

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

Davis Cosmetic - Dr. Davis

189-100-1513

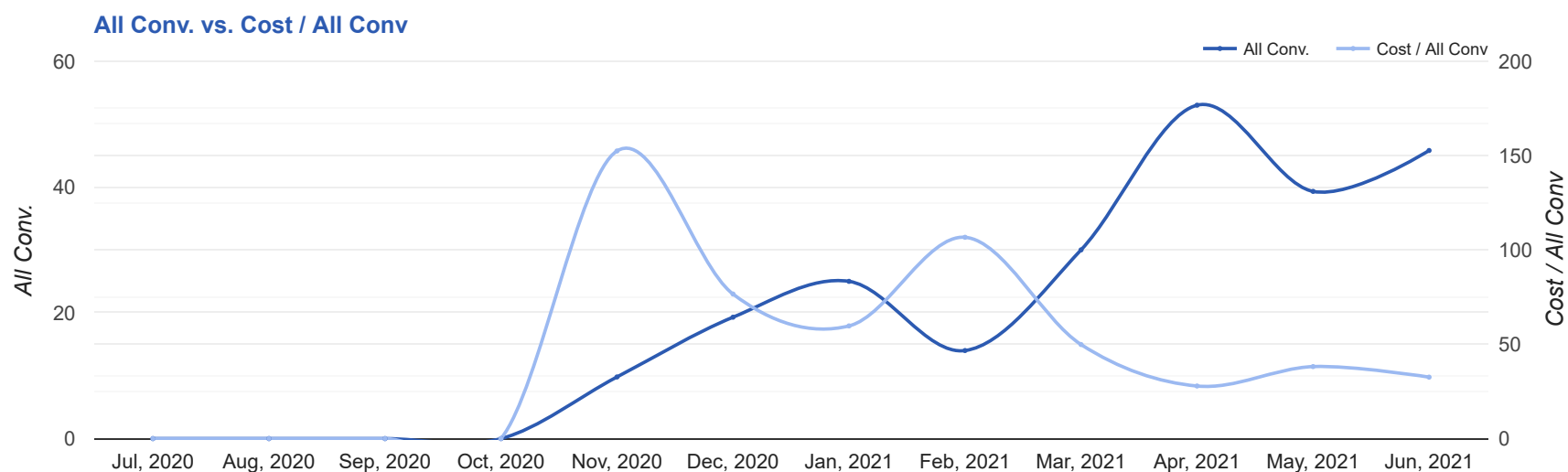
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,490	45.8	8%	\$32.57
↓ 1%	↑ 17%	↑ 34%	↓ 15%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	8,697	659	\$1,498.20	\$2.27	7.58%	-	5.96%	\$38.17	39.3
1 Jun 2021 — 30 Jun 2021	8,096	572	\$1,490.12	\$2.61	7.07%	-	8%	\$32.57	45.8
Change	601 ↓ 7%	87 ↓ 13%	\$8.08 ↓ 1%	\$0.34 ↑ 15%	0.51% ↓ 7%	0 ↔ -	2.04% ↑ 34%	\$5.60 ↓ 15%	6.50 ↑ 17%

Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	39.3	5.96%	\$38.17
Jun '21	8,096	572	\$1,490.12	\$2.61	7.07%	-	45.8	8%	\$32.57
Total	69,839	4,458	\$11,908.30	\$2.67	6.38%	-	236	5.29%	\$50.46

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	8,096	572	\$1,490.12	\$2.61	7.07%	-	45.8	8%	\$32.57

Top Keywords - 1 Jun 2021 — 30 Jun 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	57	15	\$85.00	\$5.67	26.32%	-	4.3	28.87%	\$19.63
cool sculpting	149	20	\$69.08	\$3.45	13.42%	-	4	20.00%	\$17.27
liposuction cost new jersey	20	16	\$29.77	\$1.86	80.00%	-	2	12.50%	\$14.88
liposuction near me	8	4	\$11.53	\$2.88	50.00%	-	1.5	37.50%	\$7.69
coolsculpting cherry hill	21	8	\$36.85	\$4.61	38.10%	-	1.3	16.63%	\$27.71
cellulite treatment	1	1	\$2.27	\$2.27	100.00%	-	1	100.00%	\$2.27
dr douglas steinbrech cost	1	1	\$3.54	\$3.54	100.00%	-	1	100.00%	\$3.54
medi weightloss cherry hill	1	1	\$4.89	\$4.89	100.00%	-	1	100.00%	\$4.89
cool sculpting near me	3	2	\$11.20	\$5.60	66.67%	-	1	50.00%	\$11.20
dr steven davis cherry hill	1	1	\$11.46	\$11.46	100.00%	-	1	100.00%	\$11.46

Top Performing Ads - 1 Jun 2021 — 30 Jun 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.	1,902	162	\$328.58	\$2.03	8.52%	-	12.8	7.87%	\$25.77
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	1,159	89	\$331.34	\$3.72	7.68%	-	10.5	11.80%	\$31.56
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.	1,064	65	\$197.49	\$3.04	6.11%	-	4	6.15%	\$49.37
CoolSculpting® in Cherry Hill - Limited Time Offer June 2021 - Flexible Payment Options daviscps.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	113	13	\$42.08	\$3.24	11.50%	-	4	30.77%	\$10.52
[Dynamic Headline] [Dynamic Display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	75	14	\$63.48	\$4.53	18.67%	-	4	28.57%	\$15.87

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

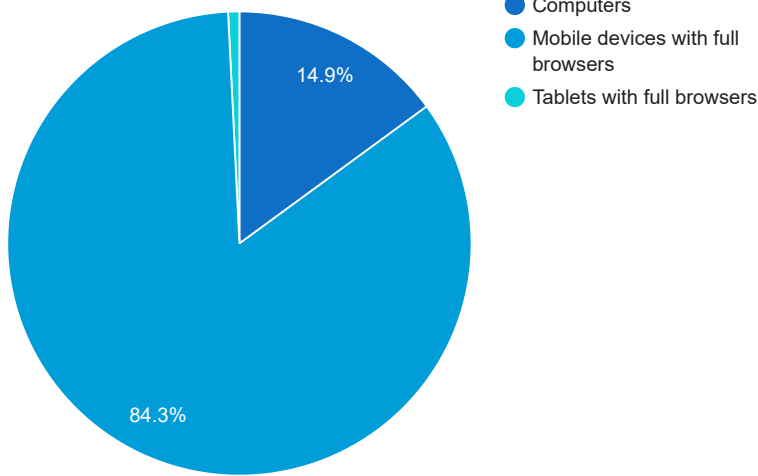
Search Impr Share

20.11%

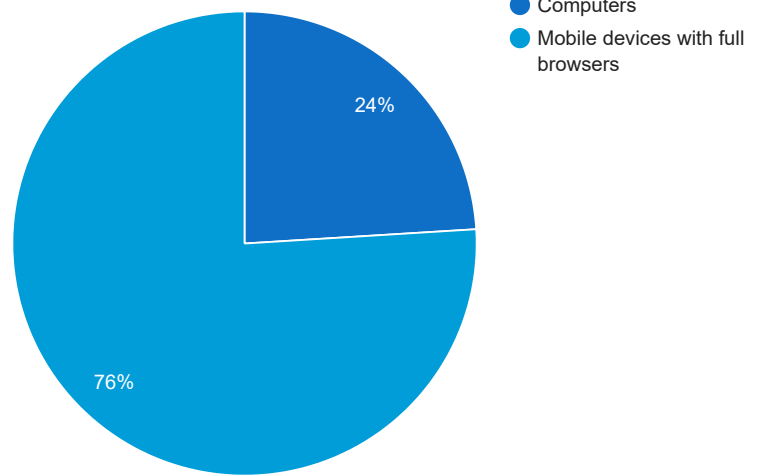
↑ 6%

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	6,839	499	\$1,255.79	\$2.52	7.3%	-	34.8	6.96%	\$36.14
Computers	1,130	68	\$222.68	\$3.27	6.02%	-	11	16.18%	\$20.24
Tablets with full browsers	127	5	\$11.65	\$2.33	3.94%	-	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	8,096	572	\$1,490.12	\$2.61	7.07%	-	45.8	8%	\$32.57

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	27.5
Click to Call	12.3
Call From Ads (MS)	6

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