

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

Davis Cosmetic - Dr. Davis

189-100-1513

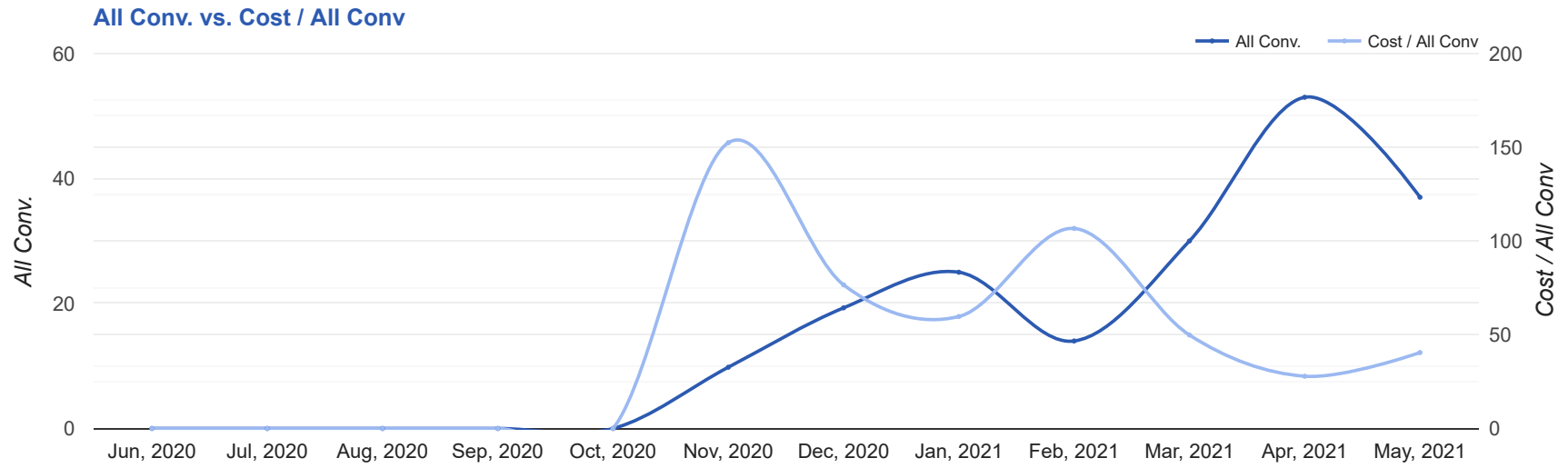
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,498	37	5.61%	\$40.49
↑ 1%	↓ 30%	↓ 24%	↑ 45%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	8,587	714	\$1,477.26	\$2.07	8.31%	-	7.42%	\$27.87	53
1 May 2021 — 31 May 2021	8,697	659	\$1,498.20	\$2.27	7.58%	-	5.61%	\$40.49	37
Change	110 ↑ 1%	55 ↓ 8%	\$20.94 ↑ 1%	\$0.20 ↑ 10%	0.73% ↓ 9%	0 ↔ -	1.81% ↓ 24%	\$12.62 ↑ 45%	16 ↓ 30%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	53	7.42%	\$27.87
May '21	8,697	659	\$1,498.20	\$2.27	7.58%	-	37	5.61%	\$40.49
Total	61,743	3,886	\$10,418.18	\$2.68	6.29%	-	188	4.84%	\$55.42

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	8,697	659	\$1,498.20	\$2.27	7.58%	-	37	5.61%	\$40.49

Top Keywords - 1 May 2021 — 31 May 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	36	15	\$66.49	\$4.43	41.67%	-	3	20.00%	\$22.16
liposuction cost	17	16	\$22.83	\$1.43	94.12%	-	2.5	15.63%	\$9.13
cool sculpting	126	28	\$89.92	\$3.21	22.22%	-	2	7.14%	\$44.96
coolsculpting	46	9	\$24.98	\$2.78	19.57%	-	2	22.22%	\$12.49
coolsculpting cherry hill	3	3	\$21.96	\$7.32	100.00%	-	1.5	50.00%	\$14.64
excess skin removal	1	1	\$2.98	\$2.98	100.00%	-	1	100.00%	\$2.98
procedures for belly fat	1	2	\$2.22	\$1.11	200.00%	-	1	50.00%	\$2.22
affordable breast augmentation near me	2	1	\$3.68	\$3.68	50.00%	-	1	100.00%	\$3.68
how do men lose belly fat	1	1	\$2.46	\$2.46	100.00%	-	1	100.00%	\$2.46
cool sculpting cost belly	1	1	\$5.36	\$5.36	100.00%	-	1	100.00%	\$5.36

Top Performing Ads - 1 May 2021 — 31 May 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 davispcs.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ	1,202	107	\$338.38	\$3.16	8.90%	-	11.5	10.75%	\$29.42
Davis Cosmetic Plastic Surgery - Fat Reduction Cherry Hill, NJ - Non-Surgical Fat Reduction davispcs.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,432	208	\$380.70	\$1.83	8.55%	-	8.8	4.25%	\$43.11
Davis Cosmetic Plastic Surgery - Fat Reduction Cherry Hill, NJ - Non-Surgical Fat Reduction davispcs.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,210	82	\$176.94	\$2.16	6.78%	-	4.3	5.28%	\$40.86
Fat Reduction Cherry Hill, NJ - Our Biggest Discount Ever - Get \$1,000 Off 8+ Treatments davispcs.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	327	27	\$59.42	\$2.20	8.26%	-	2.7	9.89%	\$22.25
[Dynamic Headline] [Dynamic Display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	51	14	\$49.48	\$3.53	27.45%	-	2	14.29%	\$24.74

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

-

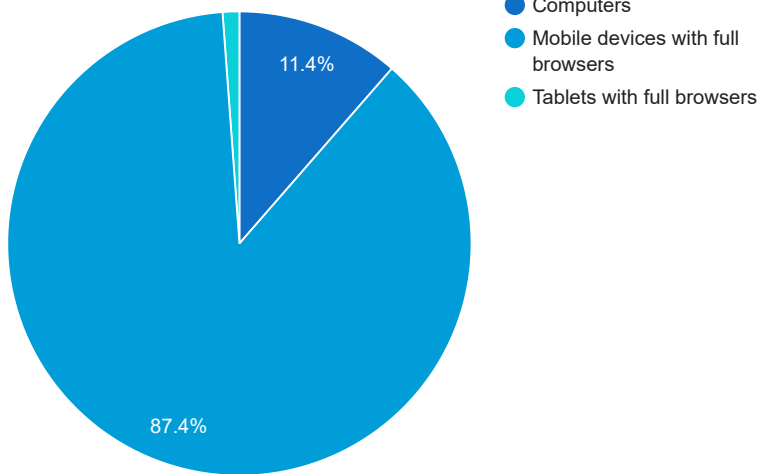
Search Impr Share

19.04%

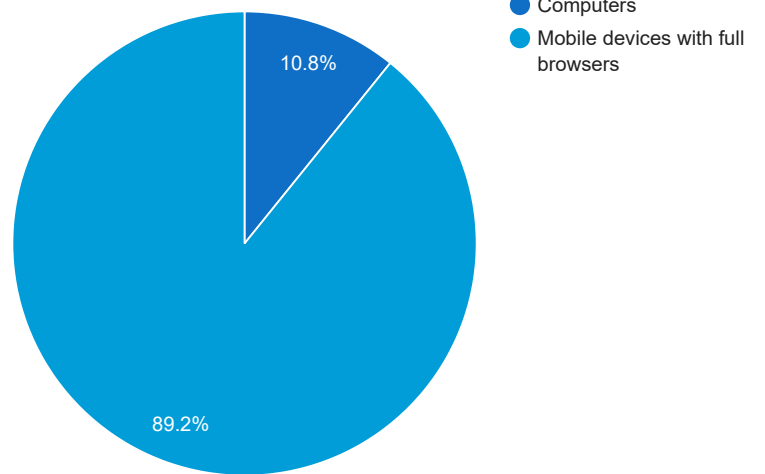
↔ 0%

Cost and Conversions by Device

Cost



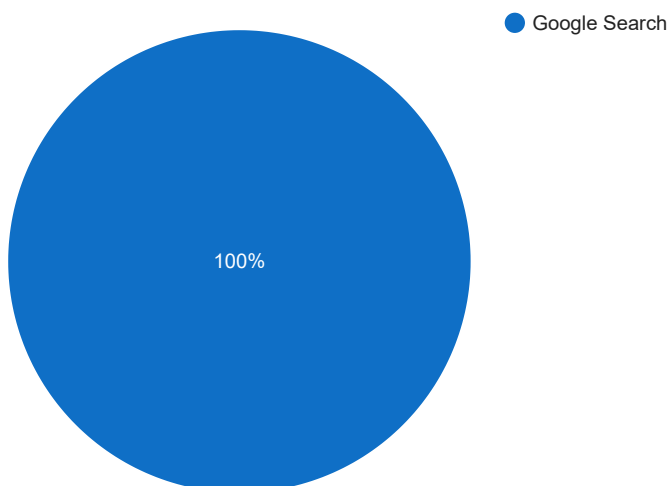
All Conv.



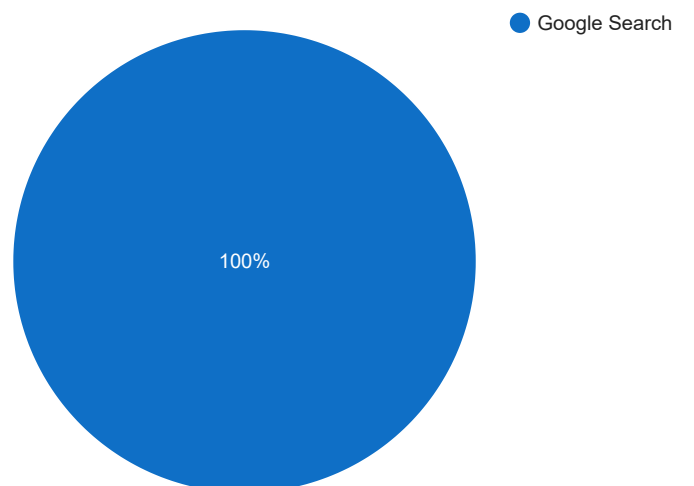
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,400	589	\$1,309.85	\$2.22	7.96%	-	33	5.6%	\$39.69
Computers	1,149	62	\$170.91	\$2.76	5.4%	-	4	6.45%	\$42.73
Tablets with full browsers	148	8	\$17.44	\$2.18	5.41%	-	0	0%	\$0.00

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	8,697	659	\$1,498.20	\$2.27	7.58%	-	37	5.61%	\$40.49

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	25
Click to Call	10
Call From Ads (MS)	1
Calls from ads	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