

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Davis Cosmetic - Dr. Davis

189-100-1513

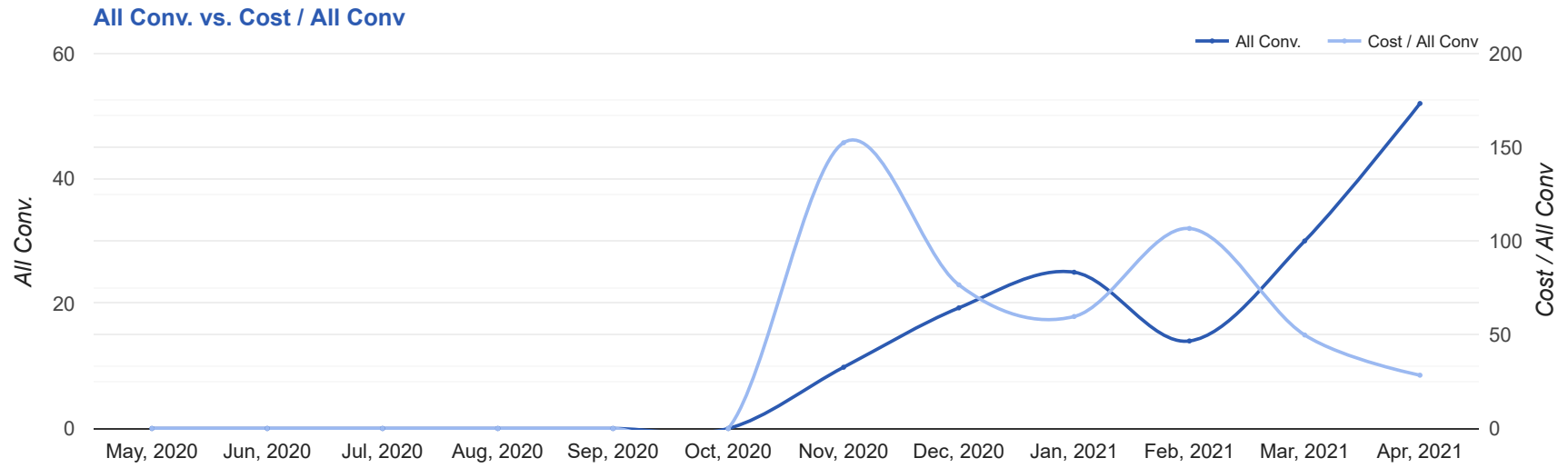
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,477	52	7.28%	\$28.41
↓ 1%	↑ 73%	↑ 45%	↓ 43%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	8,975	599	\$1,495.69	\$2.50	6.67%	-	5.01%	\$49.86	30
1 Apr 2021 — 30 Apr 2021	8,587	714	\$1,477.26	\$2.07	8.31%	-	7.28%	\$28.41	52
Change	388 ↓ 4%	115 ↑ 19%	\$18.43 ↓ 1%	\$0.43 ↓ 17%	1.64% ↑ 25%	0 ↔ -	2.27% ↑ 45%	\$21.45 ↓ 43%	22 ↑ 73%

Performance by Month - 1 May 2020 — 30 Apr 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
Apr '21	8,587	714	\$1,477.26	\$2.07	8.31%	-	52	7.28%	\$28.41
Total	53,046	3,227	\$8,919.98	\$2.76	6.08%	-	150	4.65%	\$59.47

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	8,587	714	\$1,477.26	\$2.07	8.31%	-	52	7.28%	\$28.41

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	42	21	\$93.19	\$4.44	50.00%	-	4	19.05%	\$23.30
cool sculpting cost	21	16	\$41.13	\$2.57	76.19%	-	3	18.75%	\$13.71
dr davis cherry hill nj	7	6	\$16.30	\$2.72	85.71%	-	3	50.00%	\$5.43
coolsculpting cherry hill	5	5	\$22.62	\$4.52	100.00%	-	2	40.00%	\$11.31
coolsculpting	43	10	\$22.69	\$2.27	23.26%	-	2	20.00%	\$11.35
cool sculpting reviews	1	2	\$4.00	\$2.00	200.00%	-	1.7	83.50%	\$2.40
how much is liposuction	8	8	\$11.31	\$1.41	100.00%	-	1.5	18.75%	\$7.54
cool sculpting	85	24	\$66.52	\$2.77	28.24%	-	1.2	5.04%	\$54.98
abdominoplasty near me	1	1	\$2.34	\$2.34	100.00%	-	1	100.00%	\$2.34
liposuction near me	5	6	\$14.52	\$2.42	120.00%	-	1	16.67%	\$14.52

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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.	1,973	198	\$354.21	\$1.79	10.04%	-	9.8	4.92%	\$36.33
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	1,217	103	\$295.89	\$2.87	8.46%	-	7	6.80%	\$42.27
CoolSculpting@ in Cherry Hill - Limited Time Offer Apr 2021 - Our Biggest Discount Ever daviscps.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	103	10	\$27.03	\$2.70	9.71%	-	3	30.00%	\$9.01
CoolSculpting@ in Cherry Hill - Limited Time Offer Apr 2021 - Our Biggest Discount Ever daviscps.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	22	6	\$15.87	\$2.65	27.27%	-	3	50.00%	\$5.29
CoolSculpting@ in Cherry Hill - Limited Time Offer Apr 2021 - Flexible Payment Options daviscps.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	81	13	\$42.03	\$3.23	16.05%	-	3	23.08%	\$14.01

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

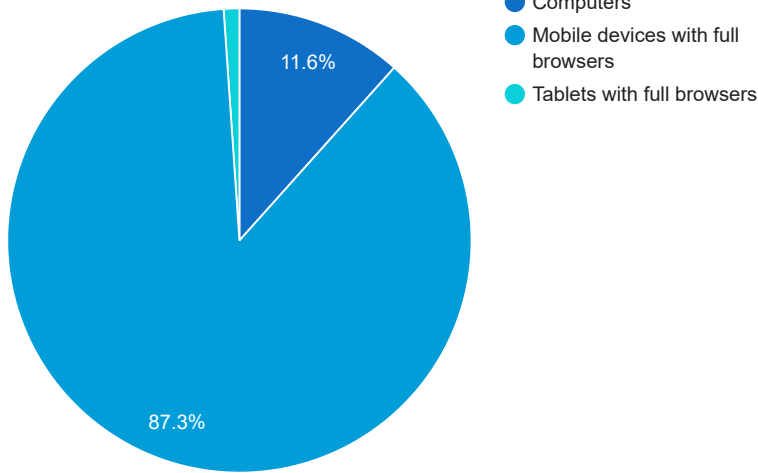
Search Impr Share

19.02%

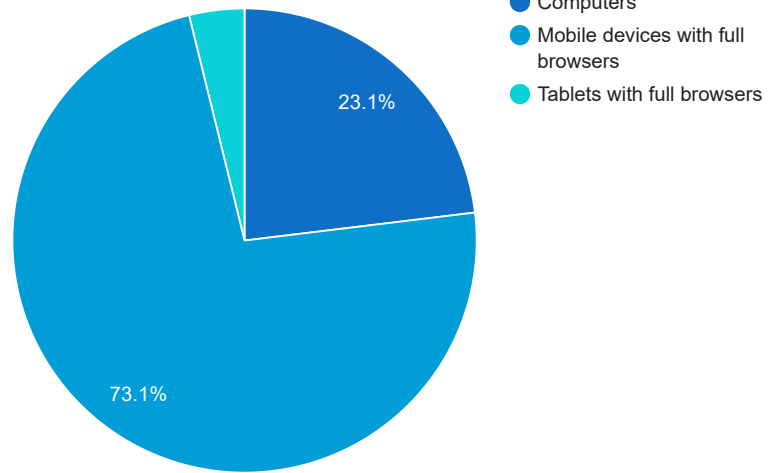
- ↔ 0%

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	7,321	631	\$1,289.47	\$2.04	8.62%	-	38	6.02%	\$33.93
Computers	1,137	74	\$171.72	\$2.32	6.51%	-	12	16.22%	\$14.31
Tablets with full browsers	129	9	\$16.07	\$1.79	6.98%	-	2	22.22%	\$8.04

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	8,587	714	\$1,477.26	\$2.07	8.31%	-	52	7.28%	\$28.41

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	28
Click to Call	21
Call From Ads (MS)	3

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