

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

Caring Dental

667-463-4621

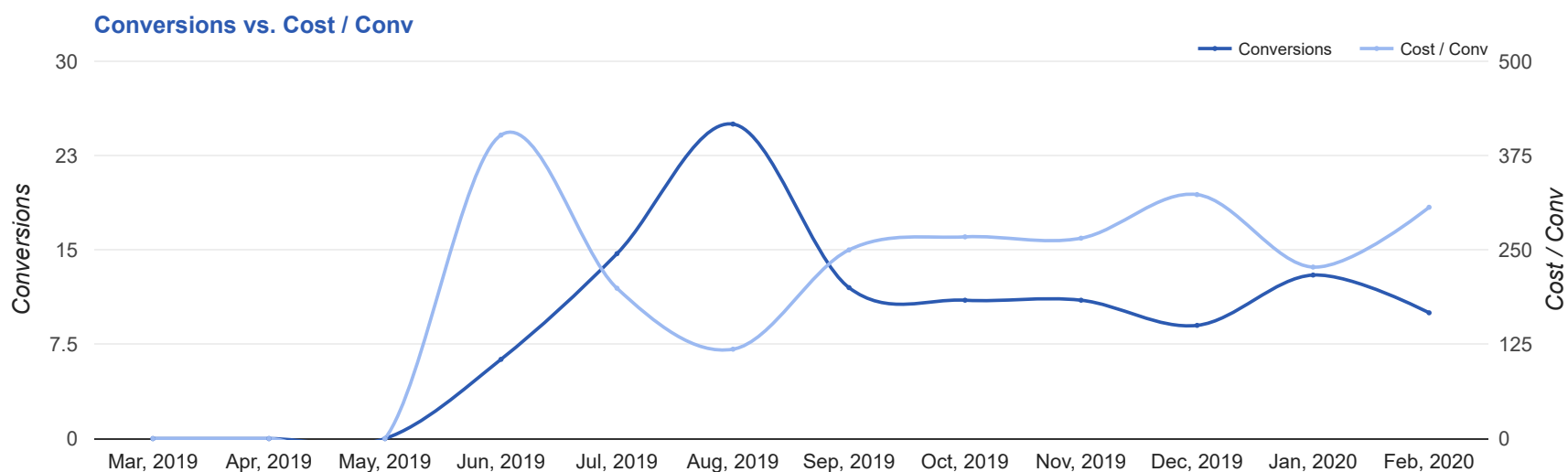
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,065	10	4.59%	\$306.46
↑ 4%	↓ 23%	↓ 9%	↑ 35%

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	16,273	258	\$2,953.83	\$11.45	1.59%	-	13	5.04%	\$227.22	37.41%
1 Feb 2020 — 29 Feb 2020	11,208	218	\$3,064.59	\$14.06	1.95%	-	10	4.59%	\$306.46	41%
Change	5,065 ↓ 31%	40 ↓ 16%	\$110.76 ↑ 4%	\$2.61 ↑ 23%	0.36% ↑ 23%	--	3 ↓ 23%	0.45% ↓ 9%	\$79.24 ↑ 35%	3.59% ↑ 10%

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
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%	-	13	5.04%	\$227.22	37.41%
Feb '20	11,208	218	\$3,064.59	\$14.06	1.95%	-	10	4.59%	\$306.46	41%
Total	154,876	2,814	\$26,216.97	\$9.32	1.82%	-	112	3.98%	\$234.08	31.65%

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 invisalign	9,689	203	\$2,874.49	\$14.16	2.1%	-	9	4.43%	\$319.39	40.37%
search beta competitors	1,519	15	\$190.10	\$12.67	0.99%	-	1	6.67%	\$190.10	45.51%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

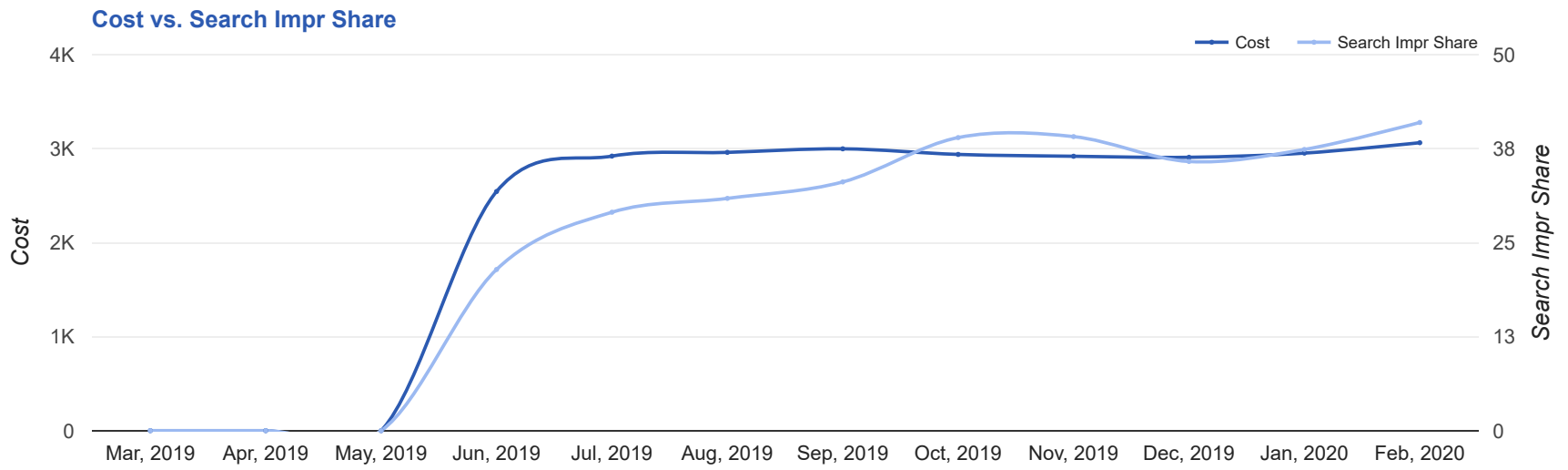
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Invisalign Clear Aligners} - Save 60% On Invisalign Today - Top-Rated Provider in NYC caringdentaloffice.com/ Straighten Your Teeth in Half the Time as Braces. Enjoy A Smile You'll Love to Show Off.	2,035	52	\$952.28	\$18.31	2.56%	-	2	3.85%	\$476.14
{Keyword:Best Invisalign Deal} - Best Invisalign Price NYC - Painless Adjustments caringdentaloffice.com/invisalign/cost Comfortable, Easy, Practical. 0% Interest. No Monthly Visits. Book a Free Consult Today	521	19	\$181.54	\$9.55	3.65%	-	2	10.53%	\$90.77
{Keyword:Invisalign Clear Aligners} - See Results from Real Patients - Avoid Painful Brackets & Wires caringdentaloffice.com/invisalign/ -- Straighten Your Teeth in Half the Time as Braces. Enjoy A Smile You'll Love to Show Off.	2,380	58	\$729.37	\$12.58	2.44%	-	2	3.45%	\$364.69
Invisalign® Beats Braces - Avoid Painful Brackets & Wires - Call Today for 60 Off caringdentaloffice.com/ Twice As Fast As Braces. Better Than Any Non-Braces Alternative. It's an Easy Choice.	23	1	\$9.01	\$9.01	4.35%	-	1	100.00%	\$9.01
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!	414	2	\$19.19	\$9.60	0.48%	-	1	50.00%	\$19.19

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

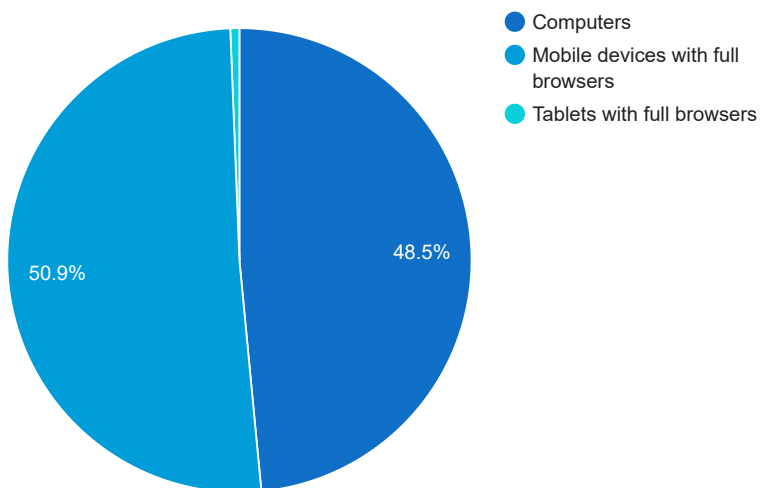
Budget Coverage



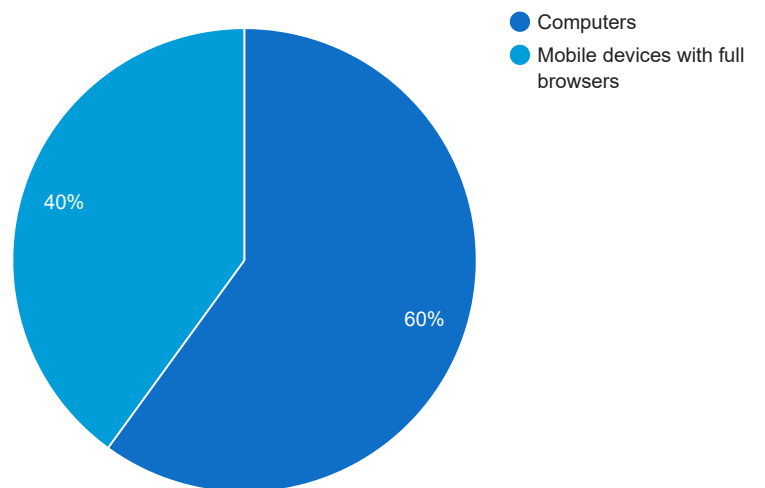
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	2,545.15	21.44
Jul, 2019	2,922.08	29.06
Aug, 2019	2,961.79	30.90
Sep, 2019	2,999.63	33.09
Oct, 2019	2,940.02	38.99
Nov, 2019	2,920.46	39.12
Dec, 2019	2,909.42	35.81
Jan, 2020	2,953.83	37.41
Feb, 2020	3,064.59	41

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	5,488	114	\$1,559.24	\$13.68	2.08%	-	4	3.51%	\$389.81
Computers	5,626	102	\$1,486.00	\$14.57	1.81%	-	6	5.88%	\$247.67
Tablets with full browsers	94	2	\$19.35	\$9.68	2.13%	-	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	11,208	218	\$3,064.59	\$14.06	1.95%	-	10	4.59%	\$306.46

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	6
Phone Call	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