

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

Dr Fiorillo, Michael - #1

980-719-4725

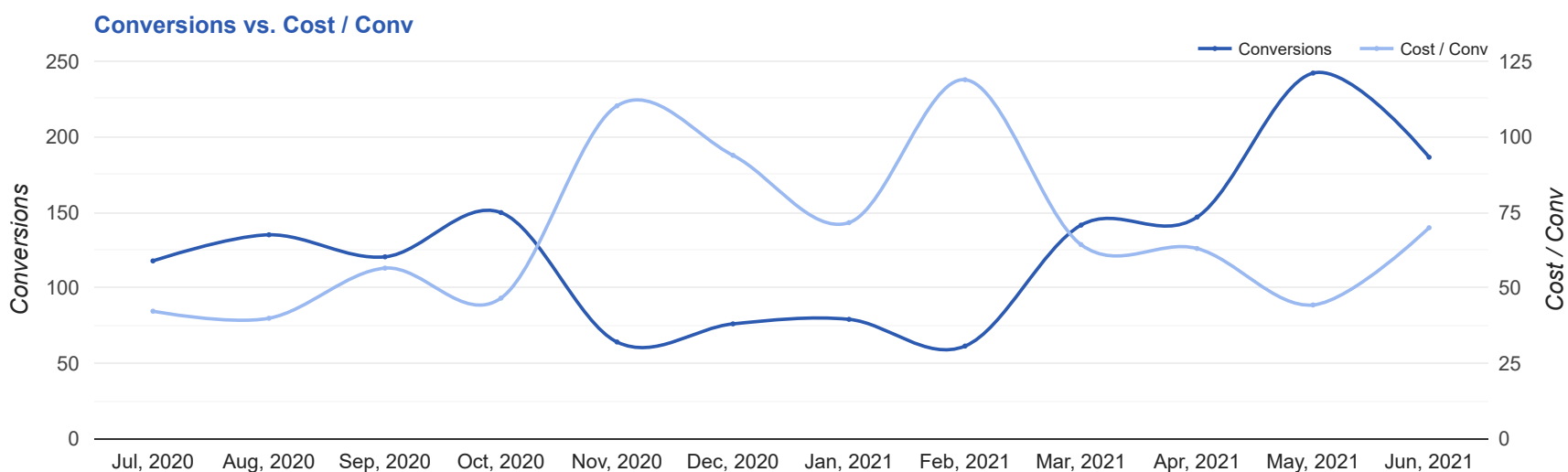
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$13,020	186.4	6.03%	\$69.84
↑ 22%	↓ 23%	↓ 21%	↑ 58%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	53,620	3,169	\$10,714.48	\$3.38	5.91%	-	242.1	7.64%	\$44.26	25.77%
1 Jun 2021 — 30 Jun 2021	56,932	3,093	\$13,019.53	\$4.21	5.43%	-	186.4	6.03%	\$69.84	23.99%
Change	3,312 ↑ 6%	76 ↓ 2%	\$2,305.05 ↑ 22%	\$0.83 ↑ 25%	0.48% ↓ 8%	0 ↔ -	55.64 ↓ 23%	1.61% ↓ 21%	\$25.58 ↑ 58%	1.78% ↓ 7%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	242.1	7.64%	\$44.26	25.77%
Jun '21	56,932	3,093	\$13,019.53	\$4.21	5.43%	-	186.4	6.03%	\$69.84	23.99%
<b>Total</b>	<b>455,612</b>	<b>28,500</b>	<b>\$93,288.84</b>	<b>\$3.27</b>	<b>6.26%</b>	<b>-</b>	<b>1,519.7</b>	<b>5.33%</b>	<b>\$61.39</b>	<b>28.61%</b>

## Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   breast augmentation	31,000	1,544	\$7,506.49	\$4.86	4.98%	-	65.5	4.24%	\$114.60	33.08%
search   beta   coolsculpting	8,686	484	\$2,489.69	\$5.14	5.57%	-	42.9	8.87%	\$57.99	39.19%
search   beta   liposuction	13,057	672	\$1,491.05	\$2.22	5.15%	-	37.5	5.58%	\$39.76	11.37%
search   beta   mommy makeover	3,908	376	\$1,494.27	\$3.97	9.62%	-	33.5	8.91%	\$44.61	69.42%
search   beta   halo fractional laser	281	17	\$38.03	\$2.24	6.05%	-	7	41.18%	\$5.43	23.32%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

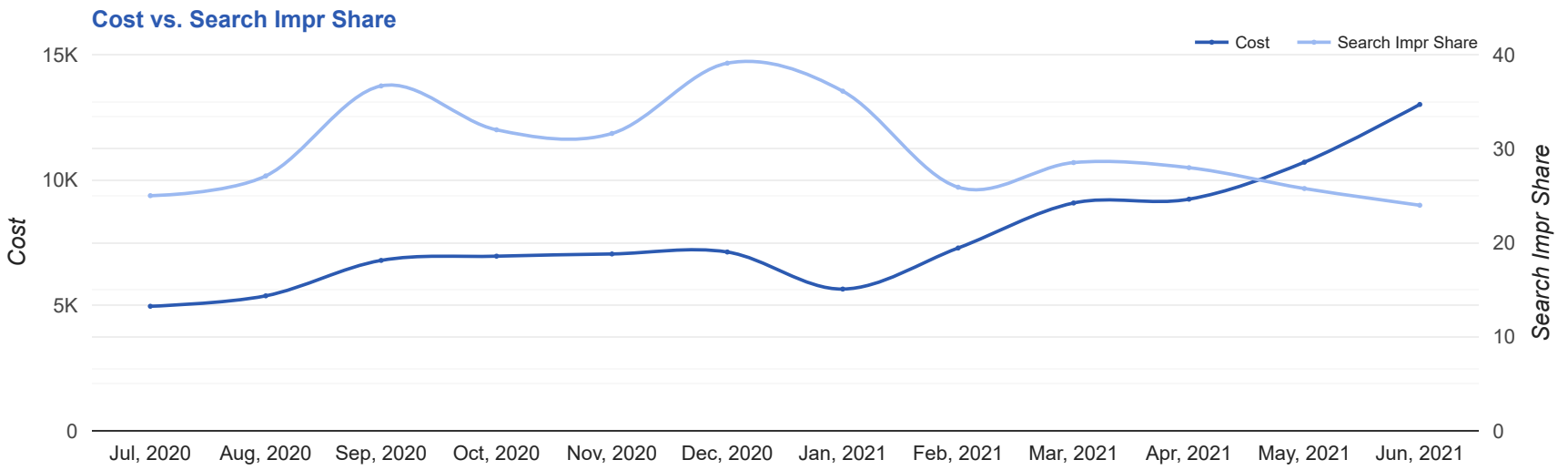
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Michael A Fiorillo MD} - Surgical Fat Reduction - Natural-Looking Fat Reduction <a href="http://www.drffiorillo.com/">www.drffiorillo.com/</a> --/ -- Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men.	7,368	353	\$809.47	\$2.29	4.79%	-	20.5	5.81%	\$39.49
[Dynamic Headline] [Dynamic Display URL] Reclaim Your Pre-Pregnancy Figure With a Mommy Makeover. Slimmer Body, Enhanced Breasts.	1,693	153	\$575.40	\$3.76	9.04%	-	16.5	10.78%	\$34.87
CoolSculpting® Fat Reduction - CoolSculpting in Pearl River - Biggest CoolSculpting® Promo <a href="http://www.drffiorillo.com/">www.drffiorillo.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY	1,994	118	\$688.33	\$5.83	5.92%	-	14.6	12.40%	\$47.05
Mommy Makeover Surgery - Beautiful Lasting Results - Mommy Makeover   Liposuction <a href="http://www.drffiorillo.com/">www.drffiorillo.com/</a> --/ -- See Mommy Makeover And After Pictures. Read Reviews, And Save Big On Mommy Makeover Cost.	1,593	161	\$654.99	\$4.07	10.11%	-	14.5	9.01%	\$45.17
[Dynamic Headline] [Dynamic Display URL] Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	2,968	227	\$1,281.89	\$5.65	7.65%	-	12	5.29%	\$106.82

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

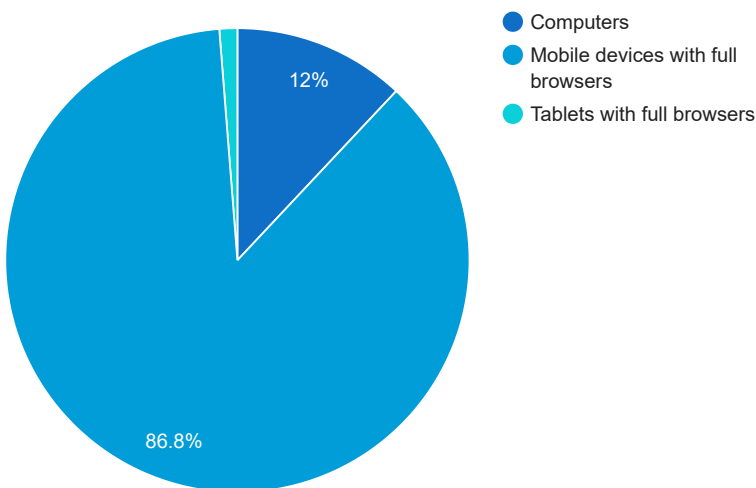
## Budget Coverage



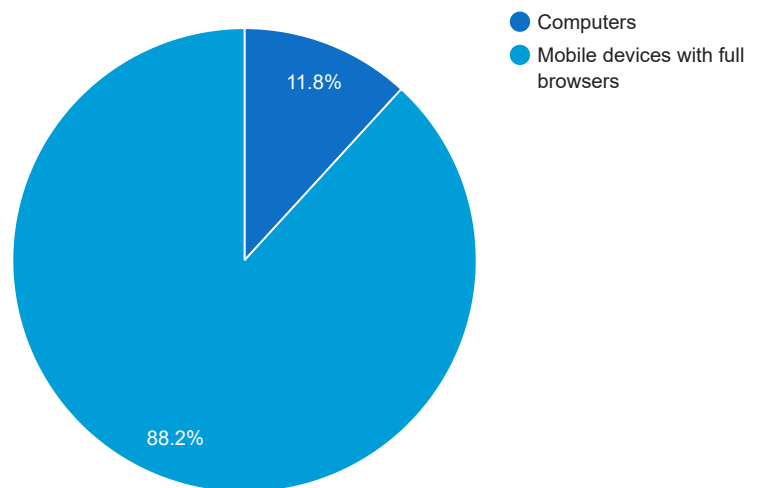
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	4,965.42	25.01
Aug, 2020	5,380.51	27.11
Sep, 2020	6,795.19	36.69
Oct, 2020	6,963.95	32.02
Nov, 2020	7,052.48	31.63
Dec, 2020	7,130.24	39.11
Jan, 2021	5,651.26	36.13
Feb, 2021	7,291.07	25.91
Mar, 2021	9,086.07	28.53
Apr, 2021	9,238.64	27.99
May, 2021	10,714.48	25.77
Jun, 2021	13,019.53	23.99

## 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	47,533	2,723	\$11,295.26	\$4.15	5.73%	-	164.4	6.04%	\$68.69
Computers	8,412	329	\$1,561.79	\$4.75	3.91%	-	22	6.69%	\$70.99
Tablets with full browsers	987	41	\$162.48	\$3.96	4.15%	-	0	0%	\$0.00

### 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	56,932	3,093	\$13,019.53	\$4.21	5.43%	-	186.4	6.03%	\$69.84

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Form Fills	112.5
Click to Call	55
Calls from Website	10.9
Calls from Ads (Extension)	8

## 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