

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

Dr Fiorillo, Michael - #1

980-719-4725

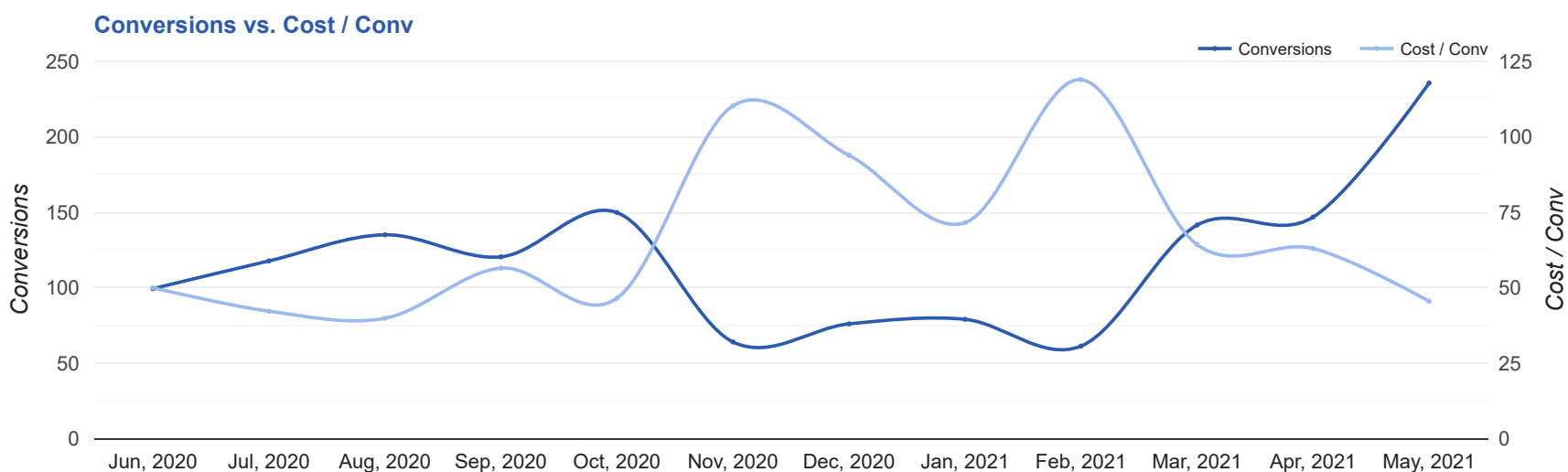
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$10,714	235.5	7.43%	\$45.50
↑ 16%	↑ 61%	↑ 31%	↓ 28%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	43,724	2,581	\$9,238.64	\$3.58	5.9%	-	146.7	5.69%	\$62.96	27.99%
1 May 2021 — 31 May 2021	53,620	3,169	\$10,714.48	\$3.38	5.91%	-	235.5	7.43%	\$45.50	25.76%
Change	9,896 ↑ 23%	588 ↑ 23%	\$1,475.84 ↑ 16%	\$0.20 ↓ 6%	0.01% ↑ 0%	0 ↔ -	88.76 ↑ 61%	1.74% ↑ 31%	\$17.46 ↓ 28%	2.23% ↓ 8%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	27.99%
May '21	53,620	3,169	\$10,714.48	\$3.38	5.91%	-	235.5	7.43%	\$45.50	25.76%
Total	433,923	27,582	\$85,231.78	\$3.09	6.36%	-	1,426	5.17%	\$59.77	29.56%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta breast augmentation	23,337	1,268	\$4,997.47	\$3.94	5.43%	-	64.1	5.06%	\$77.96	27.43%
search beta liposuction	10,546	634	\$1,474.85	\$2.33	6.01%	-	64	10.09%	\$23.04	17.01%
search beta coolsculpting	11,077	580	\$2,499.95	\$4.31	5.24%	-	50.4	8.69%	\$49.60	31.32%
search beta mommy makeover	3,579	338	\$999.97	\$2.96	9.44%	-	29	8.58%	\$34.48	62.14%
search beta halo fractional laser	5,081	349	\$742.24	\$2.13	6.87%	-	28	8.02%	\$26.51	25.01%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

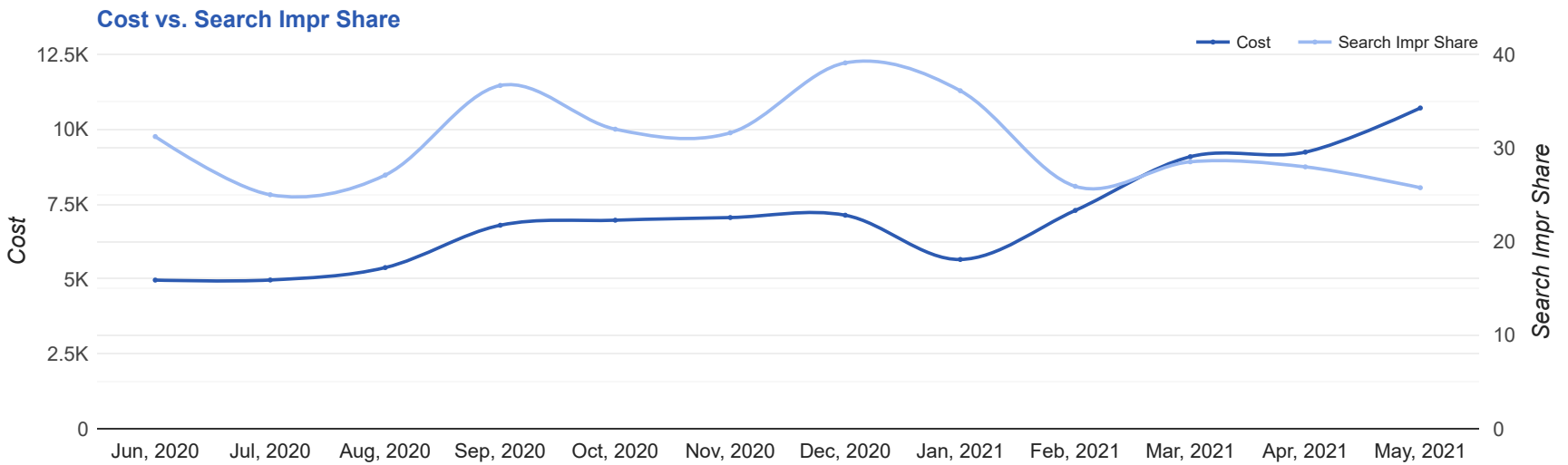
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Michael A Fiorillo MD} - Surgical Fat Reduction - Natural-Looking Fat Reduction www.drffiorillo.com/--/ -- Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	4,242	227	\$539.29	\$2.38	5.35%	-	25	11.01%	\$21.57
{Keyword:Dr Michael Fiorillo, MD Lipo} - Surgical Fat Reduction - Natural Looking Results www.drffiorillo.com/ Liposuction is the #1 Fat Reduction Treatment. Natural Looking, Long-Lasting Results.	3,134	250	\$500.17	\$2.00	7.98%	-	23	9.20%	\$21.75
[Dynamic Headline] [Dynamic Display URL] Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	3,528	266	\$1,371.77	\$5.16	7.54%	-	21.6	8.12%	\$63.51
{Keyword:Michael A Fiorillo MD} - Non Surgical. Minimal Downtime - Non Ablative Skin Resurfacing www.drffiorillo.com/--/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion	1,891	122	\$265.77	\$2.18	6.45%	-	17	13.93%	\$15.63
[Dynamic Headline] [Dynamic Display URL] Reclaim Your Pre-Pregnancy Figure With a Mommy Makeover. Slimmer Body, Enhanced Breasts.	1,482	122	\$359.35	\$2.95	8.23%	-	14	11.43%	\$25.76

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

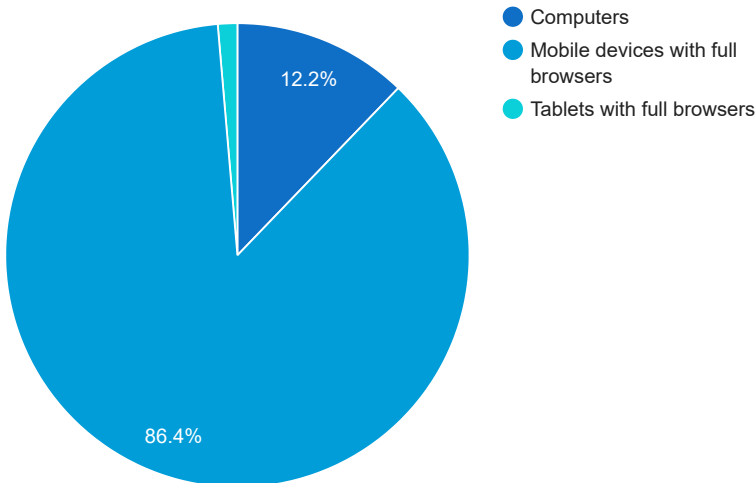
Budget Coverage



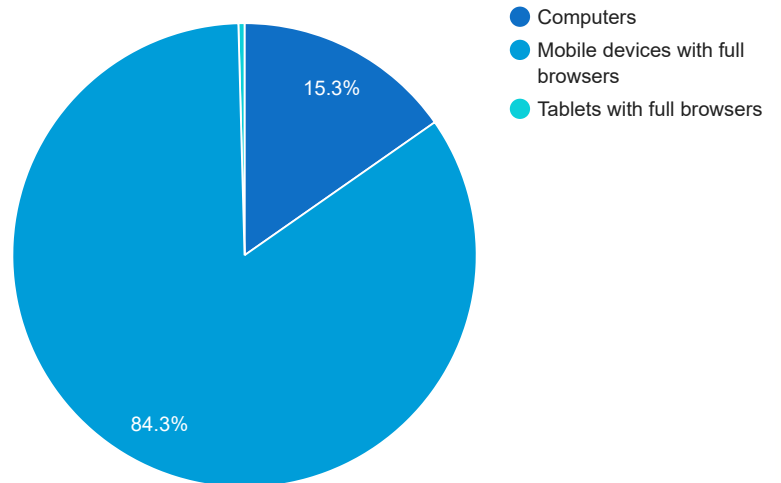
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	4,962.47	31.23
Jul, 2020	4,965.42	25.01
Aug, 2020	5,380.51	27.11
Sep, 2020	6,795.19	36.69
Oct, 2020	6,963.95	32.02
Nov, 2020	7,052.48	31.63
Dec, 2020	7,130.24	39.11
Jan, 2021	5,651.26	36.13
Feb, 2021	7,291.07	25.91
Mar, 2021	9,086.07	28.53
Apr, 2021	9,238.64	27.99
May, 2021	10,714.48	25.76

Cost and Conversions by Device

Cost



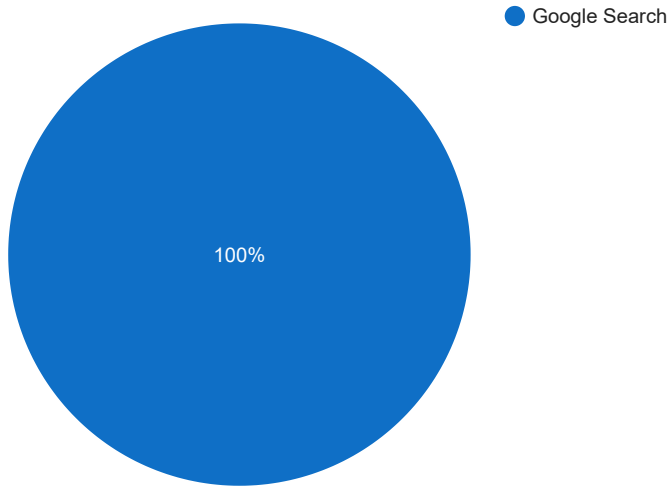
Conversions



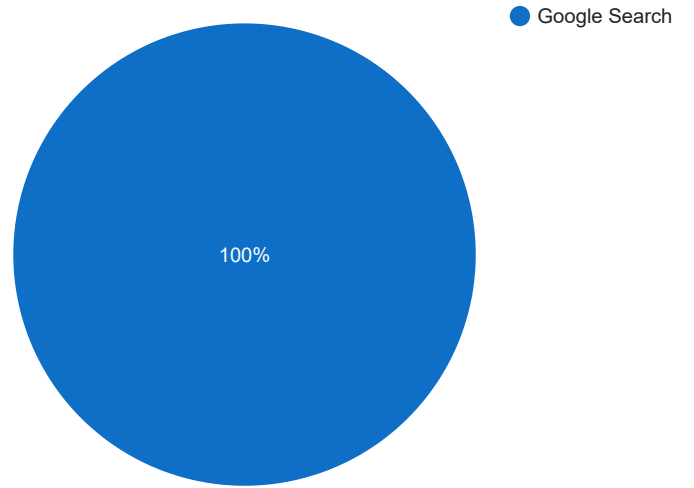
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	44,803	2,767	\$9,262.63	\$3.35	6.18%	-	198.5	7.17%	\$46.66
Computers	7,855	352	\$1,306.50	\$3.71	4.48%	-	36	10.23%	\$36.29
Tablets with full browsers	962	50	\$145.35	\$2.91	5.2%	-	1	2%	\$145.35

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	53,620	3,169	\$10,714.48	\$3.38	5.91%	-	235.5	7.43%	\$45.50

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Form Fills	162.5
Click to Call	60
Calls from Website	8
Calls from Ads (Extension)	5

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