

**Monthly Account  
Performance Report  
1 Jul 2019 — 31 Jul 2019**

Dello Russo New

936-943-5658

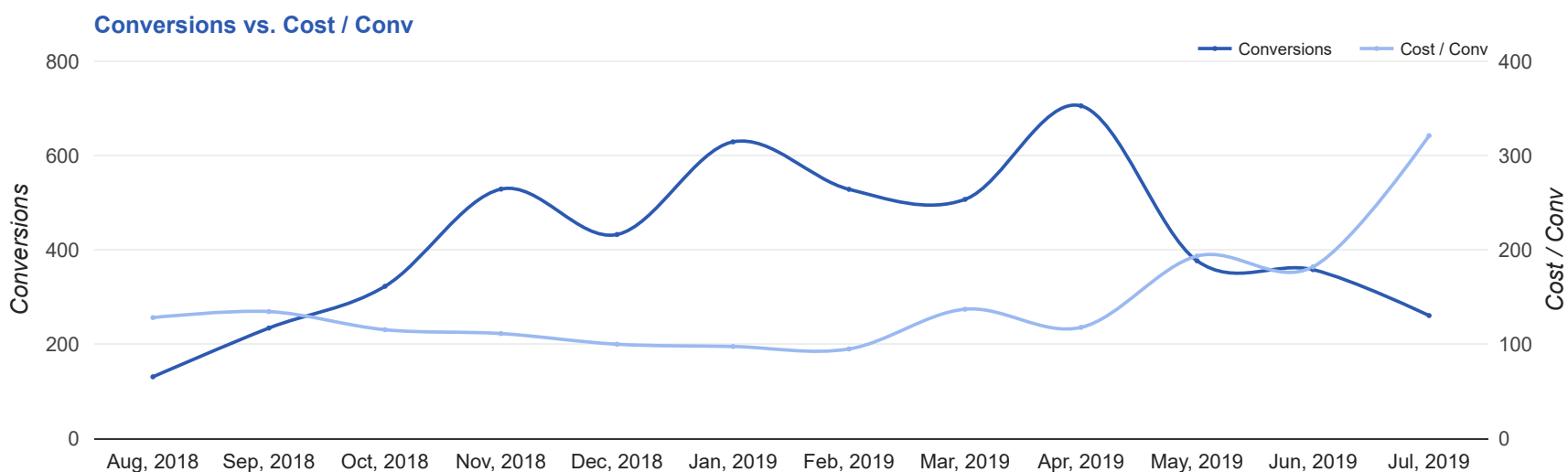
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$83,721	260.8	11.5%	\$321.05
↑ 28%	↓ 27%	↓ 26%	↑ 76%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Jun 2019 — 30 Jun 2019	53,052	2,289	\$65,197.56	\$28.48	4.31%	1.5	358.1	15.64%	\$182.07
1 Jul 2019 — 31 Jul 2019	56,746	2,267	\$83,720.98	\$36.93	3.99%	1.2	260.8	11.5%	\$321.05
Change	3,694 ↑ 7%	22 ↓ 1%	\$18,523.42 ↑ 28%	\$8.45 ↑ 30%	0.32% ↓ 7%	0.30 ↑ 20%	97.33 ↓ 27%	4.14% ↓ 26%	\$138.98 ↑ 76%

# Performance by Month - 1 Aug 2018 — 31 Jul 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Aug '18	15,208	769	\$16,799.40	\$21.85	5.06%	2	131	17.04%	\$128.24
Sep '18	31,530	1,494	\$31,561.74	\$21.13	4.74%	2	234.4	15.69%	\$134.64
Oct '18	41,016	1,932	\$37,249.66	\$19.28	4.71%	2	322.8	16.71%	\$115.41
Nov '18	30,437	1,955	\$58,867.58	\$30.11	6.42%	1.5	528.8	27.05%	\$111.33
Dec '18	28,341	1,547	\$43,272.53	\$27.97	5.46%	1.4	432.6	27.97%	\$100.02
Jan '19	43,119	2,354	\$61,405.89	\$26.09	5.46%	1.5	629	26.72%	\$97.63
Feb '19	44,772	2,120	\$50,203.80	\$23.68	4.74%	1.9	528.4	24.92%	\$95.01
Mar '19	44,624	2,174	\$69,546.86	\$31.99	4.87%	1.9	507.1	23.33%	\$137.15
Apr '19	36,983	1,742	\$83,126.61	\$47.72	4.71%	1.7	705.2	40.48%	\$117.88
May '19	51,929	1,998	\$72,920.81	\$36.50	3.85%	1.4	376.9	18.86%	\$193.49
Jun '19	53,052	2,289	\$65,197.56	\$28.48	4.31%	1.5	358.1	15.64%	\$182.07
Jul '19	56,746	2,267	\$83,720.98	\$36.93	3.99%	1.2	260.8	11.5%	\$321.05
<b>Total</b>	<b>477,757</b>	<b>22,641</b>	<b>\$673,873.42</b>	<b>\$29.76</b>	<b>4.74%</b>	<b>1.6</b>	<b>5,015</b>	<b>22.15%</b>	<b>\$134.37</b>

## Campaign Summary - 1 Jul 2019 — 31 Jul 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search   beta   lasik   brooklyn	10,641	447	\$18,281.93	\$40.90	4.2%	1.2	44	9.83%	\$415.97
search   brand   location   new jersey	2,121	249	\$1,821.78	\$7.32	11.74%	1.3	41.8	16.8%	\$43.55
search   beta   lasik   new jersey	14,171	481	\$19,894.62	\$41.36	3.39%	1.2	40.2	8.35%	\$495.26
search   beta   lasik   manhattan	18,319	412	\$19,990.25	\$48.52	2.25%	1.2	32.5	7.89%	\$615.08
search   brand   location   long island	744	93	\$674.92	\$7.26	12.5%	1.4	23.3	25.09%	\$28.93
search   beta   lasik   long island	7,099	254	\$12,225.32	\$48.13	3.58%	1.1	22	8.66%	\$555.70
search   brand   location   manhattan	729	95	\$661.98	\$6.97	13.03%	1.5	18.3	19.29%	\$36.11
search   brand   location   brooklyn	458	77	\$417.44	\$5.42	16.81%	1.8	17.7	22.92%	\$23.65
search   alpha   lasik   long island	416	34	\$2,167.52	\$63.75	8.17%	1.3	10	29.41%	\$216.75
search   alpha   lasik   new jersey	645	44	\$2,823.74	\$64.18	6.82%	1.4	4	9.09%	\$705.94
search   alpha   lasik   manhattan	881	52	\$2,945.69	\$56.65	5.9%	1.4	4	7.69%	\$736.42
search   alpha   lasik   brooklyn	522	29	\$1,815.79	\$62.61	5.56%	1.5	3	10.34%	\$605.26

# Top Keywords & Placements - 1 Jul 2019 — 31 Jul 2019

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
dello russo laser vision	194	38	\$373.59	\$9.83	19.59%	1.2	12	31.58%	\$31.13
lasik eye surgery	181	18	\$1,336.62	\$74.26	9.94%	1.1	8	44.44%	\$167.08
dello russo laser vision	80	21	\$214.15	\$10.20	26.25%	1.5	6	28.57%	\$35.69
lasik eye surgery	223	15	\$1,353.25	\$90.22	6.73%	1.3	6	40.00%	\$225.54
dr dello russo lasik cost	11	4	\$55.16	\$13.79	36.36%	1.5	5	125.00%	\$11.03
dello russo	60	10	\$9.96	\$1.00	16.67%	1.7	4.3	43.30%	\$2.30
lasik eye surgery	143	11	\$869.36	\$79.03	7.69%	1.1	4	36.36%	\$217.34
lasik eye surgery	177	17	\$1,384.97	\$81.47	9.60%	1.3	3.5	20.59%	\$395.71
dello russo	269	24	\$143.03	\$5.96	8.92%	1.2	3.3	13.88%	\$42.95
dello russo laser vision	35	11	\$73.73	\$6.70	31.43%	2.2	3	27.27%	\$24.58

## Top Display Placements

No Data Found for this account

# Top Performing Ads - 1 Jul 2019 — 31 Jul 2019

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword: Top LASIK Eye Doctor} - Dello Russo Laser Vision - The Most Trusted Name in LASIK <a href="http://go.dellorusso.com/">go.dellorusso.com/</a> -- Expert Care. Advanced Technology. Proven Results. Read Patient Testimonials.	1,267	124	\$798.91	\$6.44	9.79%	1.2	16.7	13.44%	\$47.93
Dello Russo Laser Vision - The Most Trusted Name in LASIK <a href="http://go.dellorusso.com/">go.dellorusso.com/</a> Get The World's Best LASIK From Dr. Dello Russo. \$1,000 Off Limited Time Only.	313	56	\$433.55	\$7.74	17.89%	1.6	15	26.79%	\$28.90
{Keyword: Top LASIK Eye Doctor} - Dello Russo Laser Vision - The Most Trusted Name in LASIK <a href="http://go.dellorusso.com/">go.dellorusso.com/</a> -- Expert Care. Advanced Technology. Proven Results. Read Patient Testimonials.	277	41	\$408.15	\$9.95	14.80%	1.2	13	31.71%	\$31.40
{Keyword:Dello Russo Laser Vision} - LASIK Bladeless Surgery - Schedule A Free Consultation <a href="http://go.dellorusso.com/">go.dellorusso.com/</a> -- Get The World's Best LASIK From Dr. Dello Russo. \$1,000 Off Limited Time Only.	2,905	118	\$3,090.83	\$26.19	4.06%	1.2	11.5	9.75%	\$268.77
{Keyword:Dello Russo Laser Vision} - Get \$1,000 Off LASIK Today - Schedule A Free Consultation <a href="http://go.dellorusso.com/">go.dellorusso.com/</a> Get The World's Best LASIK From Dr. Dello Russo. \$1,000 Off Limited Time Only.	1,432	52	\$3,634.58	\$69.90	3.63%	1.2	10.2	19.56%	\$357.38

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jul 2019 — 31 Jul 2019

## Budget Coverage

Display Impr Share

0%

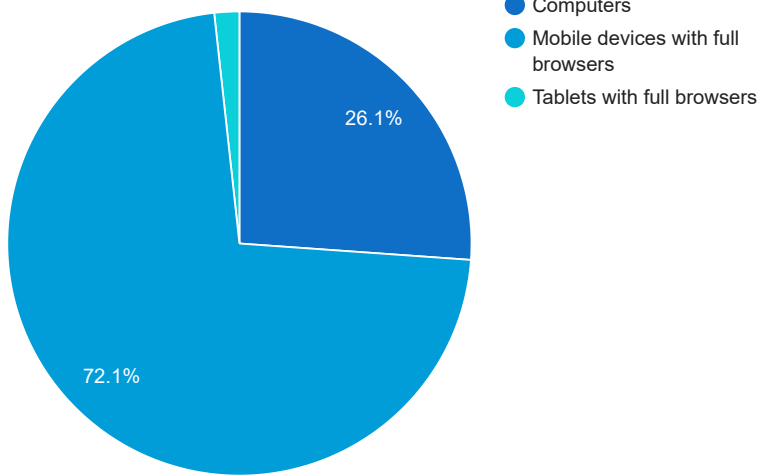
Search Impr Share

86.26%

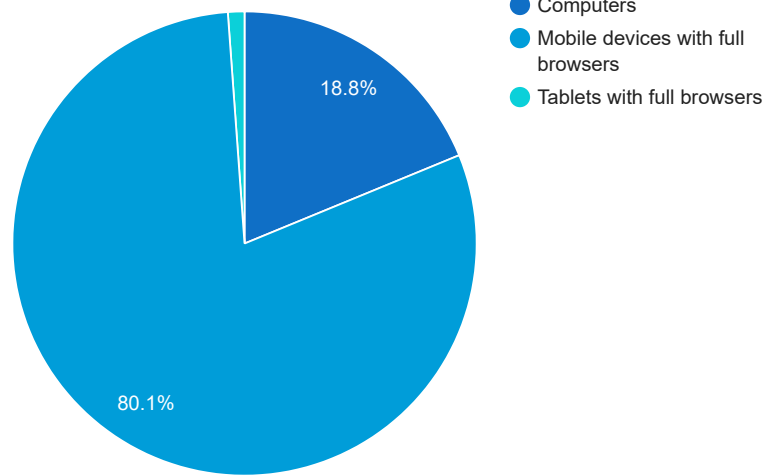
↑ 6%

## Cost and Conversions by Device

### Cost



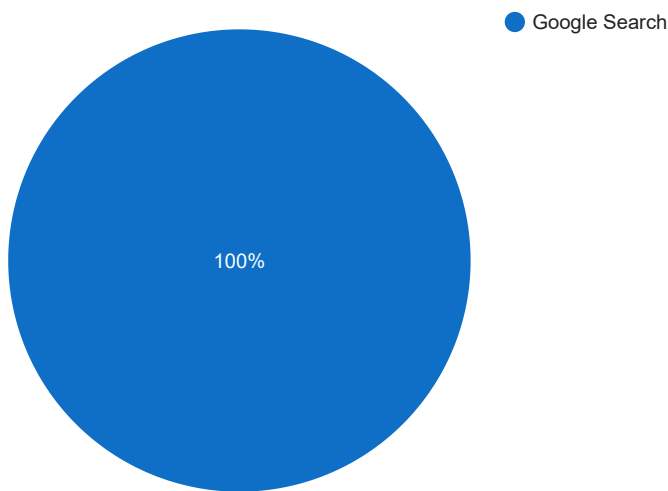
### Conversions



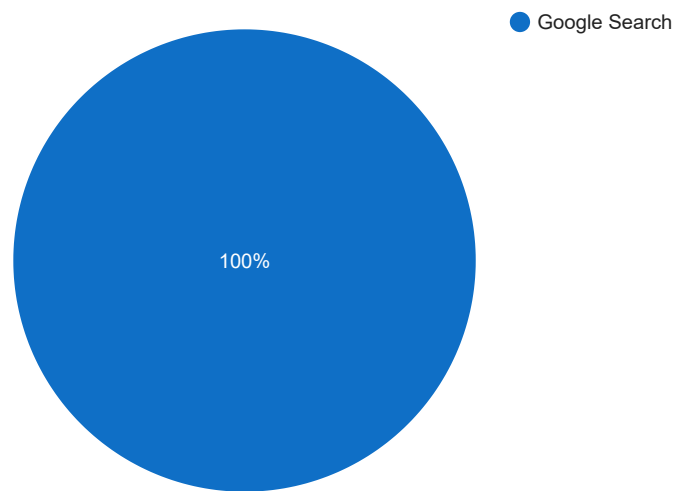
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	35,752	1,742	\$60,393.84	\$34.67	4.87%	1.2	208.8	11.98%	\$289.28
Computers	19,276	458	\$21,871.81	\$47.76	2.38%	1.2	49	10.7%	\$446.36
Tablets with full browsers	1,718	67	\$1,455.33	\$21.72	3.9%	1.3	3	4.48%	\$485.11

## 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	56,746	2,267	\$83,720.98	\$36.93	3.99%	1.2	260.8	11.5%	\$321.05

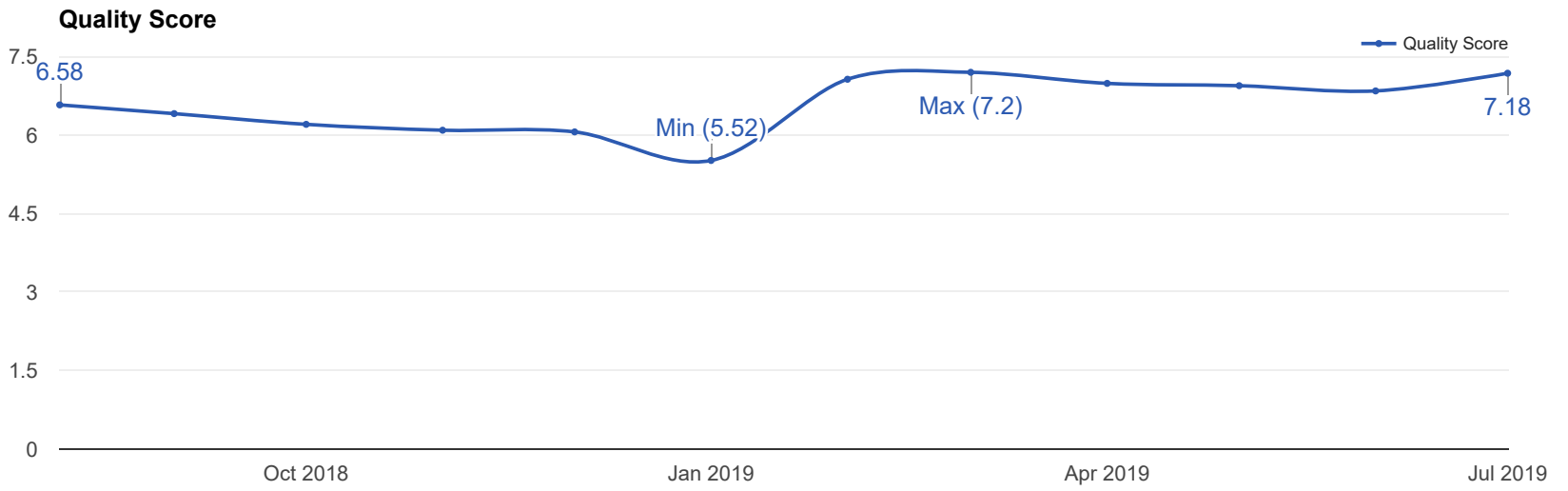
# Account Health - Quality Score

Current Quality Score

6.5

Quality Score

Quality Score Trend - 1 Aug 2018 — 31 Jul 2019





## Conversion Types - 1 Jul 2019 — 31 Jul 2019

CONVERSION TYPE	CONV
Appointment Lead	76.6
Free Consult Lead	76.5
Free Consult OPT	61.5
Calls from ads	36
Candidate Lead	8
Phone Call	2.2

## 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