

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Caring Dental

667-463-4621

Key Performance Indicators (KPIs)

Cost

\$3,046

↑ 2%

Conv

15

↔ 0%

Conv Rate

4.16%

↑ 19%

Cost / Conv

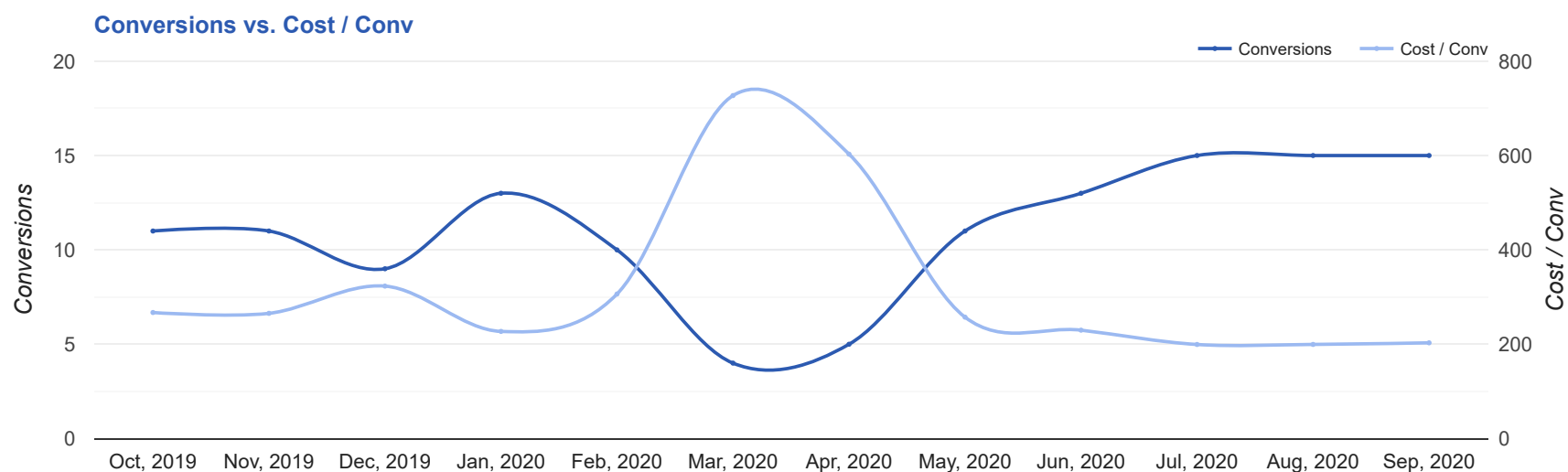
\$203.03

↑ 2%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	17,423	427	\$2,994.46	\$7.01	2.45%	-	15	3.51%	\$199.63	23.99%
1 Sep 2020 — 30 Sep 2020	15,833	361	\$3,045.51	\$8.44	2.28%	-	15	4.16%	\$203.03	20.55%
Change	1,590 ↓ 9%	66 ↓ 15%	\$51.05 ↑ 2%	\$1.43 ↑ 20%	0.17% ↓ 7%	--	0 ↔ 0%	0.65% ↑ 19%	\$3.40 ↑ 2%	3.44% ↓ 14%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	15	4.97%	\$199.52		40.57%
Aug '20	17,423	427	\$2,994.46	\$7.01	2.45%	-	15	3.51%	\$199.63		23.99%
Sep '20	15,833	361	\$3,045.51	\$8.44	2.28%	-	15	4.16%	\$203.03		20.55%
Total	146,057	3,178	\$35,564.20	\$11.19	2.18%	-	132	4.15%	\$269.43		34.7%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta invisalign	15,833	361	\$3,045.51	\$8.44	2.28%	-	15	4.16%	\$203.03	20.55%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

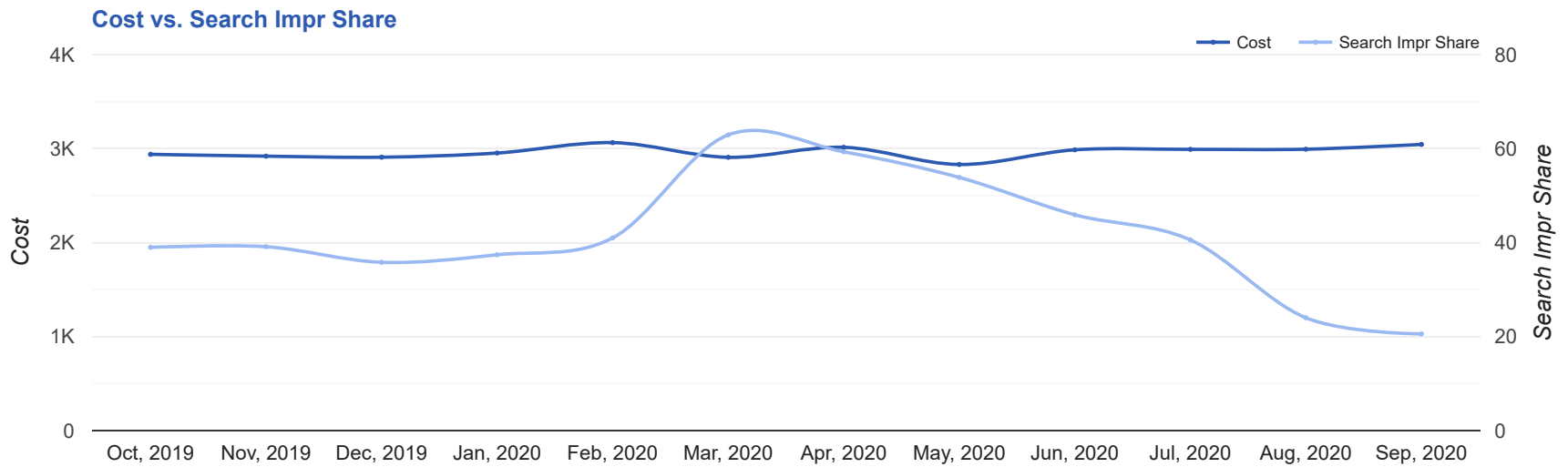
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Invisalign Clear Aligners - See Results from Real Patients - Avoid Painful Brackets & Wires caringdentaloffice.com/invisalign/ -- Straighten Your Teeth in Half the Time as Braces. Enjoy A Smile You'll Love to Show Off.	5,446	150	\$1,268.42	\$8.46	2.75%	-	4	2.67%	\$317.11
{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	253	11	\$87.30	\$7.94	4.35%	-	3	27.27%	\$29.10
{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.	2,555	39	\$385.90	\$9.89	1.53%	-	3	7.69%	\$128.63
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®.	940	10	\$80.04	\$8.00	1.06%	-	2	20.00%	\$40.02
{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.	1,885	65	\$485.46	\$7.47	3.45%	-	1.5	2.31%	\$323.64

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

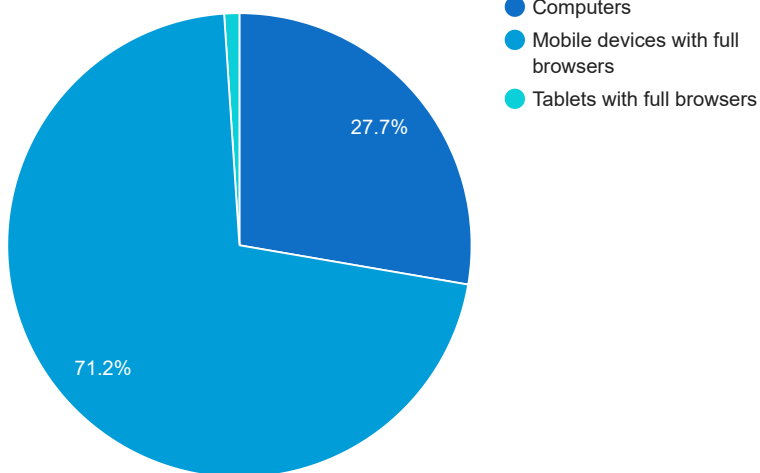
Budget Coverage



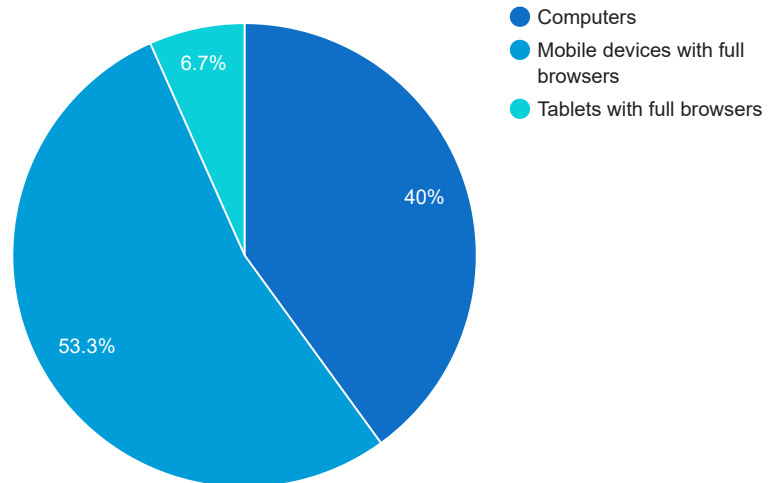
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	2,940.02	38.99
Nov, 2019	2,920.46	39.12
Dec, 2019	2,909.42	35.81
Jan, 2020	2,953.83	37.41
Feb, 2020	3,064.59	41
Mar, 2020	2,908.35	62.94
Apr, 2020	3,014.76	59.34
May, 2020	2,831.88	53.88
Jun, 2020	2,988.06	45.93
Jul, 2020	2,992.86	40.57
Aug, 2020	2,994.46	23.99
Sep, 2020	3,045.51	20.55

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	10,200	257	\$2,169.58	\$8.44	2.52%	-	8	3.11%	\$271.20
Computers	5,405	96	\$843.87	\$8.79	1.78%	-	6	6.25%	\$140.65
Tablets with full browsers	228	8	\$32.06	\$4.01	3.51%	-	1	12.5%	\$32.06

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	15,833	361	\$3,045.51	\$8.44	2.28%	-	15	4.16%	\$203.03

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE

CONV

Form Submission

9

Phone Call

6

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