

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Dr Fiorillo, Michael - #1

980-719-4725

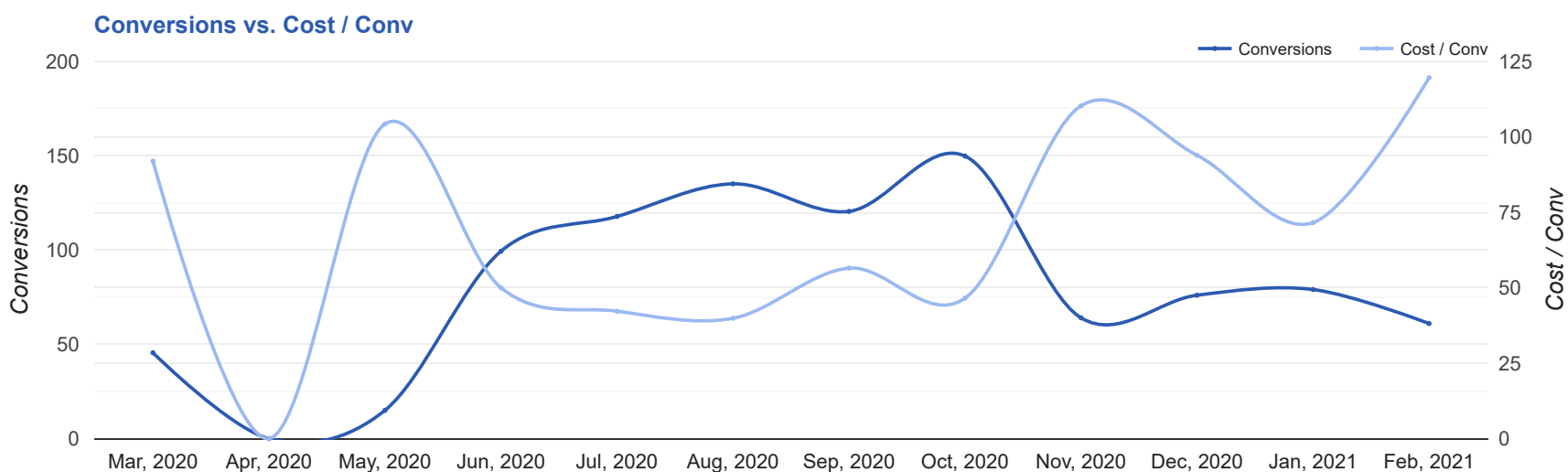
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$7,291	61	3.99%	\$119.53
↑ 29%	↓ 23%	↓ 1%	↑ 67%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	25,628	1,951	\$5,651.26	\$2.90	7.61%	-	79	4.05%	\$71.53	36.13%
1 Feb 2021 — 28 Feb 2021	27,633	1,529	\$7,291.07	\$4.77	5.53%	-	61	3.99%	\$119.53	26.23%
Change	2,005 ↑ 8%	422 ↓ 22%	\$1,639.81 ↑ 29%	\$1.87 ↑ 64%	2.08% ↓ 27%	--	18 ↓ 23%	0.06% ↓ 1%	\$48.00 ↑ 67%	9.90% ↓ 27%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '20	22,927	1,142	\$4,181.65	\$3.66	4.98%	-	45.5	3.98%	\$91.90	36.31%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	10,582	748	\$1,563.04	\$2.09	7.07%	-	15	2.01%	\$104.20	37.55%
Jun '20	35,243	2,175	\$4,962.47	\$2.28	6.17%	-	99.3	4.57%	\$49.96	31.23%
Jul '20	37,458	2,175	\$4,965.42	\$2.28	5.81%	-	117.7	5.41%	\$42.20	25.01%
Aug '20	34,944	2,270	\$5,380.51	\$2.37	6.5%	-	135	5.95%	\$39.86	27.11%
Sep '20	36,554	2,615	\$6,795.19	\$2.60	7.15%	-	120.4	4.6%	\$56.46	36.69%
Oct '20	34,491	2,447	\$6,963.95	\$2.85	7.09%	-	149.7	6.12%	\$46.53	32.02%
Nov '20	32,681	2,307	\$7,052.48	\$3.06	7.06%	-	64	2.77%	\$110.20	31.63%
Dec '20	29,804	1,982	\$7,130.24	\$3.60	6.65%	-	76	3.83%	\$93.82	39.11%
Jan '21	25,628	1,951	\$5,651.26	\$2.90	7.61%	-	79	4.05%	\$71.53	36.13%
Feb '21	27,633	1,529	\$7,291.07	\$4.77	5.53%	-	61	3.99%	\$119.53	26.23%
Total	327,945	21,341	\$61,937.28	\$2.90	6.51%	-	962.5	4.51%	\$64.35	31.35%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta breast augmentation	12,043	538	\$2,929.63	\$5.45	4.47%	-	24.9	4.62%	\$117.85	26.98%
search beta coolsculpting	9,950	448	\$2,388.93	\$5.33	4.5%	-	16.5	3.68%	\$144.78	20.71%
search beta mommy makeover	1,751	255	\$963.47	\$3.78	14.56%	-	16.1	6.33%	\$59.69	67.16%
search beta halo fractional laser	1,495	118	\$506.70	\$4.29	7.89%	-	3.5	2.97%	\$144.77	34.52%
Mommy Makeover	520	51	\$136.33	\$2.67	9.81%	-	0	0%	\$0.00	52.17%
Breast Augmentation	1,874	119	\$366.01	\$3.08	6.35%	-	0	0%	\$0.00	34.1%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

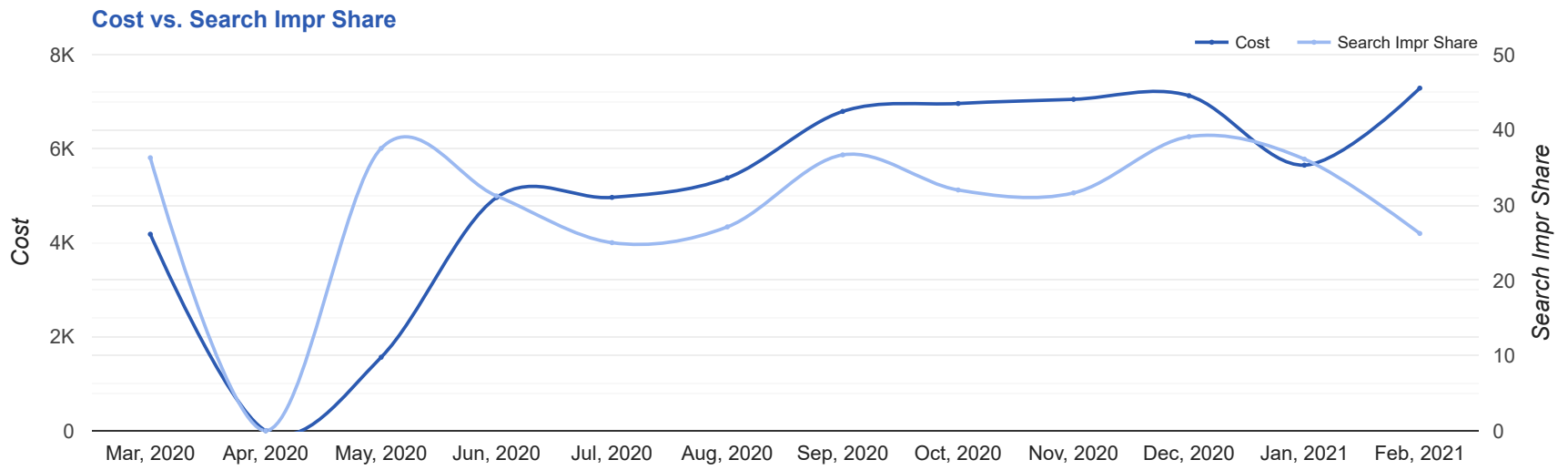
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mommy Makeover Surgery - Beautiful Lasting Results - Mommy Makeover Liposuction www.drffiorillo.com/ --/ -- See Mommy Makeover And After Pictures. Read Reviews, And Save Big On Mommy Makeover Cost.	1,112	166	\$604.46	\$3.64	14.93%	-	14.1	8.49%	\$42.87
Michael A Fiorillo MD - Fat Reduction in Pearl River - Non-Surgical Fat Reduction www.drffiorillo.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,709	97	\$502.99	\$5.19	5.68%	-	6.3	6.49%	\$79.84
[Dynamic Headline] [Dynamic Display URL] Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	653	58	\$200.16	\$3.45	8.88%	-	5.9	10.22%	\$33.75
Michael A Fiorillo MD - Breast Implants in Pearl River - Breast Enhancement Surgery www.drffiorillo.com// Increase Volume for Bigger, Fuller Breasts. Enhances Shape & Contour. Long-Lasting Results	2,283	75	\$520.25	\$6.94	3.29%	-	5.3	7.08%	\$97.98
Breast Implants - Natural Looking Enhancement - Feel More Feminine & Confident www.drffiorillo.com// Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	1,348	90	\$301.88	\$3.35	6.68%	-	4.4	4.93%	\$67.99

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

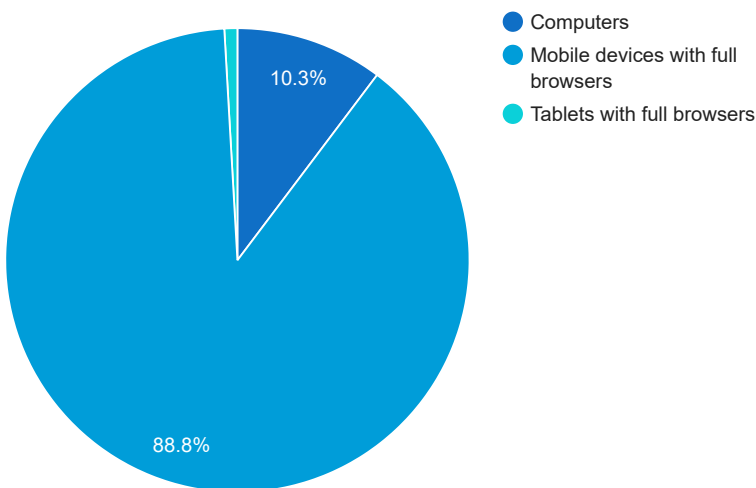
Budget Coverage



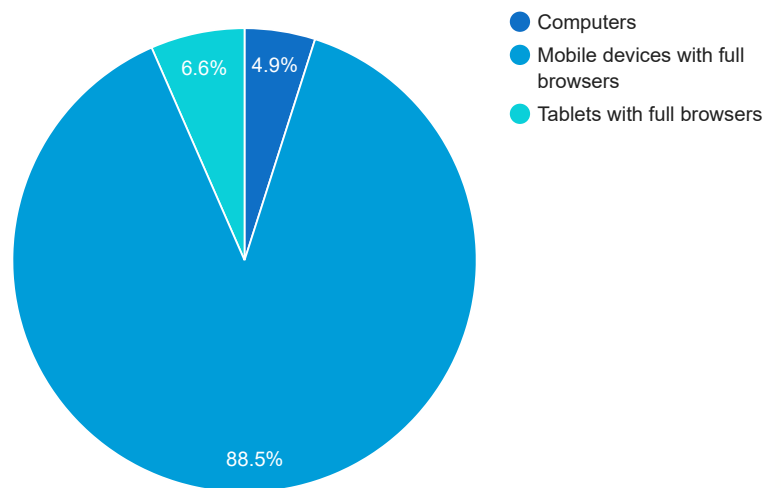
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	4,181.65	36.31
Apr, 2020	0	0
May, 2020	1,563.04	37.55
Jun, 2020	4,962.47	31.23
Jul, 2020	4,965.42	25.01
Aug, 2020	5,380.51	27.11
Sep, 2020	6,795.19	36.69
Oct, 2020	6,963.95	32.02
Nov, 2020	7,052.48	31.63
Dec, 2020	7,130.24	39.11
Jan, 2021	5,651.26	36.13
Feb, 2021	7,291.07	26.23

Cost and Conversions by Device

Cost



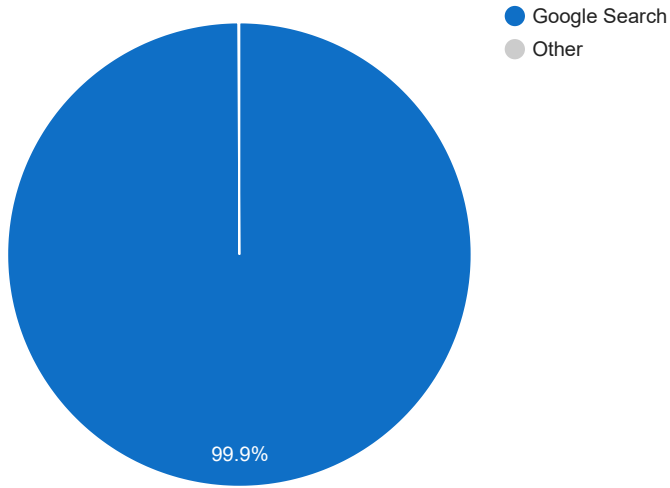
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	23,062	1,357	\$6,475.58	\$4.77	5.88%	-	54	3.98%	\$119.92
Computers	4,192	153	\$749.63	\$4.90	3.65%	-	3	1.96%	\$249.88
Tablets with full browsers	379	19	\$65.86	\$3.47	5.01%	-	4	21.05%	\$16.47

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	27,621	1,527	\$7,284.86	\$4.77	5.53%	-	61	3.99%	\$119.42
Search partners	12	2	\$6.21	\$3.11	16.67%	-	0	0%	\$0.00

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Fills	40
Click to Call	19
Calls from Ads (Clicks)	2

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