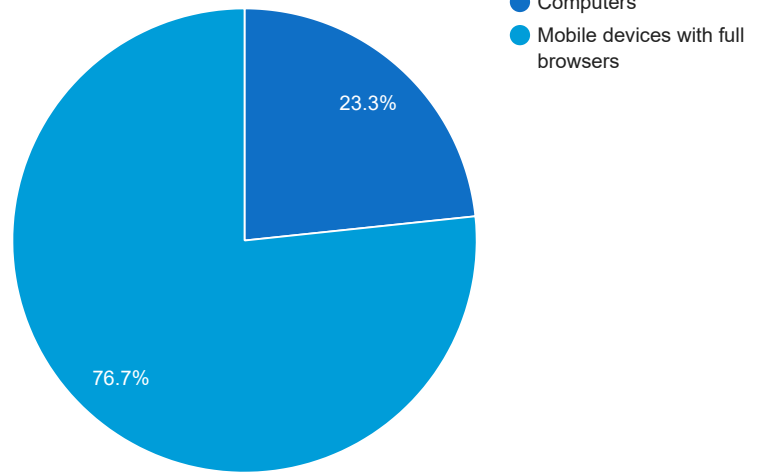
↑ 4%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,494	509	\$1,224.53	\$2.41	6.79%	-	23	4.52%	\$53.24
Computers	1,346	83	\$257.27	\$3.10	6.17%	-	7	8.43%	\$36.75
Tablets with full browsers	135	7	\$13.89	\$1.98	5.19%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	8,975	599	\$1,495.69	\$2.50	6.67%	-	30	5.01%	\$49.86

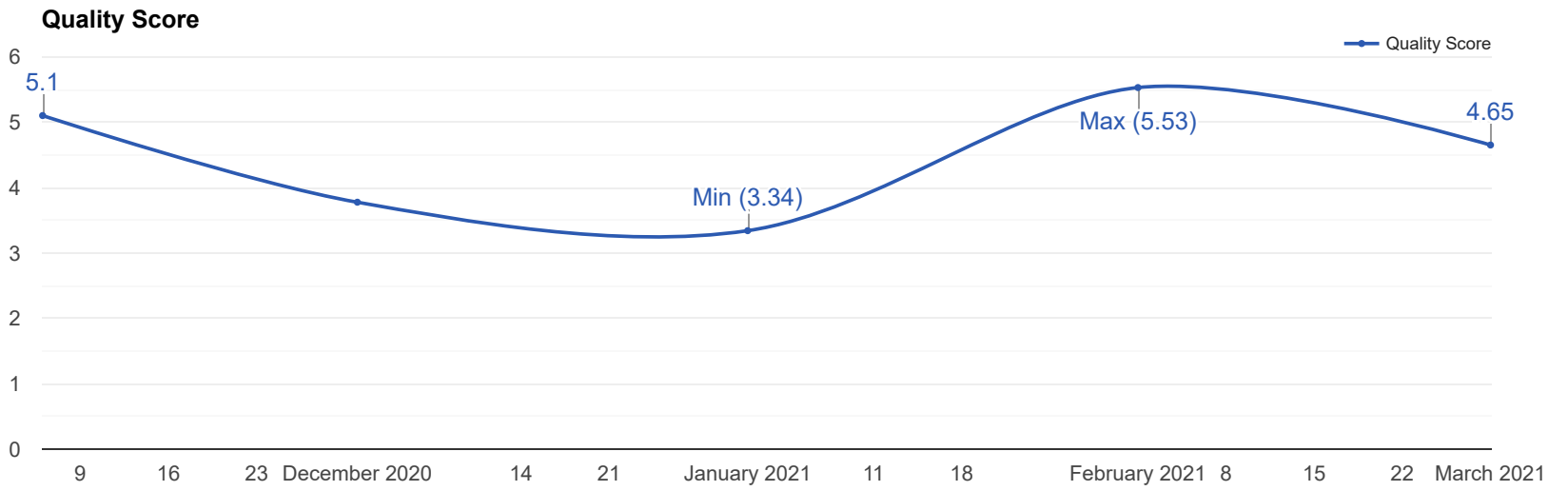
Account Health - Quality Score

Current Quality Score

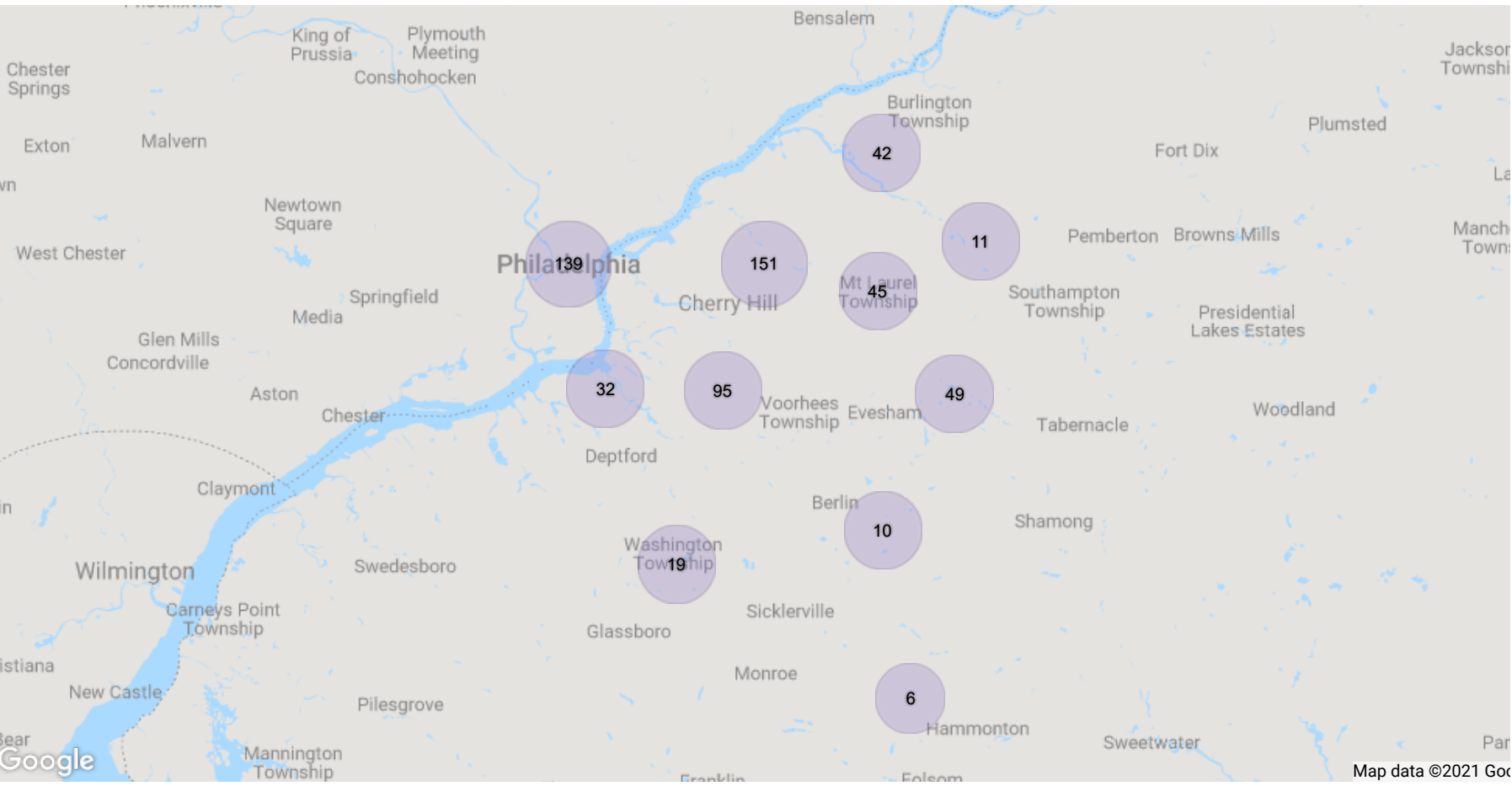
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Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	18
Click to Call	10
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