

**Monthly Account
Performance Report
1 Jul 2020 — 31 Jul 2020**

Docere Med Spa

838-745-8996

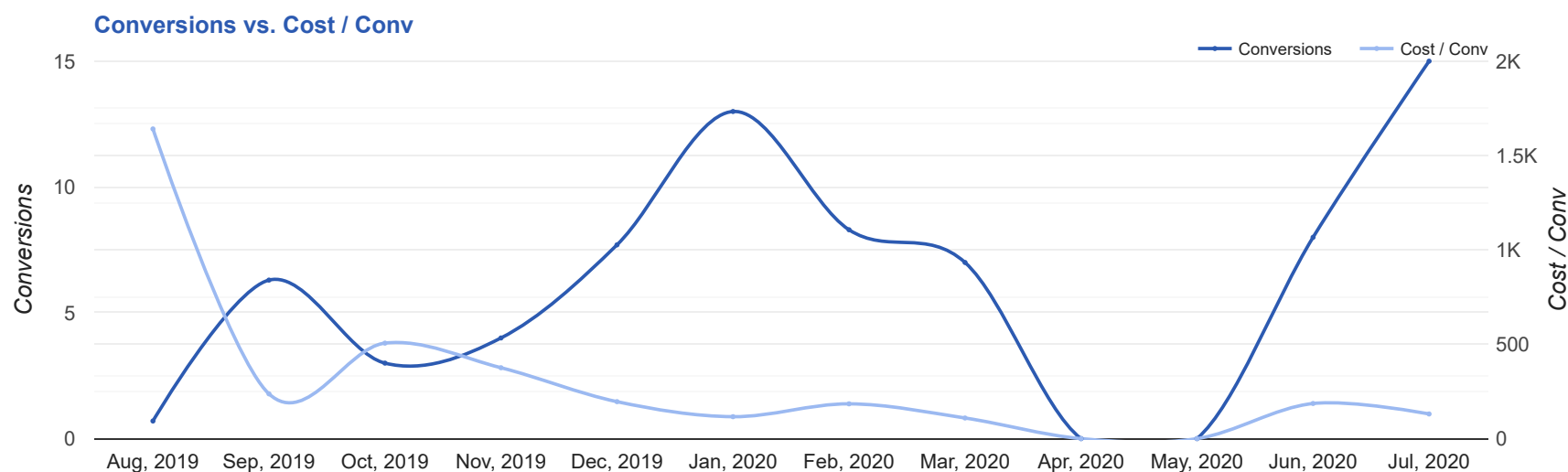
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,959	15	3.6%	\$130.61
↑ 32%	↑ 88%	↓ 21%	↓ 30%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	1,930	175	\$1,488.68	\$8.51	9.07%	-	8	4.57%	\$186.09	53.31%
1 Jul 2020 — 31 Jul 2020	7,840	417	\$1,959.16	\$4.70	5.32%	-	15	3.6%	\$130.61	32.21%
Change	5,910 ↑ 306%	242 ↑ 138%	\$470.48 ↑ 32%	\$3.81 ↓ 45%	3.75% ↓ 41%	--	7 ↑ 88%	0.97% ↓ 21%	\$55.48 ↓ 30%	21.10% ↓ 40%

Performance by Month - 1 Aug 2019 — 31 Jul 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%
Mar '20	1,544	104	\$764.57	\$7.35	6.74%	-	7	6.73%	\$109.22	77.02%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	1,930	175	\$1,488.68	\$8.51	9.07%	-	8	4.57%	\$186.09	53.31%
Jul '20	7,840	417	\$1,959.16	\$4.70	5.32%	-	15	3.6%	\$130.61	32.21%
Total	21,663	1,467	\$14,381.82	\$9.80	6.77%	-	73	4.98%	\$197.01	50.15%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,840	417	\$1,959.16	\$4.70	5.32%	-	15	3.6%	\$130.61	32.21%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

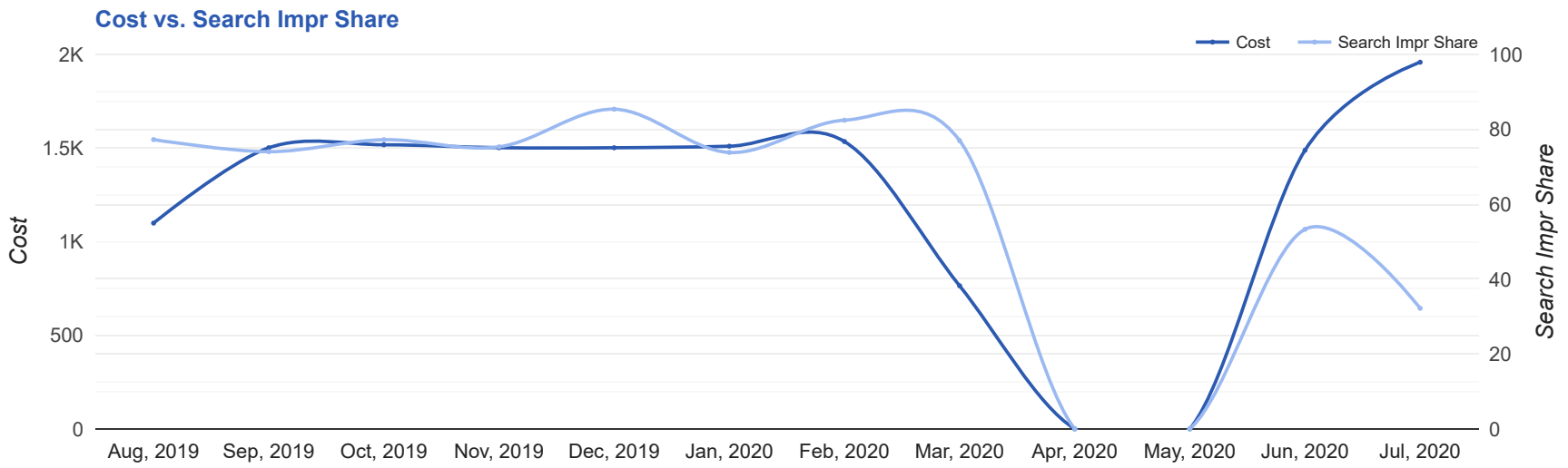
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Docere Medical Spa} - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® doceremedspa.com/coolsculpting/strongsville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult.	1,198	87	\$437.52	\$5.03	7.26%	-	3.8	4.34%	\$115.75
25% Off All CoolSculpting® - Best Price in Strongsville - Docere Medical Spa doceremedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	424	65	\$222.80	\$3.43	15.33%	-	2.2	3.42%	\$100.36
CoolSculpting in Strongsville - Fat Reduction Treatment - Flexible Payment Options doceremedspa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	265	16	\$73.82	\$4.61	6.04%	-	2	12.50%	\$36.91
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.	326	24	\$95.27	\$3.97	7.36%	-	2	8.33%	\$47.63
{Keyword:Docere Medical Spa} - 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.	21	4	\$26.47	\$6.62	19.05%	-	1	25.00%	\$26.47

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

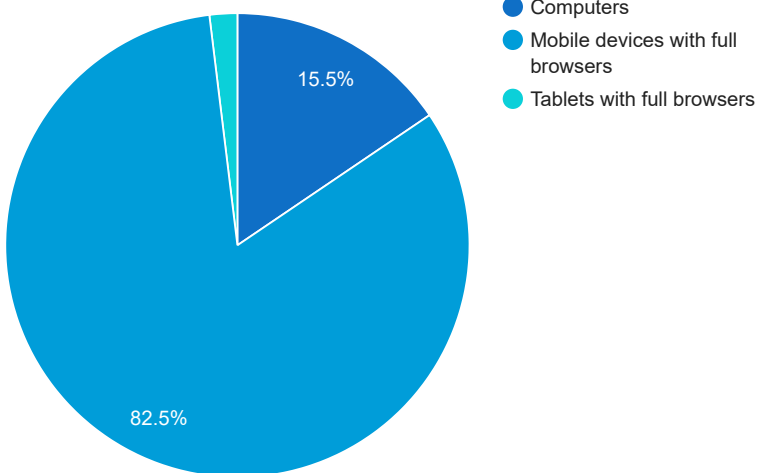
Budget Coverage



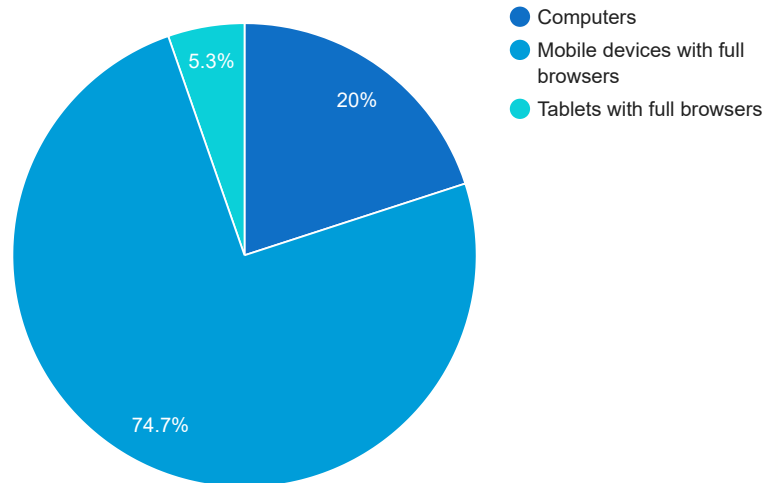
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	1,099.47	77.29
Sep, 2019	1,501.90	74.05
Oct, 2019	1,517.91	77.26
Nov, 2019	1,502.38	75.35
Dec, 2019	1,502.09	85.41
Jan, 2020	1,510.34	73.85
Feb, 2020	1,535.32	82.47
Mar, 2020	764.57	77.02
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,488.68	53.31
Jul, 2020	1,959.16	32.21

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	6,407	358	\$1,617.17	\$4.52	5.59%	-	11.2	3.12%	\$144.65
Computers	1,164	50	\$304.12	\$6.08	4.3%	-	3	6%	\$101.37
Tablets with full browsers	269	9	\$37.87	\$4.21	3.35%	-	0.8	9.11%	\$46.18

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	7,840	417	\$1,959.16	\$4.70	5.32%	-	15	3.6%	\$130.61

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submit

15

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