

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

Caring Dental

667-463-4621

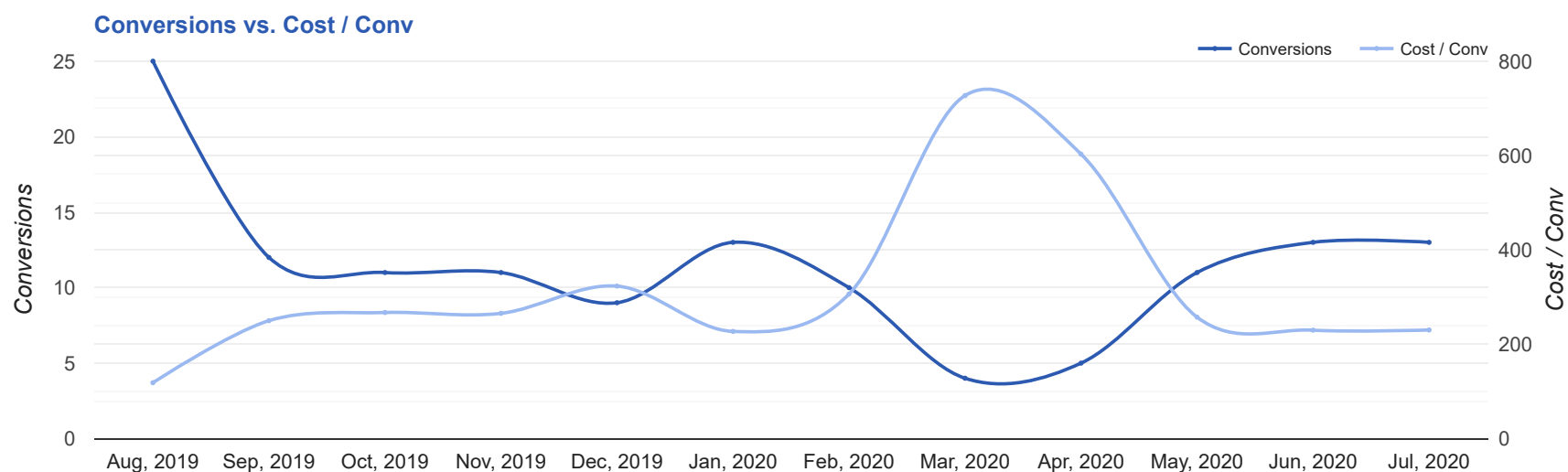
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,993	13	4.3%	\$230.22
↔ 0%	↔ 0%	↓ 11%	↔ 0%

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	9,517	269	\$2,988.06	\$11.11	2.83%	-	13	4.83%	\$229.85	45.93%
1 Jul 2020 — 31 Jul 2020	11,710	302	\$2,992.86	\$9.91	2.58%	-	13	4.3%	\$230.22	40.61%
Change	2,193 ↑ 23%	33 ↑ 12%	\$4.80 ↑ 0%	\$1.20 ↓ 11%	0.25% ↓ 9%	--	0 ↔ 0%	0.53% ↓ 11%	\$0.37 ↑ 0%	5.32% ↓ 12%

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	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%
Mar '20	4,034	140	\$2,908.35	\$20.77	3.47%	-	4	2.86%	\$727.09	62.94%
Apr '20	7,072	198	\$3,014.76	\$15.23	2.8%	-	5	2.53%	\$602.95	59.34%
May '20	8,284	213	\$2,831.88	\$13.30	2.57%	-	11	5.16%	\$257.44	53.88%
Jun '20	9,517	269	\$2,988.06	\$11.11	2.83%	-	13	4.83%	\$229.85	45.93%
Jul '20	11,710	302	\$2,992.86	\$9.91	2.58%	-	13	4.3%	\$230.22	40.61%
Total	149,022	2,969	\$35,485.65	\$11.95	1.99%	-	137	4.61%	\$259.02	38.73%

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 invisalign	11,710	302	\$2,992.86	\$9.91	2.58%	-	13	4.3%	\$230.22	40.61%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

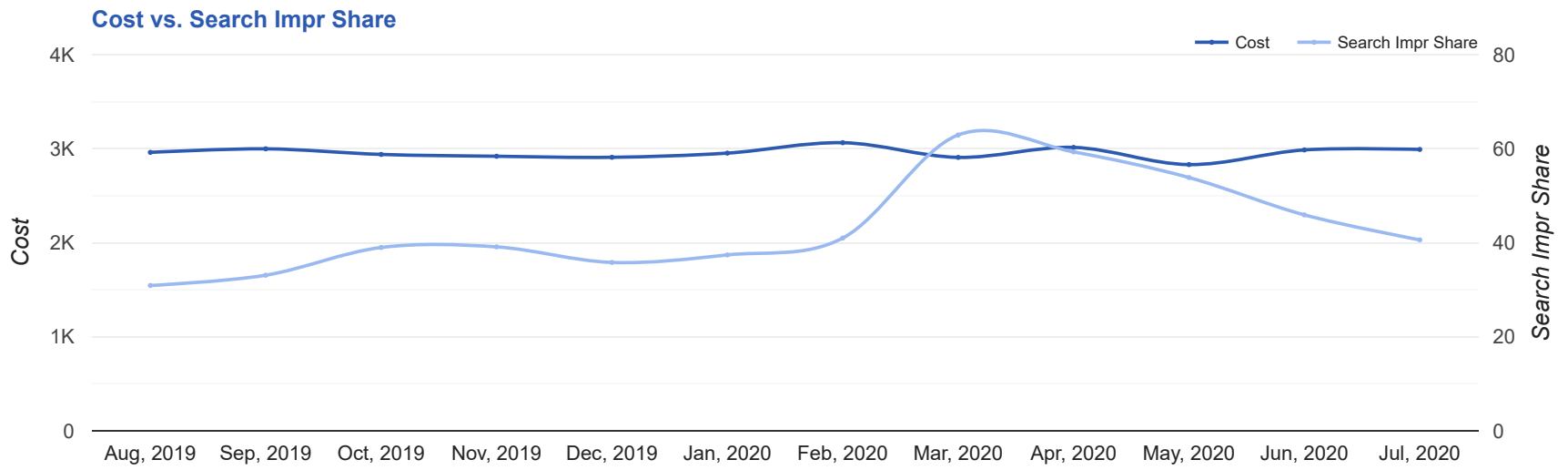
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Invisalign Clear Aligners} - See Results from Real Patients - Avoid Painful Brackets & Wires caringdentaloffice.com/invisalign/ -- Straighten Your Teeth in Half the Time as Braces. Enjoy A Smile You'll Love to Show Off.	1,561	39	\$357.97	\$9.18	2.50%	-	4.7	11.97%	\$76.65
{Keyword:Invisalign Clear Braces} - Save 60% On Invisalign Today - Book A Virtual Consultation caringdentaloffice.com/ Straighten Your Teeth in Half the Time as Braces. Enjoy a Smile You'll Love to Show Off.	5,871	149	\$1,627.72	\$10.92	2.54%	-	4	2.68%	\$406.93
Save 60% On Invisalign Cost - All Smiles Dental - Virtual Consultation Available caringdentaloffice.com/ Straighten Your Teeth in Half the Time as Braces. Enjoy a Smile You'll Love to Show Off.	370	17	\$138.43	\$8.14	4.59%	-	2	11.76%	\$69.22
{Keyword:Invisalign Clear Aligners} - Save 60% On Clear Aligners - Book A Virtual Consultation caringdentaloffice.com/ Straighten Your Teeth in Half the Time as Braces. Enjoy a Smile You'll Love to Show Off.	162	2	\$10.40	\$5.20	1.23%	-	1	50.00%	\$10.40
Save 60% on Invisalign® - Skip the Cheap Knockoffs - Your Teeth Deserve the Best caringdentaloffice.com/ Don't Be Fooled by Cheap Knockoffs, Smile Clubs, & Inferior Alternatives. Get Invisalign®.	898	11	\$86.86	\$7.90	1.22%	-	1	9.09%	\$86.86

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

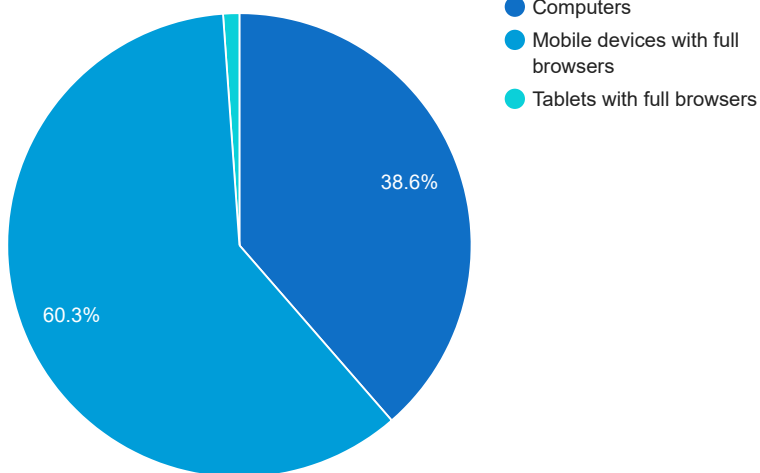
Budget Coverage



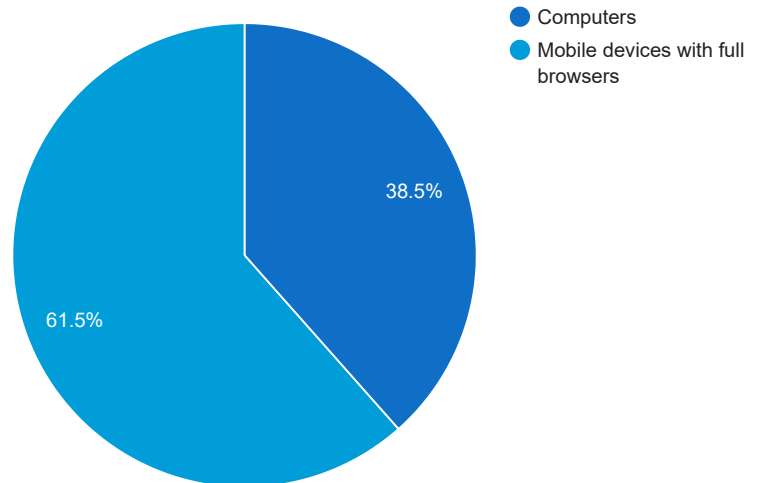
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	2,961.79	30.90
Sep, 2019	2,999.63	33.09
Oct, 2019	2,940.02	38.99
Nov, 2019	2,920.46	39.12
Dec, 2019	2,909.42	35.81
Jan, 2020	2,953.83	37.41
Feb, 2020	3,064.59	41
Mar, 2020	2,908.35	62.94
Apr, 2020	3,014.76	59.34
May, 2020	2,831.88	53.88
Jun, 2020	2,988.06	45.93
Jul, 2020	2,992.86	40.61

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	7,130	197	\$1,803.57	\$9.16	2.76%	-	8	4.06%	\$225.45
Computers	4,449	99	\$1,155.52	\$11.67	2.23%	-	5	5.05%	\$231.10
Tablets with full browsers	131	6	\$33.77	\$5.63	4.58%	-	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	11,710	302	\$2,992.86	\$9.91	2.58%	-	13	4.3%	\$230.22

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	7
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