

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

Docere Med Spa

838-745-8996

Key Performance Indicators (KPIs)

Cost

\$1,502

↓ 1%

Conv

4

↑ 33%

Conv Rate

4.82%

↑ 38%

Cost / Conv

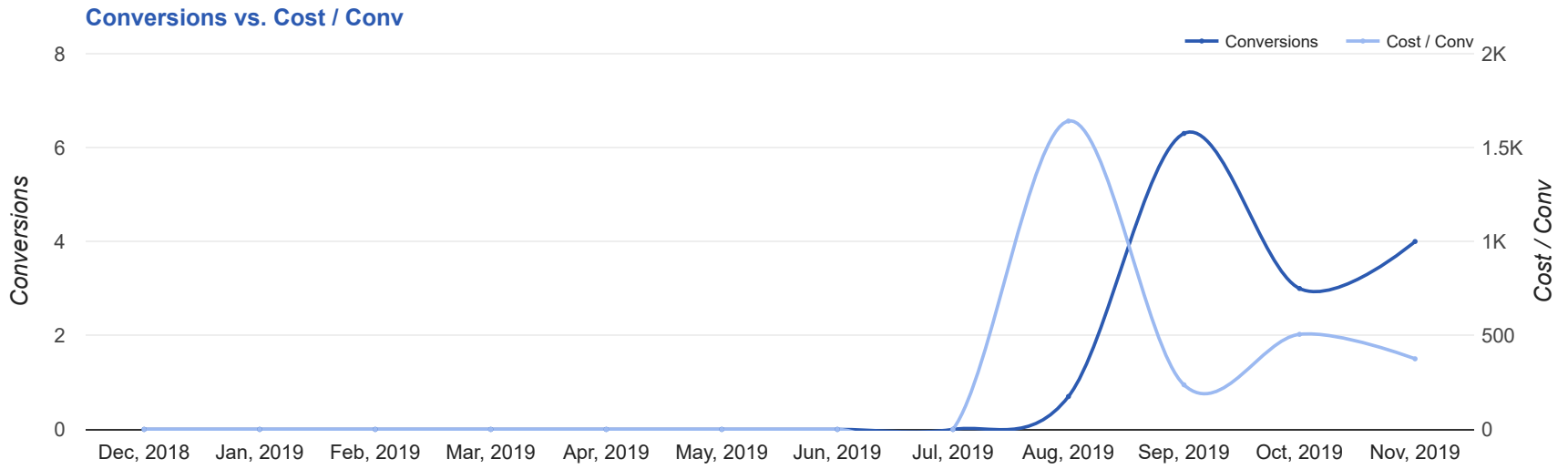
\$375.60

↓ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	1,410	86	\$1,517.91	\$17.65	6.1%	-	3	3.49%	\$505.97	77.26%
1 Nov 2019 — 30 Nov 2019	1,085	83	\$1,502.38	\$18.10	7.65%	-	4	4.82%	\$375.60	75.35%
Change	325 ↓ 23%	3 ↓ 3%	\$15.53 ↓ 1%	\$0.45 ↑ 3%	1.55% ↑ 25%	--	1 ↑ 33%	1.33% ↑ 38%	\$130.37 ↓ 26%	1.91% ↓ 2%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '19	477	34	\$1,099.47	\$32.34	7.13%	-	0.7	1.97%	\$1,641.00	77.29%
Sep '19	1,504	96	\$1,501.90	\$15.64	6.38%	-	6.3	6.59%	\$237.27	74.05%
Oct '19	1,410	86	\$1,517.91	\$17.65	6.1%	-	3	3.49%	\$505.97	77.26%
Nov '19	1,085	83	\$1,502.38	\$18.10	7.65%	-	4	4.82%	\$375.60	75.35%
Total	4,476	299	\$5,621.66	\$18.80	6.68%	-	14	4.68%	\$401.55	75.7%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	726	49	\$688.84	\$14.06	6.75%	-	4	8.16%	\$172.21	78.8%
search alpha coolsculpting	359	34	\$813.54	\$23.93	9.47%	-	0	0%	\$0.00	69.19%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

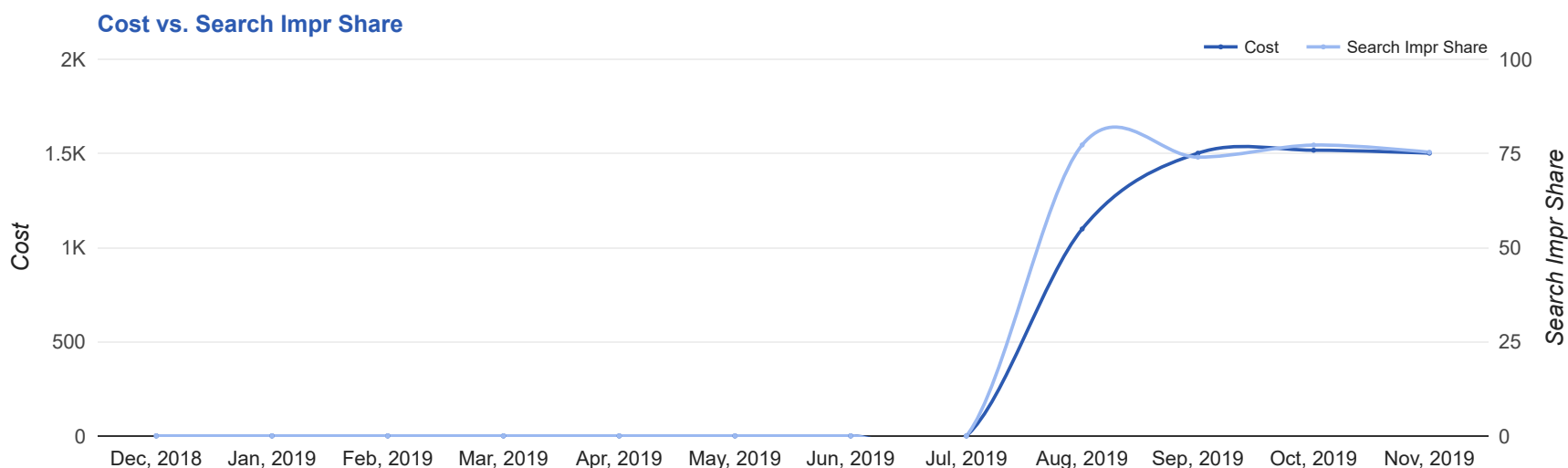
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Docere Medical Spa doceremedspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	85	3	\$41.92	\$13.97	3.53%	-	1	33.33%	\$41.92
#1 Provider in Strongsville - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® doceremedspa.com/coolsculpting/strongsville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult.	155	14	\$243.95	\$17.43	9.03%	-	1	7.14%	\$243.95
CoolSculpting in Strongsville - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime doceremedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	254	19	\$200.46	\$10.55	7.48%	-	1	5.26%	\$200.46
25% Off All CoolSculpting® - Docere Medical Spa - #1 Provider in Strongsville doceremedspa.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult.	126	4	\$55.22	\$13.80	3.17%	-	1	25.00%	\$55.22
#1 Provider in Strongsville - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® doceremedspa.com/coolsculpting/strongsville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult.	18	1	\$12.91	\$12.91	5.56%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

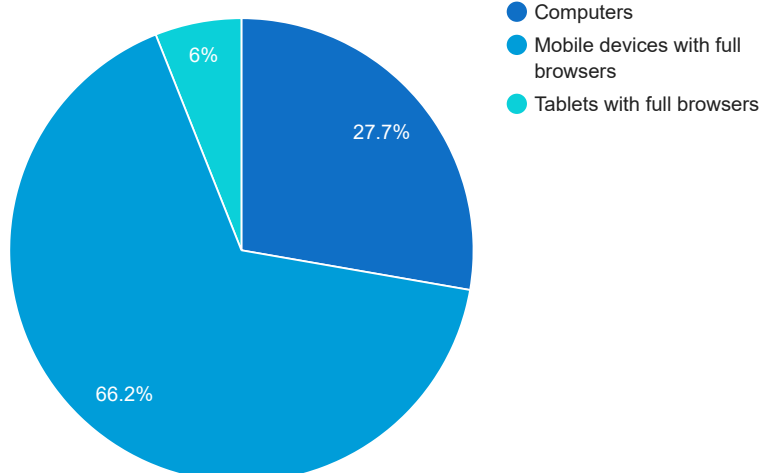
Budget Coverage



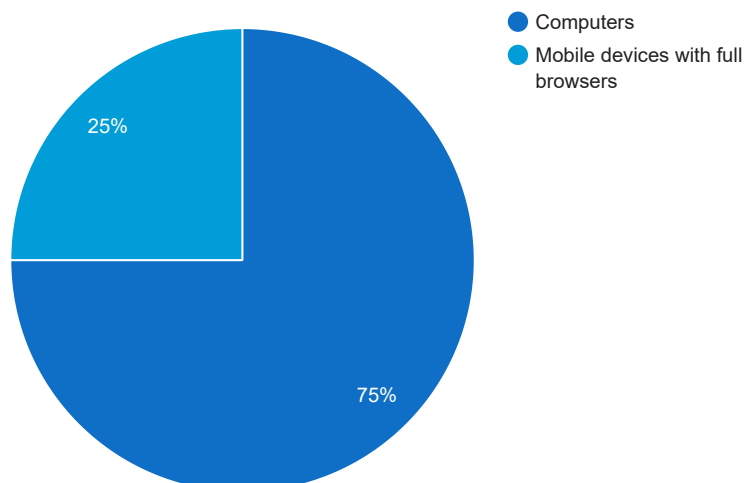
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	1,099.47	77.29
Sep, 2019	1,501.90	74.05
Oct, 2019	1,517.91	77.26
Nov, 2019	1,502.38	75.35

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	817	58	\$995.17	\$17.16	7.1%	-	1	1.72%	\$995.17
Computers	222	21	\$416.74	\$19.84	9.46%	-	3	14.29%	\$138.91
Tablets with full browsers	46	4	\$90.47	\$22.62	8.7%	-	0	0%	\$0.00

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	1,085	83	\$1,502.38	\$18.10	7.65%	-	4	4.82%	\$375.60

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submit

2

Phone Call

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