

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

Caring Dental

667-463-4621

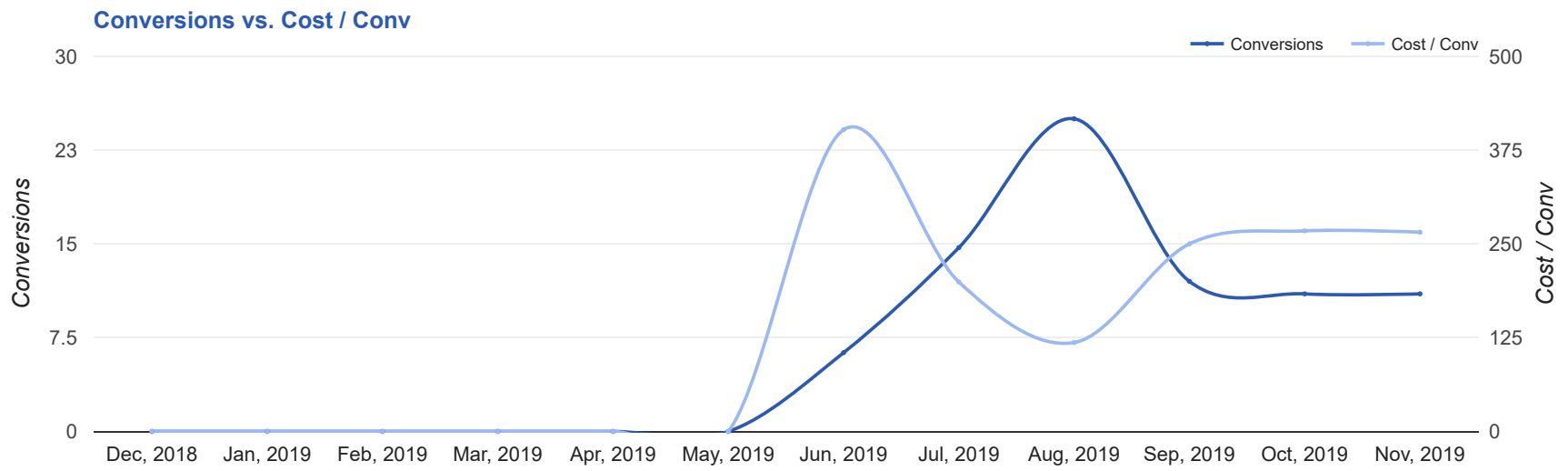
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,920	11	4.25%	\$265.50
↓ 1%	↔ 0%	↑ 12%	↓ 1%

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	18,094	291	\$2,940.02	\$10.10	1.61%	-	11	3.78%	\$267.27	38.99%
1 Nov 2019 — 30 Nov 2019	15,139	259	\$2,920.46	\$11.28	1.71%	-	11	4.25%	\$265.50	38.95%
Change	2,955 ↓ 16%	32 ↓ 11%	\$19.56 ↓ 1%	\$1.18 ↑ 12%	0.10% ↑ 6%	--	0 ↔ 0%	0.47% ↑ 12%	\$1.77 ↓ 1%	0.04% ↓ 0%

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
Jun '19	22,803	541	\$2,545.15	\$4.70	2.37%	-	6.3	1.17%	\$402.08	21.44%
Jul '19	23,668	426	\$2,922.08	\$6.86	1.8%	-	14.7	3.44%	\$199.19	29.06%
Aug '19	19,129	338	\$2,961.79	\$8.76	1.77%	-	25	7.4%	\$118.47	30.9%
Sep '19	17,092	241	\$2,999.63	\$12.45	1.41%	-	12	4.98%	\$249.97	33.09%
Oct '19	18,094	291	\$2,940.02	\$10.10	1.61%	-	11	3.78%	\$267.27	38.99%
Nov '19	15,139	259	\$2,920.46	\$11.28	1.71%	-	11	4.25%	\$265.50	38.94%
Total	115,925	2,096	\$17,289.13	\$8.25	1.81%	-	80	3.82%	\$216.11	29.98%

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 invisalign	15,139	259	\$2,920.46	\$11.28	1.71%	-	11	4.25%	\$265.50	38.94%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

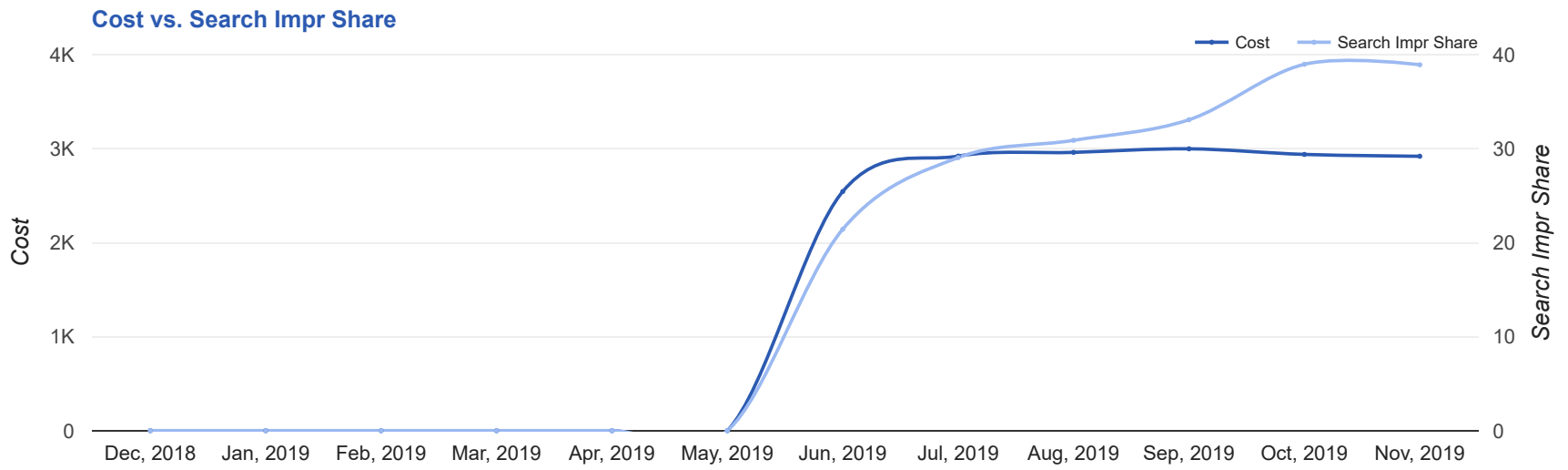
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Save 60% On Invisalign Today - {Keyword:Invisalign Clear Aligners} - Top-Rated Provider in NYC caringdentaloffice.com/ Straighten Your Teeth in Half the Time as Braces. Enjoy A Smile You'll Love to Show Off.	1,945	32	\$465.65	\$14.55	1.65%	-	4.5	14.06%	\$103.48
Leading Invisalign in NYC - See Results from Real Patients - Painless Adjustments caringdentaloffice.com/ -- Comfortable, Easy, Practical. 0% Interest. No Monthly Visits. Book a Free Consult Today	2,905	49	\$609.33	\$12.44	1.69%	-	2	4.08%	\$304.67
Leading Invisalign in NYC - See Results from Real Patients - Painless Adjustments caringdentaloffice.com/ -- Comfortable, Easy, Practical. 0% Interest. No Monthly Visits. Book a Free Consult Today	2,272	61	\$498.05	\$8.16	2.68%	-	1	1.64%	\$498.05
Top-Rated Invisalign® in NYC - Save 60% on Invisalign® - Why Go with a Cheap Knockoff? caringdentaloffice.com/ -- Twice As Fast As Braces. Better Than Any Non-Braces Alternative. Book a Free Consultation!	1,458	31	\$340.81	\$10.99	2.13%	-	1	3.23%	\$340.81
Save 60% On Invisalign Today - {Keyword:Invisalign Clear Aligners} - Top-Rated Provider in NYC caringdentaloffice.com/ Straighten Your Teeth in Half the Time as Braces. Enjoy A Smile You'll Love to Show Off.	847	24	\$250.75	\$10.45	2.83%	-	1	4.17%	\$250.75

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

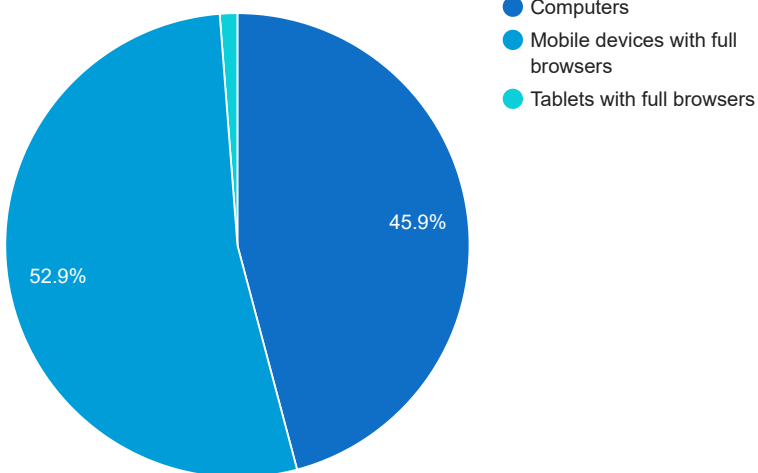
Budget Coverage



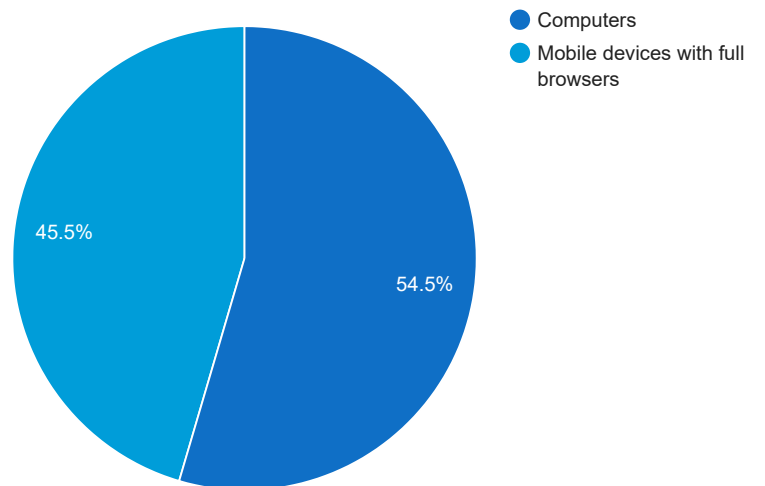
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	2,545.15	21.44
Jul, 2019	2,922.08	29.06
Aug, 2019	2,961.79	30.90
Sep, 2019	2,999.63	33.09
Oct, 2019	2,940.02	38.99
Nov, 2019	2,920.46	38.94

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	7,278	153	\$1,545.49	\$10.10	2.1%	-	5	3.27%	\$309.10
Computers	7,620	102	\$1,339.35	\$13.13	1.34%	-	6	5.88%	\$223.23
Tablets with full browsers	241	4	\$35.62	\$8.90	1.66%	-	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	15,139	259	\$2,920.46	\$11.28	1.71%	-	11	4.25%	\$265.50

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submission

7

Phone Call

4

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