

Dr Fiorillo Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Dr Fiorillo, Michael - #1

\$13,488.75

\$13,019.53 **3.60%**

Clicks
Dr Fiorillo, Michael - #1

3,390

3,093 **9.60%**

Avg CPC
Dr Fiorillo, Michael - #1

\$3.98

\$4.21 **-5.46%**

Conversions
Dr Fiorillo, Michael - #1

183.07

191.36 **-4.33%**

Conv. Rate
Dr Fiorillo, Michael - #1

5.40%

6.19% **-12.76%**

Cost / Conv
Dr Fiorillo, Michael - #1

\$73.68

\$68.04 **8.29%**

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Dr Fiorillo, Michael - #1

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$13,488.75	\$13,019.53	3.60%
Impressions	58,923	56,932	3.50%
Clicks	3,390	3,093	9.60%
Avg CPC	\$3.98	\$4.21	-5.46%
CTR	5.75%	5.43%	5.89%
Conversions	183.07	191.36	-4.33%
Conv Rate	5.40%	6.19%	-12.76%
Cost / Conv	\$73.68	\$68.04	8.29%

Budget Coverage

Search Impr. Share
Dr Fiorillo, Michael - #1

26.46%

23.96% **10.43%**

Search IS Lost (due to Budget)
Dr Fiorillo, Michael - #1

15.45%

16.83% **-8.20%**

Search IS Lost (due to Rank)
Dr Fiorillo, Michael - #1

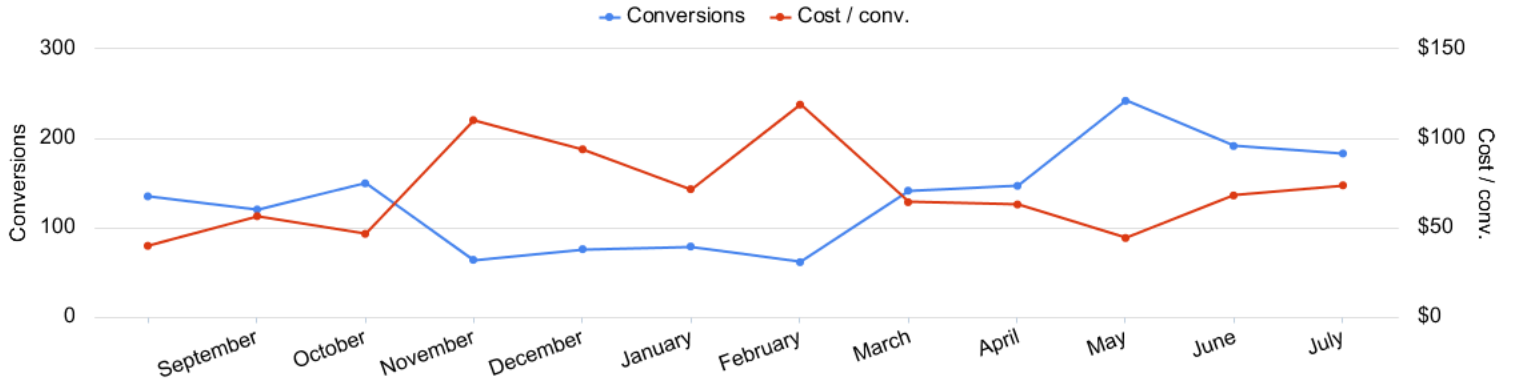
58.10%

59.21% **-1.87%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Dr Fiorillo, Michael - #1




Account Performance by Month
Dr Fiorillo, Michael - #1

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$5,380.51	34,944	2,270	\$2.37	6.50%	135	5.95%	\$39.86	27.11%	7.49%
09/01/2020	\$6,795.19	36,554	2,615	\$2.60	7.15%	120.35	4.60%	\$56.46	36.69%	4.69%
10/01/2020	\$6,963.95	34,491	2,447	\$2.85	7.09%	149.65	6.12%	\$46.53	32.02%	7.68%
11/01/2020	\$7,052.48	32,681	2,307	\$3.06	7.06%	64	2.77%	\$110.19	31.63%	11.86%
12/01/2020	\$7,130.24	29,804	1,982	\$3.60	6.65%	76	3.83%	\$93.82	39.11%	10.42%
01/01/2021	\$5,651.26	25,628	1,951	\$2.90	7.61%	79	4.05%	\$71.53	36.13%	9.63%
02/01/2021	\$7,291.07	27,633	1,529	\$4.77	5.53%	61.34	4.01%	\$118.85	25.91%	23.79%
03/01/2021	\$9,086.07	42,143	2,381	\$3.82	5.65%	141.41	5.94%	\$64.25	28.53%	22.14%
04/01/2021	\$9,238.64	43,724	2,581	\$3.58	5.90%	146.74	5.69%	\$62.96	27.99%	17.93%
05/01/2021	\$10,714.48	53,620	3,169	\$3.38	5.91%	242.07	7.64%	\$44.26	25.77%	18.24%
06/01/2021	\$13,019.53	56,932	3,093	\$4.21	5.43%	191.36	6.19%	\$68.04	23.96%	16.83%
07/01/2021	\$13,488.75	58,923	3,390	\$3.98	5.75%	183.07	5.40%	\$73.68	26.46%	15.45%
Total	\$101,812.17	477,077	29,715	\$3.43	6.23%	1,590	5.35%	\$64.03	28.63%	14.96%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Dr Fiorillo, Michael - #1

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta breast augmentation	\$7,986.74	32,787	1,786	\$4.47	5.45%	71.96	4.03%	\$110.99
search beta liposuction	\$1,499.89	13,906	681	\$2.20	4.90%	43.75	6.42%	\$34.28
search beta coolsculpting	\$2,499.87	8,083	487	\$5.13	6.02%	37.7	7.74%	\$66.31
search beta mommy makeover	\$1,502.25	4,147	436	\$3.45	10.51%	29.67	6.81%	\$50.63

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Dr Fiorillo, Michael - #1

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$266.81	78	31	\$8.61	39.74%	8.5	27.42%	\$31.39
teardrop breast augmentation	\$11.16	3	4	\$2.79	133.33%	4.4	110.00%	\$2.54
coolsculpting cost	\$121.31	32	23	\$5.27	71.88%	3.2	13.91%	\$37.91
breast augmentation surgery	\$185.58	137	44	\$4.22	32.12%	3	6.82%	\$61.86
breast lift price new york	\$69.84	39	14	\$4.99	35.90%	3	21.43%	\$23.28
mommy makeover cost	\$94.76	130	33	\$2.87	25.38%	3	9.09%	\$31.59
mommy makeover near me	\$93.11	12	12	\$7.76	100.00%	2.33	19.42%	\$39.96
heat treatment for weight loss	\$3.60	1	1	\$3.60	100.00%	2	200.00%	\$1.80
breast augmentation surgery cost	\$95.20	56	20	\$4.76	35.71%	2	10.00%	\$47.60
breast implant recovery	\$2.64	1	1	\$2.64	100.00%	2	200.00%	\$1.32
breast surgery	\$4.50	4	2	\$2.25	50.00%	2	100.00%	\$2.25
tummy tuck	\$35.31	67	8	\$4.41	11.94%	1.5	18.75%	\$23.54
breast implant surgery	\$62.04	26	16	\$3.88	61.54%	1.41	8.81%	\$44.00
mommy makeovers	\$1.49	1	1	\$1.49	100.00%	1	100.00%	\$1.49
breast augmentation size calculator	\$1.91	1	1	\$1.91	100.00%	1	100.00%	\$1.91
mommy makeover before and after	\$3.44	2	2	\$1.72	100.00%	1	50.00%	\$3.44
tummy tuck cost	\$100.98	130	36	\$2.81	27.69%	1	2.78%	\$100.98
liposuction in ct	\$7.64	1	2	\$3.82	200.00%	1	50.00%	\$7.64
butt reduction surgery	\$5.72	2	1	\$5.72	50.00%	1	100.00%	\$5.72
is liposuction safe	\$6.44	1	1	\$6.44	100.00%	1	100.00%	\$6.44

Top Search Ads (by Conversions)

07/01/2021 - 07/31/2021

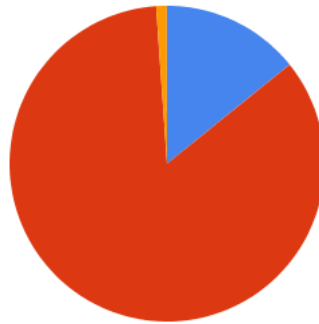
 Top Responsive Search Ads (by Conversions)
Dr Fiorillo, Michael - #1

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Michael A Fiorillo MD} Surgical Fat Reduction Natural-Looking Fat Reduction www.drriorillo.com/ Not Your Traditional Liposuction. High Definition Body Sculpting for Women & Men. Combining Technology and Skill With Art and Dedication to Create the Perfect Physique	search beta liposuction	\$664.03	6,528	273	\$2.43	4.18%	23.25	8.52%	\$28.56
Mommy Makeover Surgery Beautiful Lasting Results Mommy Makeover Liposuction www.drriorillo.com/ See Mommy Makeover And After Pictures. Read Reviews, And Save Big On Mommy Makeover Cost. Reclaim Your Pre-Pregnancy Figure With a Mommy Makeover. Slimmer Body, Enhanced Breasts.	search beta mommy makeover	\$676.49	1,773	198	\$3.42	11.17%	10.5	5.30%	\$64.43
Michael A Fiorillo MD Fat Reduction in Pearl River Non-Surgical Fat Reduction www.drriorillo.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta breast augmentation	\$689.38	2,886	96	\$7.18	3.33%	7.18	7.48%	\$96.01
Michael A Fiorillo MD Fat Reduction in Pearl River Non-Surgical Fat Reduction www.drriorillo.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$485.03	1,689	116	\$4.18	6.87%	7	6.03%	\$69.29
CoolSculpting® Fat Reduction CoolSculpting in Pearl River Biggest CoolSculpting® Promo www.drriorillo.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$614.44	1,809	100	\$6.14	5.53%	6	6.00%	\$102.41

Budget Utilization by Device

Conversions by Device

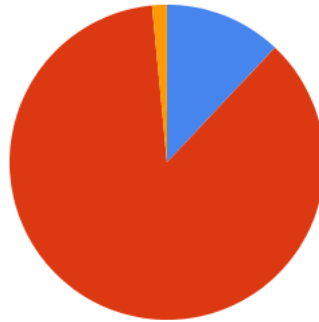
Dr Fiorillo, Michael - #1



■ Computers - Conversions: 26 (14.20%)
 ■ Mobile devices with full browsers - Conversions: 155.07 (84.71%)
 ■ Tablets with full browsers - Conversions: 2 (1.09%)

Cost by Device

Dr Fiorillo, Michael - #1




■ Computers - Cost: \$1,623.22 (12.03%)
 ■ Mobile devices with full browsers - Cost: \$11,662.69 (86.46%)
 ■ Tablets with full browsers - Cost: \$202.84 (1.50%)

Device Performance (by Conversions)


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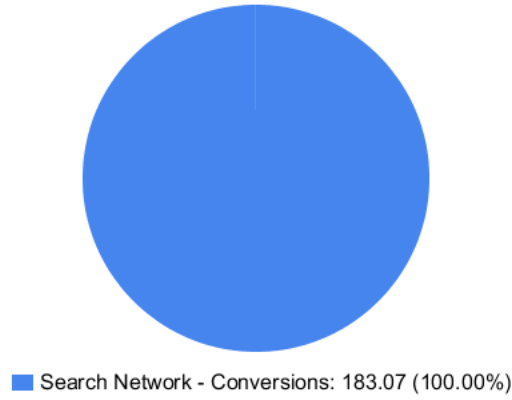
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	49,344	2,960	\$11,662.69	\$3.94	6.00%	155.07	5.24%	\$75.21
Computers	8,673	358	\$1,623.22	\$4.53	4.13%	26	7.26%	\$62.43
Tablets with full browsers	906	72	\$202.84	\$2.82	7.95%	2	2.78%	\$101.42


Budget Utilization by Network

 Cost by Network
Dr Fiorillo, Michael - #1



 Conversions by Network
Dr Fiorillo, Michael - #1




 Network Performance
Dr Fiorillo, Michael - #1

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	58,923	3,390	\$13,488.75	\$3.98	5.75%	183.07	5.40%	\$73.68

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Dr Fiorillo, Michael - #1

Conversion name	All conv.
Form Fills	113.17
Click to Call	58.91
Calls from Ads (Extension)	13
Calls from Website	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Dr Fiorillo, Michael - #1

Region	Clicks	Conversions	Cost / conv.
New York	2,284	124.07	\$73.38
New Jersey	1,088	59	\$73.42

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage