

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Docere Med Spa

838-745-8996

Key Performance Indicators (KPIs)

Cost

\$1,535

↑ 2%

Conv

8.3

↓ 36%

Conv Rate

3.69%

↓ 56%

Cost / Conv

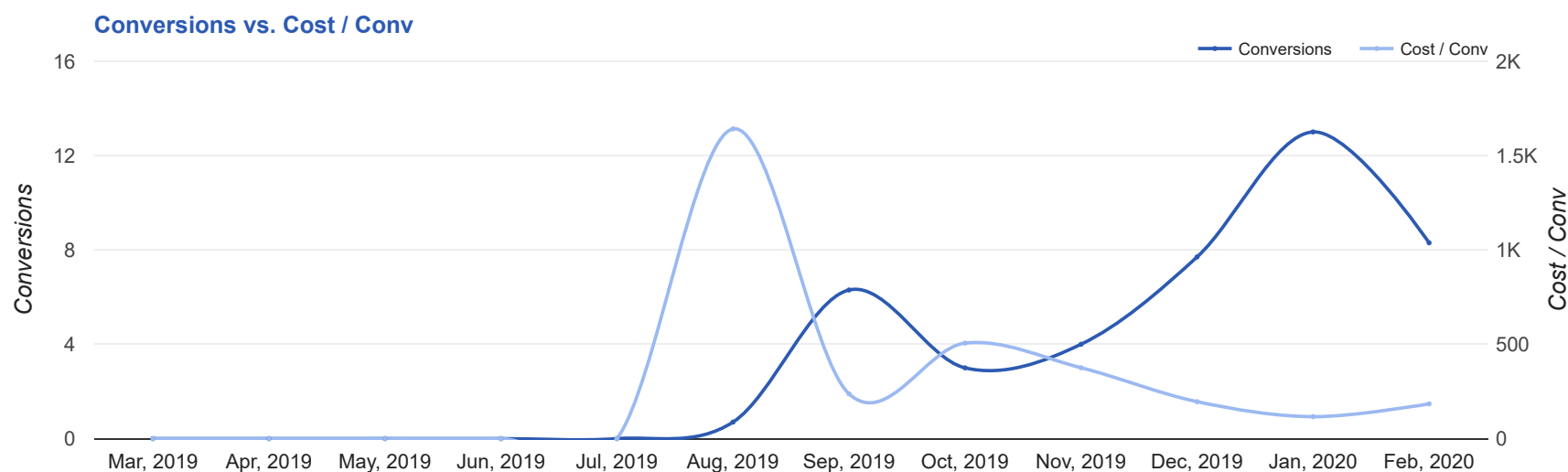
\$184.31

↑ 59%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	1,723	156	\$1,510.34	\$9.68	9.05%	-	13	8.33%	\$116.18	73.85%
1 Feb 2020 — 29 Feb 2020	2,990	226	\$1,535.32	\$6.79	7.56%	-	8.3	3.69%	\$184.31	82.47%
Change	1,267 ↑ 74%	70 ↑ 45%	\$24.98 ↑ 2%	\$2.89 ↓ 30%	1.49% ↓ 16%	--	4.67 ↓ 36%	4.64% ↓ 56%	\$68.13 ↑ 59%	8.62% ↑ 12%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



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%	
Dec '19	1,160	90	\$1,502.09	\$16.69	7.76%	-	7.7	8.52%	\$195.84	85.41%	
Jan '20	1,723	156	\$1,510.34	\$9.68	9.05%	-	13	8.33%	\$116.18	73.85%	
Feb '20	2,990	226	\$1,535.32	\$6.79	7.56%	-	8.3	3.69%	\$184.31	82.47%	
Total	10,349	771	\$10,169.41	\$13.19	7.45%	-	43	5.58%	\$236.50	78.22%	

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,792	209	\$1,354.90	\$6.48	7.49%	-	8.3	3.99%	\$162.65	81.7%
search alpha coolsculpting	198	17	\$180.42	\$10.61	8.59%	-	0	0%	\$0.00	94.71%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

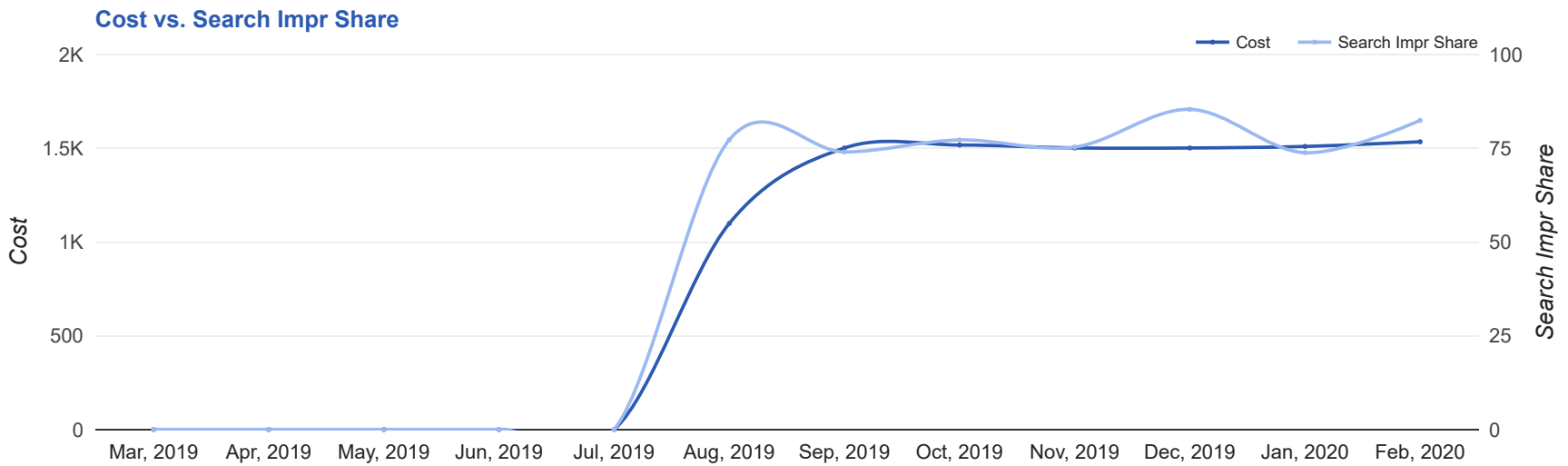
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Best Price in Strongsville} - Docere Medical Spa - Flexible Payment Options doceremedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	43	7	\$59.31	\$8.47	16.28%	-	2.3	33.29%	\$25.45
#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.	114	7	\$63.30	\$9.04	6.14%	-	2	28.57%	\$31.65
#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.	1,014	48	\$374.67	\$7.81	4.73%	-	1.3	2.77%	\$281.71
25% Off All CoolSculpting® - Best Price in Strongsville - Docere Medical Spa doceremedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	389	69	\$324.69	\$4.71	17.74%	-	1.3	1.93%	\$244.13
#1 Provider in Strongsville - Quick & Painless Fat Freezing - Fat Freezing for 25% Off doceremedspa.com/fat-freezing/strongsville #1 CoolSculpting Deal. Top Provider In Strongsville, OH for Freezing Fat. Free Consult.	34	2	\$16.55	\$8.28	5.88%	-	1	50.00%	\$16.55

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

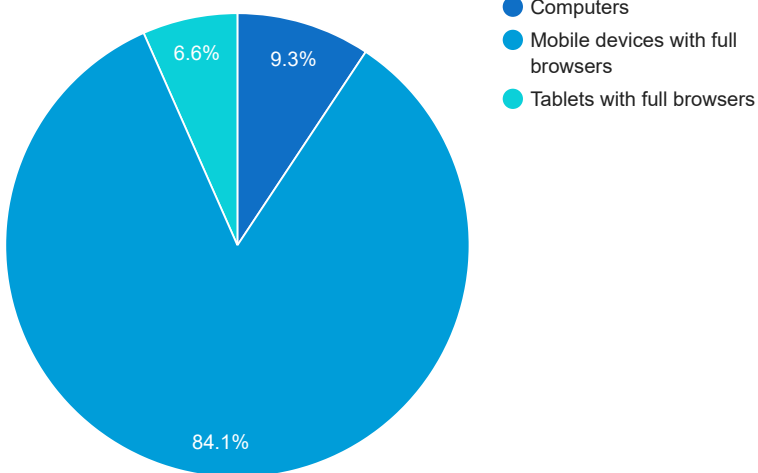
Budget Coverage



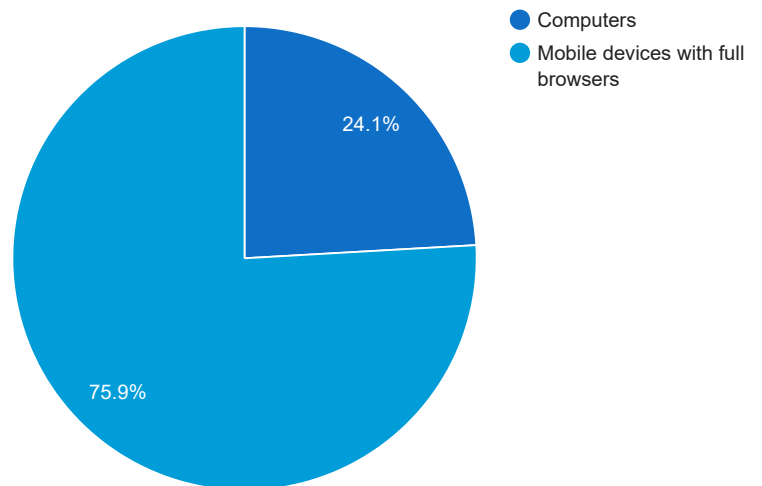
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	1,099.47	77.29
Sep, 2019	1,501.90	74.05
Oct, 2019	1,517.91	77.26
Nov, 2019	1,502.38	75.35
Dec, 2019	1,502.09	85.41
Jan, 2020	1,510.34	73.85
Feb, 2020	1,535.32	82.47

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	2,370	189	\$1,290.52	\$6.83	7.97%	-	6.3	3.35%	\$203.87
Computers	520	23	\$143.14	\$6.22	4.42%	-	2	8.7%	\$71.57
Tablets with full browsers	100	14	\$101.66	\$7.26	14%	-	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	2,990	226	\$1,535.32	\$6.79	7.56%	-	8.3	3.69%	\$184.31

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Phone Call	4.3
Form Submit	3
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