

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Dr Fiorillo, Michael - #1

980-719-4725

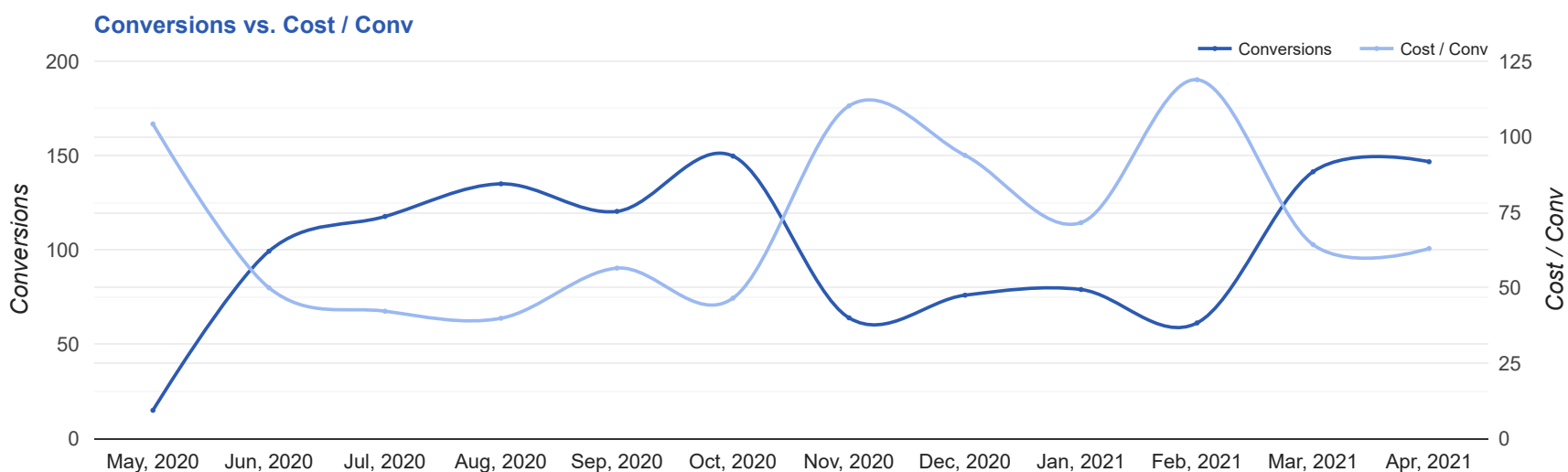
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$9,239	146.7	5.69%	\$62.96
↑ 2%	↑ 4%	↓ 4%	↓ 2%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	42,143	2,381	\$9,086.07	\$3.82	5.65%	-	141.4	5.94%	\$64.25	28.53%
1 Apr 2021 — 30 Apr 2021	43,724	2,581	\$9,238.64	\$3.58	5.9%	-	146.7	5.69%	\$62.96	27.96%
Change	1,581 ↑ 4%	200 ↑ 8%	\$152.57 ↑ 2%	\$0.24 ↓ 6%	0.25% ↑ 4%	0 ↔ -	5.33 ↑ 4%	0.25% ↓ 4%	\$1.29 ↓ 2%	0.57% ↓ 2%

Performance by Month - 1 May 2020 — 30 Apr 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%	-	141.4	5.94%	\$64.25	28.53%
Apr '21	43,724	2,581	\$9,238.64	\$3.58	5.9%	-	146.7	5.69%	\$62.96	27.96%
Total	390,885	25,161	\$76,080.34	\$3.02	6.44%	-	1,205.5	4.79%	\$63.11	30.34%

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta breast augmentation	23,651	1,282	\$4,999.95	\$3.90	5.42%	-	60.5	4.72%	\$82.64	28.89%
search beta coolsculpting	12,344	684	\$2,498.28	\$3.65	5.54%	-	35	5.12%	\$71.38	25.18%
search beta mommy makeover	3,469	317	\$998.81	\$3.15	9.14%	-	29.7	9.38%	\$33.58	66.72%
search beta halo fractional laser	4,260	298	\$741.60	\$2.49	7%	-	21.5	7.21%	\$34.49	20.84%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

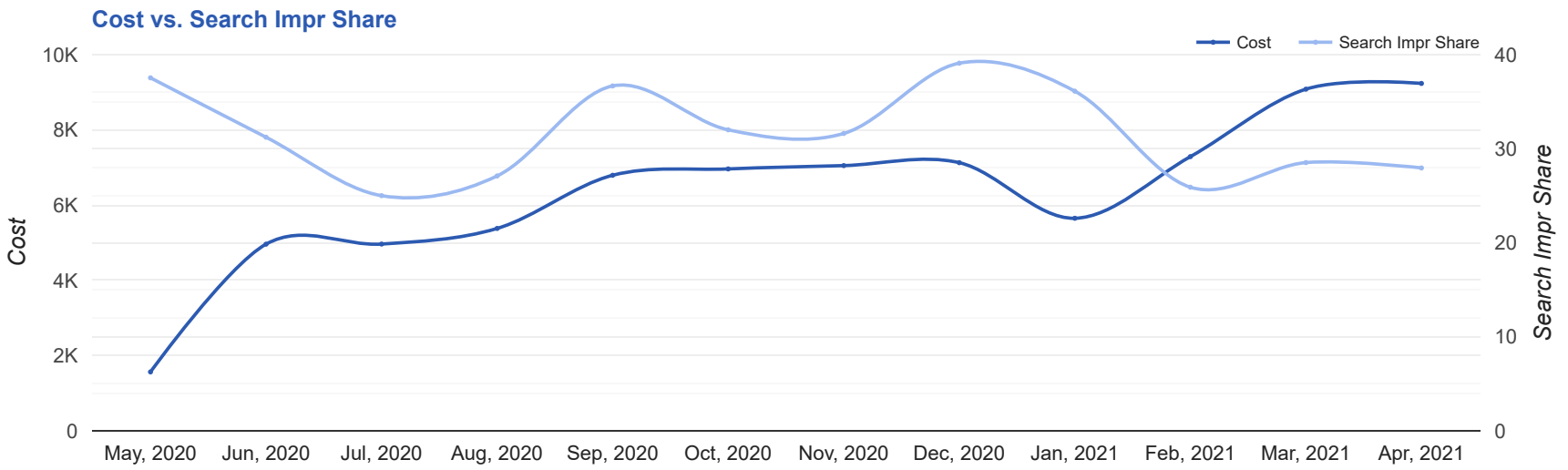
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
[Dynamic Headline] [Dynamic Display URL] Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	1,682	151	\$638.72	\$4.23	8.98%	-	16	10.60%	\$39.92
Breast Augmentation - Natural Looking Enhancement - Feel More Feminine & Confident www.drffiorillo.com/ Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	4,563	322	\$961.60	\$2.99	7.06%	-	15.3	4.74%	\$62.97
Mommy Makeover Surgery - Slim, Lift, And Tighten - Reclaim Your Prepregnancy Body www.drffiorillo.com/ Mommy Makeover Surgery Rejuvenates Your Body And Refine Your Contours After Childbearing.	388	49	\$175.87	\$3.59	12.63%	-	14.9	30.37%	\$11.82
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.	2,195	211	\$660.34	\$3.13	9.61%	-	9.9	4.67%	\$66.97
Breast Implants - Natural Looking Enhancement - Feel More Feminine & Confident www.drffiorillo.com/ Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	4,002	240	\$614.41	\$2.56	6.00%	-	8.5	3.54%	\$72.28

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

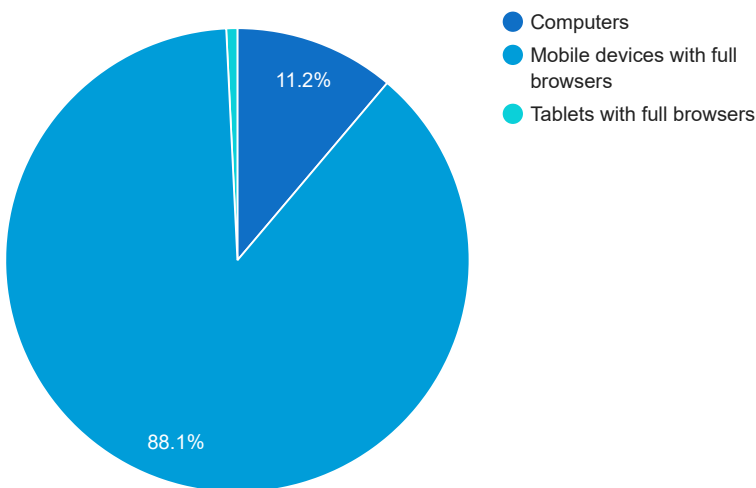
Budget Coverage



DATE	COST	SEARCH IMPR SHARE
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	28.53
Apr, 2021	9,238.64	27.96

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	36,745	2,264	\$8,135.78	\$3.59	6.16%	-	126	5.57%	\$64.56
Computers	6,312	283	\$1,031.56	\$3.65	4.48%	-	18.7	6.62%	\$55.08
Tablets with full browsers	667	34	\$71.30	\$2.10	5.1%	-	2	5.88%	\$35.65

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	43,724	2,581	\$9,238.64	\$3.58	5.9%	-	146.7	5.69%	\$62.96

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Form Fills	96
Click to Call	40.7
Calls from Website	7
Calls from Ads (Extension)	3

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