

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

Caring Dental

667-463-4621

# Key Performance Indicators (KPIs)

Cost

\$2,954

↑ 2%

Conv

12

↑ 33%

Conv Rate

4.65%

↑ 25%

Cost / Conv

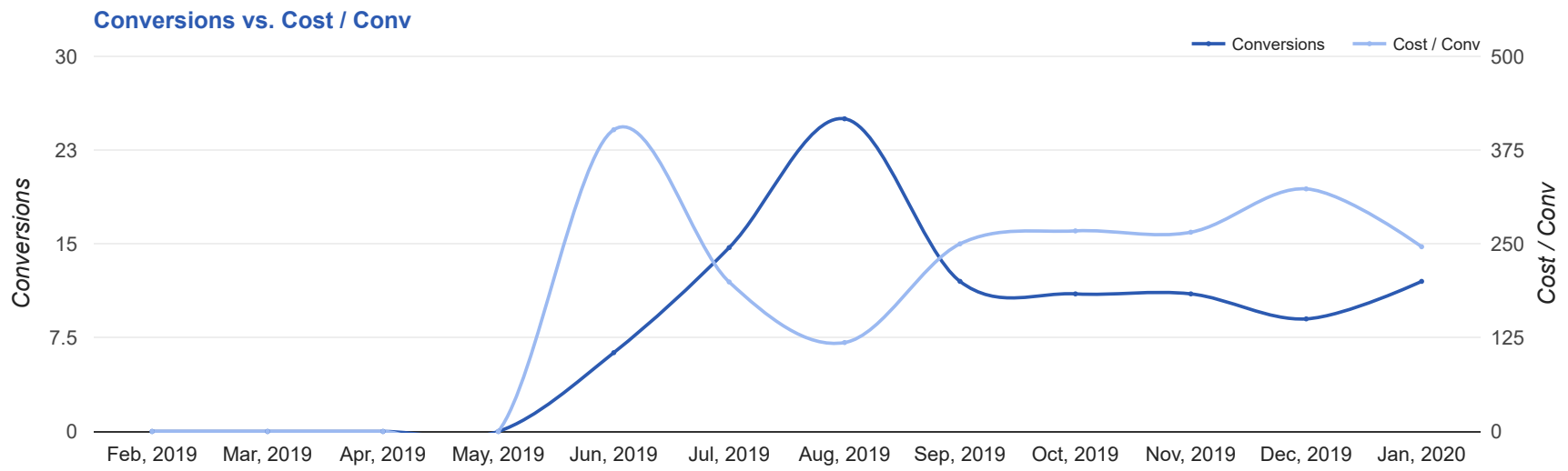
\$246.15

↓ 24%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Dec 2019 — 31 Dec 2019</b>	11,470	242	\$2,909.42	\$12.02	2.11%	-	9	3.72%	\$323.27	35.81%
<b>1 Jan 2020 — 31 Jan 2020</b>	16,273	258	\$2,953.83	\$11.45	1.59%	-	12	4.65%	\$246.15	37.38%
<b>Change</b>	4,803 ↑ 42%	16 ↑ 7%	\$44.41 ↑ 2%	\$0.57 ↓ 5%	0.52% ↓ 25%	--	3 ↑ 33%	0.93% ↑ 25%	\$77.12 ↓ 24%	1.57% ↑ 4%

# Performance by Month - 1 Feb 2019 — 31 Jan 2020



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	39.12%
Dec '19	11,470	242	\$2,909.42	\$12.02	2.11%	-	9	3.72%	\$323.27	35.81%
Jan '20	16,273	258	\$2,953.83	\$11.45	1.59%	-	12	4.65%	\$246.15	37.35%
<b>Total</b>	<b>143,668</b>	<b>2,596</b>	<b>\$23,152.38</b>	<b>\$8.92</b>	<b>1.81%</b>	<b>-</b>	<b>101</b>	<b>3.89%</b>	<b>\$229.23</b>	<b>31.09%</b>

# Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   invisalign	16,273	258	\$2,953.83	\$11.45	1.59%	-	12	4.65%	\$246.15	37.35%

# Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

## Top Text Ads

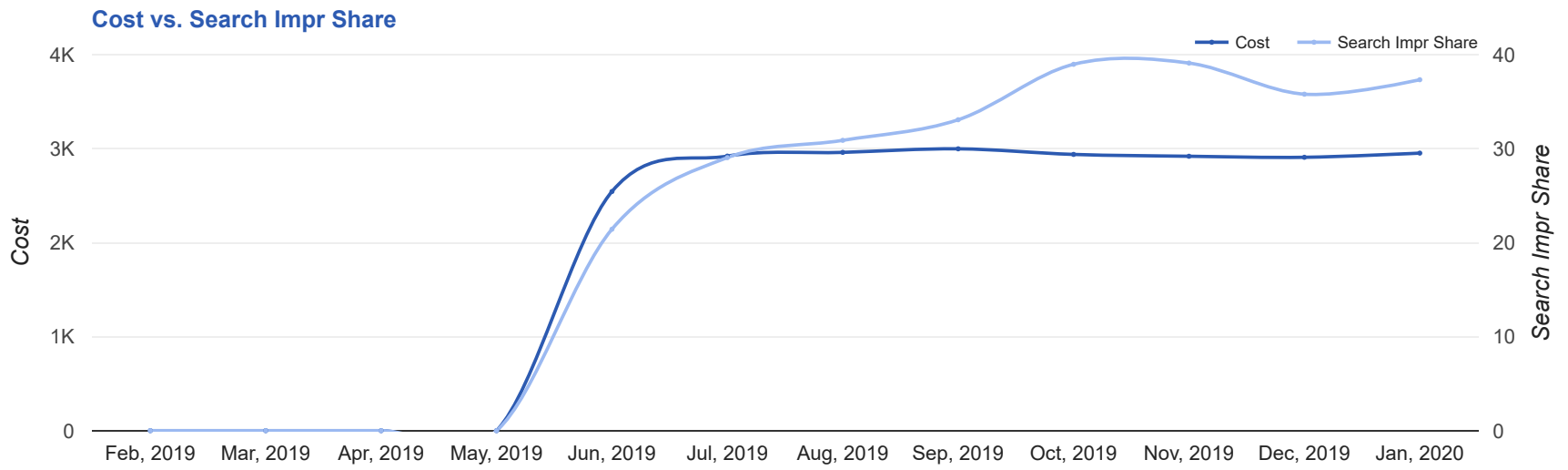
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Save 60% On Invisalign Today - {Keyword:Invisalign Clear Aligners} - Top-Rated Provider in NYC <a href="http://caringdentaloffice.com/">caringdentaloffice.com/</a> Straighten Your Teeth in Half the Time as Braces. Enjoy A Smile You'll Love to Show Off.	2,415	47	\$724.33	\$15.41	1.95%	-	5	10.64%	\$144.87
Leading Invisalign in NYC - See Results from Real Patients - Painless Adjustments <a href="http://caringdentaloffice.com/">caringdentaloffice.com/</a> -- Comfortable, Easy, Practical. 0% Interest. No Monthly Visits. Book a Free Consult Today	3,849	94	\$1,017.71	\$10.83	2.44%	-	4	4.26%	\$254.43
Top-Rated Invisalign in NYC - All Smiles Dental - Offering 60 Off Right Now <a href="http://caringdentaloffice.com/">caringdentaloffice.com/</a> See Results from Real Patients. Easy, Comfortable, and Affordable. Painless Adjustments.	1,229	18	\$249.78	\$13.88	1.46%	-	1	5.56%	\$249.78
Save 60% on Invisalign® - Skip the Cheap Knockoffs - Your Teeth Deserve the Best <a href="http://caringdentaloffice.com/">caringdentaloffice.com/</a> Don't Be Fooled by Cheap Knockoffs, Smile Clubs, & Inferior Alternatives. Get Invisalign®.	2,585	18	\$175.77	\$9.77	0.70%	-	1	5.56%	\$175.77
Why Go with a Knockoff? - Invisalign® Really Works - Save 60 Today <a href="http://caringdentaloffice.com/">caringdentaloffice.com/</a> Cheap Knockoffs Aren't Nearly As Effective. Get the Perfect Smile with Invisalign®.	838	8	\$72.95	\$9.12	0.95%	-	1	12.50%	\$72.95

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2020 — 31 Jan 2020

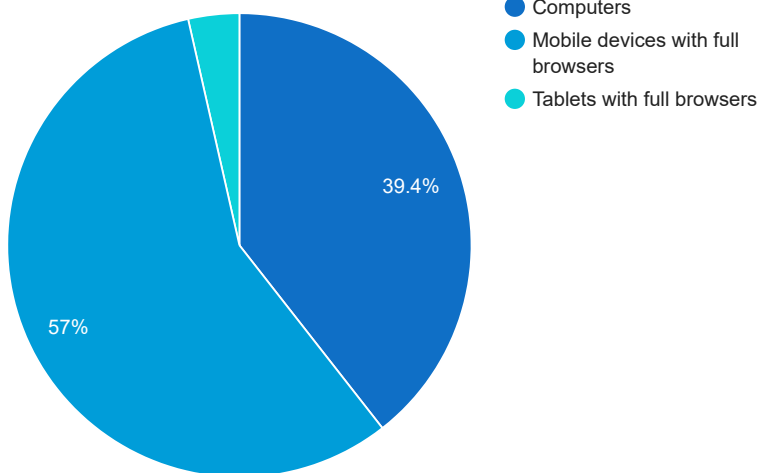
## Budget Coverage



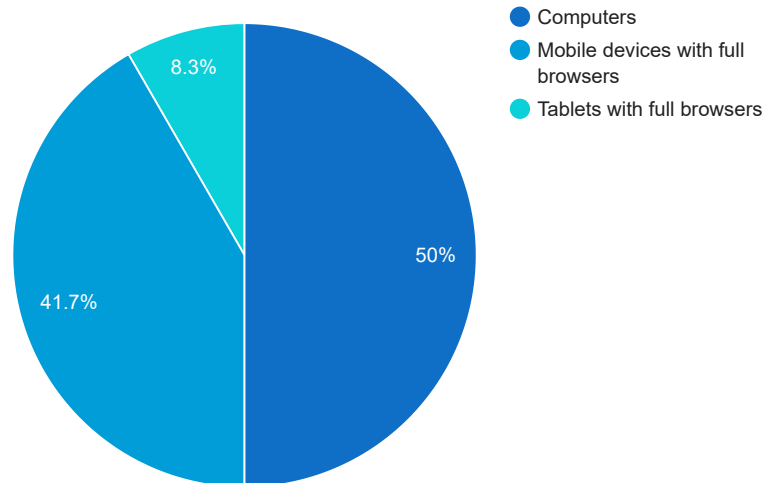
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	2,545.15	21.44
Jul, 2019	2,922.08	29.06
Aug, 2019	2,961.79	30.90
Sep, 2019	2,999.63	33.09
Oct, 2019	2,940.02	38.99
Nov, 2019	2,920.46	39.12
Dec, 2019	2,909.42	35.81
Jan, 2020	2,953.83	37.35

## 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	8,294	160	\$1,684.08	\$10.53	1.93%	-	5	3.13%	\$336.82
Computers	7,814	89	\$1,164.82	\$13.09	1.14%	-	6	6.74%	\$194.14
Tablets with full browsers	165	9	\$104.93	\$11.66	5.45%	-	1	11.11%	\$104.93

### 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	16,273	258	\$2,953.83	\$11.45	1.59%	-	12	4.65%	\$246.15

## Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	6
Phone Call	5
Website Calls	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