

**Monthly Account
Performance Report
1 Mar 2021 — 31 Mar 2021**

Dr Fiorillo, Michael - #1

980-719-4725

Key Performance Indicators (KPIs)

Cost

\$9,086

↑ 25%

Conv

138.7

↑ 126%

Conv Rate

5.82%

↑ 45%

Cost / Conv

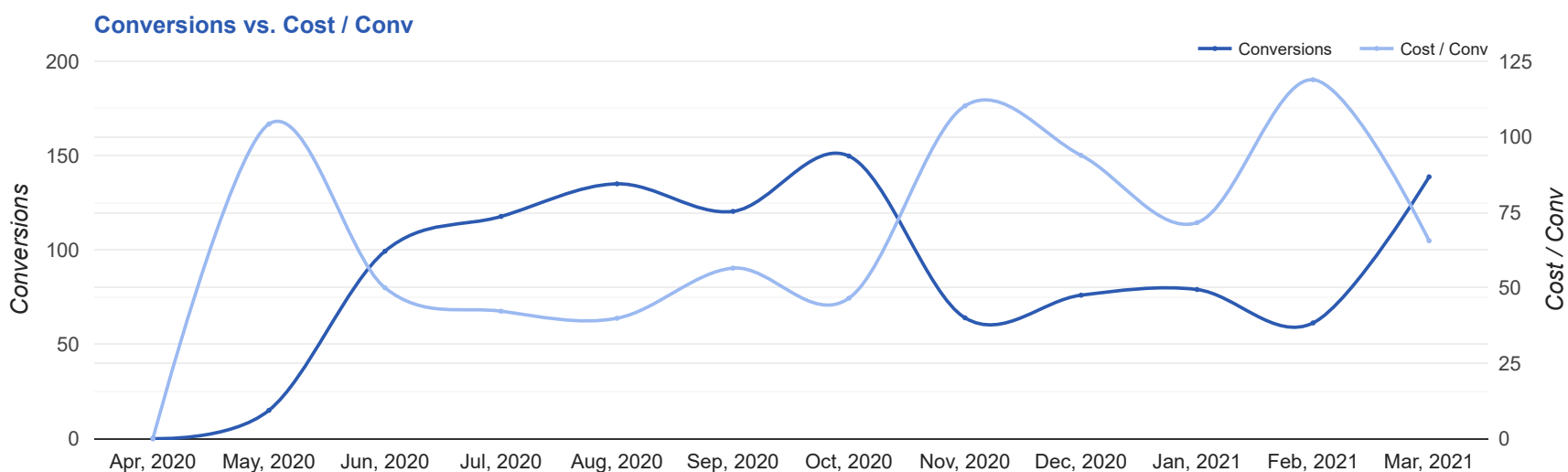
\$65.53

↓ 45%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	27,633	1,529	\$7,291.07	\$4.77	5.53%	-	61.3	4.01%	\$118.86	25.91%
1 Mar 2021 — 31 Mar 2021	42,143	2,381	\$9,086.07	\$3.82	5.65%	-	138.7	5.82%	\$65.53	28.08%
Change	14,510 ↑ 53%	852 ↑ 56%	\$1,795.00 ↑ 25%	\$0.95 ↓ 20%	0.12% ↑ 2%	0 ↔ -	77.32 ↑ 126%	1.81% ↑ 45%	\$53.33 ↓ 45%	2.17% ↑ 8%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	4.01%	\$118.86	25.91%
Mar '21	42,143	2,381	\$9,086.07	\$3.82	5.65%	-	138.7	5.82%	\$65.53	28.08%
Total	347,161	22,580	\$66,841.70	\$2.96	6.5%	-	1,056	4.68%	\$63.30	30.61%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta breast augmentation	22,738	1,149	\$4,891.74	\$4.26	5.05%	-	56.2	4.89%	\$87.10	28.02%
search beta coolsculpting	12,759	643	\$2,444.09	\$3.80	5.04%	-	38	5.91%	\$64.32	27.78%
search beta mommy makeover	3,126	343	\$999.87	\$2.92	10.97%	-	31.5	9.18%	\$31.74	66.63%
search beta halo fractional laser	3,520	246	\$750.37	\$3.05	6.99%	-	13	5.28%	\$57.72	18.91%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

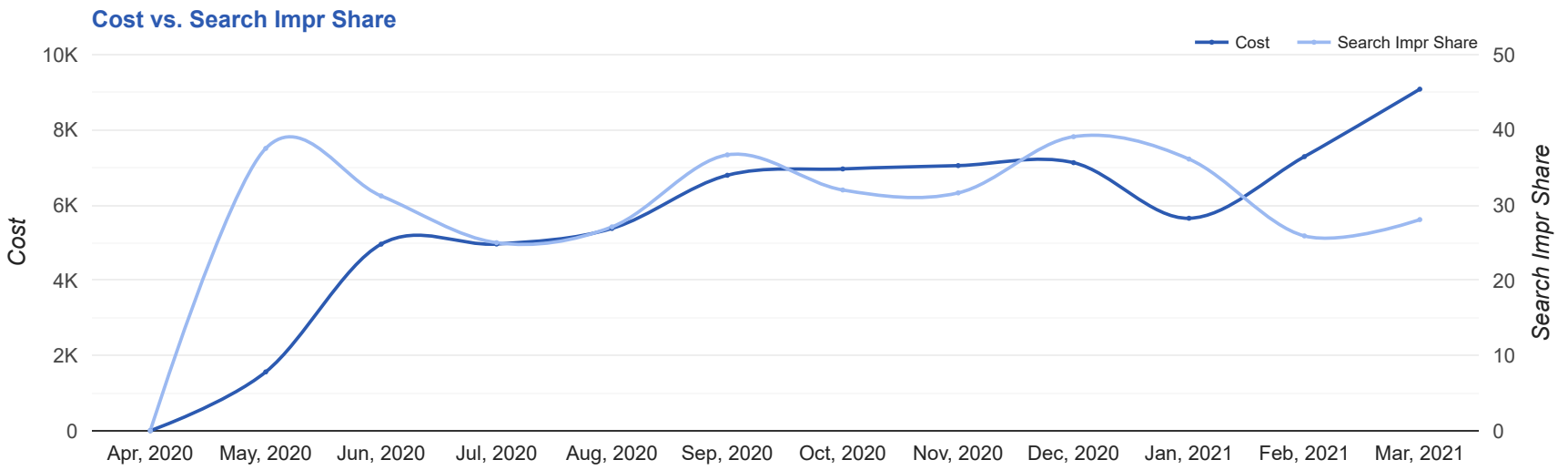
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mommy Makeover Surgery - Beautiful Lasting Results - Mommy Makeover Liposuction www.drffiorillo.com/ --/ -- See Mommy Makeover And After Pictures. Read Reviews, And Save Big On Mommy Makeover Cost.	2,108	225	\$624.69	\$2.78	10.67%	-	19	8.44%	\$32.88
CoolSculpting® Fat Reduction - CoolSculpting in Pearl River - Biggest CoolSculpting® Promo www.drffiorillo.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY	1,285	67	\$297.54	\$4.44	5.21%	-	10	14.93%	\$29.75
[Dynamic Headline] [Dynamic Display URL] Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	1,087	82	\$354.46	\$4.32	7.54%	-	10	12.20%	\$35.45
Breast Augmentation - Natural Looking Enhancement - Feel More Feminine & Confident www.drffiorillo.com/ Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	3,710	250	\$731.77	\$2.93	6.74%	-	9.5	3.80%	\$77.03
Breast Implants - Natural Looking Enhancement - Feel More Feminine & Confident www.drffiorillo.com/ Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	3,769	200	\$583.64	\$2.92	5.31%	-	8.5	4.25%	\$68.66

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

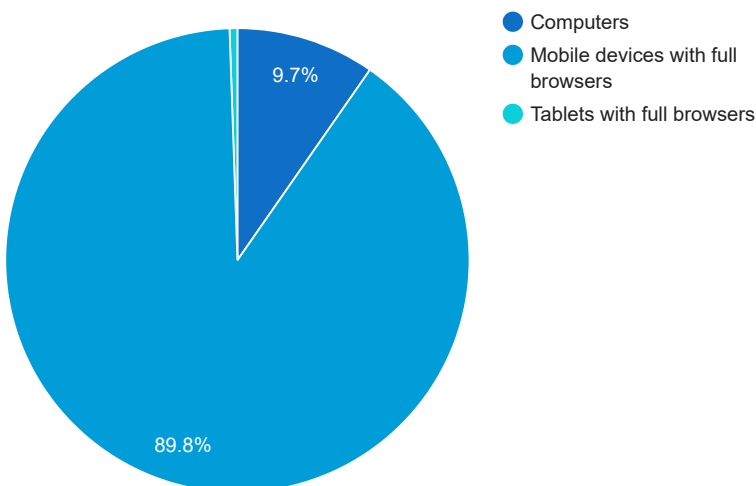
Budget Coverage



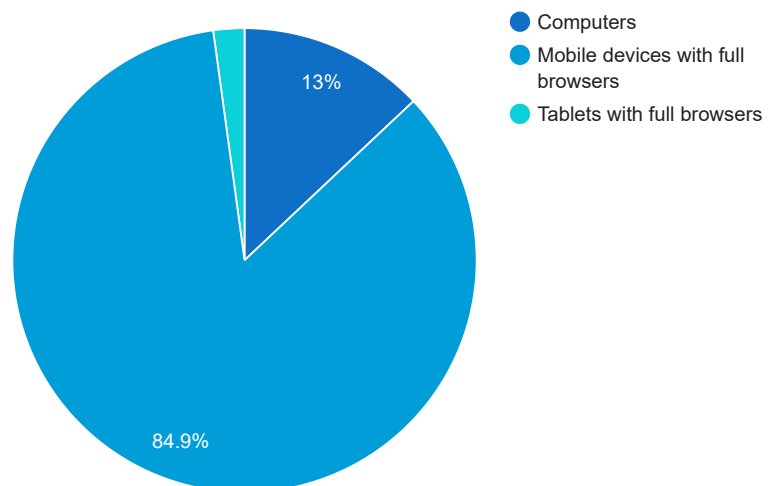
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	1,563.04	37.55
Jun, 2020	4,962.47	31.23
Jul, 2020	4,965.42	25.01
Aug, 2020	5,380.51	27.11
Sep, 2020	6,795.19	36.69
Oct, 2020	6,963.95	32.02
Nov, 2020	7,052.48	31.63
Dec, 2020	7,130.24	39.11
Jan, 2021	5,651.26	36.13
Feb, 2021	7,291.07	25.91
Mar, 2021	9,086.07	28.08

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	36,025	2,143	\$8,157.41	\$3.81	5.95%	-	117.7	5.49%	\$69.33
Computers	5,524	215	\$879.25	\$4.09	3.89%	-	18	8.37%	\$48.85
Tablets with full browsers	594	23	\$49.41	\$2.15	3.87%	-	3	13.04%	\$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	42,143	2,381	\$9,086.07	\$3.82	5.65%	-	138.7	5.82%	\$65.53

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Form Fills	83
Click to Call	43.7
Calls from Website	8
Calls from Ads (Extension)	4

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