

**Monthly Account
Performance Report
1 Oct 2020 — 31 Oct 2020**

Dr. Gambhir

764-993-9918

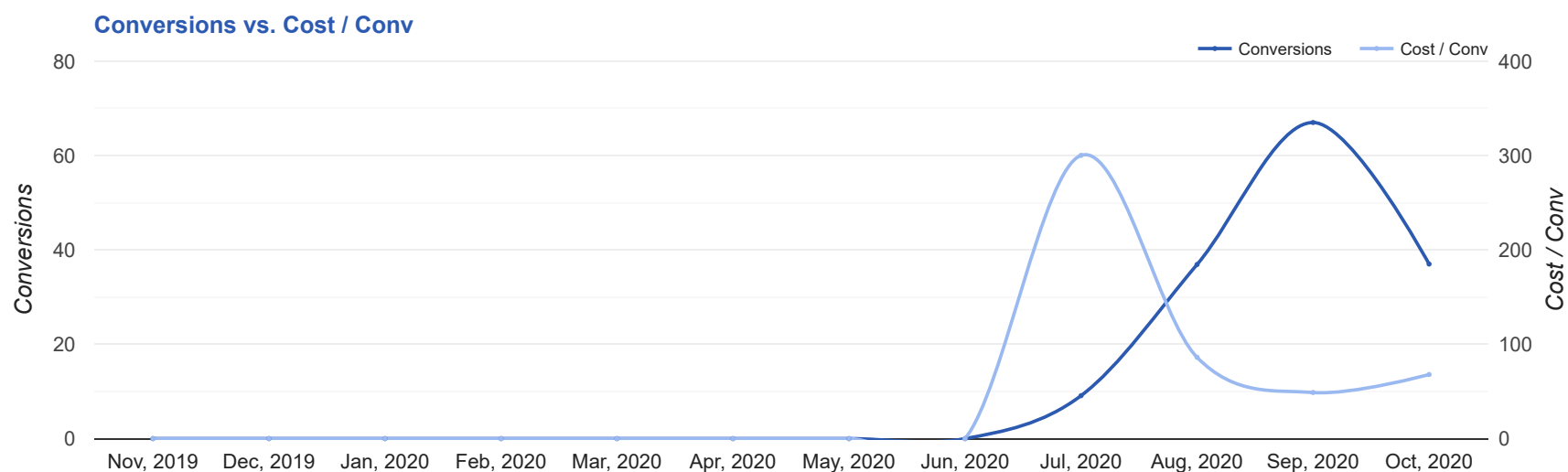
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,513	37	5.39%	\$67.92
↓ 23%	↓ 45%	↑ 4%	↑ 39%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Sep 2020 — 30 Sep 2020	29,009	1,297	\$3,274.06	\$2.52	4.47%	-	67	5.17%	\$48.87
1 Oct 2020 — 31 Oct 2020	12,252	686	\$2,512.93	\$3.66	5.6%	-	37	5.39%	\$67.92
Change	16,757 ↓ 58%	611 ↓ 47%	\$761.13 ↓ 23%	\$1.14 ↑ 45%	1.13% ↑ 25%	--	30 ↓ 45%	0.22% ↑ 4%	\$19.05 ↑ 39%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Nov '19	54,753	1,322	\$4,695.47	\$3.55	2.41%	-	0	0%	\$0.00
Dec '19	51,923	1,355	\$4,739.13	\$3.50	2.61%	-	0	0%	\$0.00
Jan '20	63,773	1,739	\$5,387.31	\$3.10	2.73%	-	0	0%	\$0.00
Feb '20	67,276	1,781	\$5,221.57	\$2.93	2.65%	-	0	0%	\$0.00
Mar '20	47,389	1,485	\$4,217.18	\$2.84	3.13%	-	0	0%	\$0.00
Apr '20	7,086	171	\$365.81	\$2.14	2.41%	-	0	0%	\$0.00
May '20	10,679	226	\$498.61	\$2.21	2.12%	-	0	0%	\$0.00
Jun '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Jul '20	6,190	285	\$2,725.49	\$9.56	4.6%	-	9.1	3.19%	\$300.16
Aug '20	27,545	1,131	\$3,181.83	\$2.81	4.11%	-	36.9	3.26%	\$86.18
Sep '20	29,009	1,297	\$3,274.06	\$2.52	4.47%	-	67	5.17%	\$48.87
Oct '20	12,252	686	\$2,512.93	\$3.66	5.6%	-	37	5.39%	\$67.92
Total	377,875	11,478	\$36,819.39	\$3.21	3.04%	-	150	1.31%	\$245.46

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	6,380	272	\$1,843.89	\$6.78	4.26%	-	26	9.56%	\$70.92
search beta lip fillers	5,872	414	\$669.04	\$1.62	7.05%	-	11	2.66%	\$60.82

Top Keywords & Placements - 1 Oct 2020 — 31 Oct 2020

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
coolsculpting exton pa	2	2	\$6.36	\$3.18	100.00%	-	2	100.00%	\$3.18
coolsculpting philadelphia	12	3	\$12.07	\$4.02	25.00%	-	2	66.67%	\$6.04
liposuction	49	7	\$16.04	\$2.29	14.29%	-	1.5	21.43%	\$10.69
coolsculpting near me	34	7	\$124.30	\$17.76	20.59%	-	1	14.29%	\$124.30
under eye filler	74	12	\$13.11	\$1.09	16.22%	-	1	8.33%	\$13.11
allergan coolsculpting	1	1	\$4.89	\$4.89	100.00%	-	1	100.00%	\$4.89
coolsculptong	1	1	\$9.78	\$9.78	100.00%	-	1	100.00%	\$9.78
cool sculpting	144	18	\$201.58	\$11.20	12.50%	-	1	5.56%	\$201.58
where to get lip injections	1	1	\$2.68	\$2.68	100.00%	-	1	100.00%	\$2.68
what is the best way to lose stomach fat	1	1	\$3.07	\$3.07	100.00%	-	1	100.00%	\$3.07

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Deal \$1,000 Off - Freeze Away Stubborn Fat - Top Provider in Exton www.drgambhir.com// CoolSculpting Deal. Freeze Fat. Top Provider in Exton, PA. Free Virtual Consult.	1,675	75	\$712.00	\$9.49	4.48%	-	13.5	18.00%	\$52.74
Gambhir Cosmetic Medicine - CoolSculpting in Exton - Fat Reduction Treatment www.drgambhir.com/ --/ -- Leading CoolSculpting Provider in Exton, PA. Schedule a Free Consultation	1,870	64	\$188.69	\$2.95	3.42%	-	4	6.25%	\$47.17
Gambhir Cosmetic Medicine - Dermal Fillers in Exton, PA - Smooth Wrinkles Restore Volume www.drgambhir.com/ --/ -- Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	1,605	94	\$148.67	\$1.58	5.86%	-	3.7	3.94%	\$40.18
Dermal Fillers in Exton, PA - Longest Lasting Facial Filler - Look Younger & More Energized www.drgambhir.com// Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results	160	9	\$22.30	\$2.48	5.63%	-	3	33.33%	\$7.43
{Keyword:Gambhir Cosmetic Medicine} - Non-Surgical Lipo Alternative - Freeze Your Fat Away Today www.drgambhir.com// Is CoolSculpting Right For You? Book Your Free Consultation for 25% Off Today.	308	18	\$57.77	\$3.21	5.84%	-	2	11.11%	\$28.89

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

Budget Coverage

Display Impr Share

0%

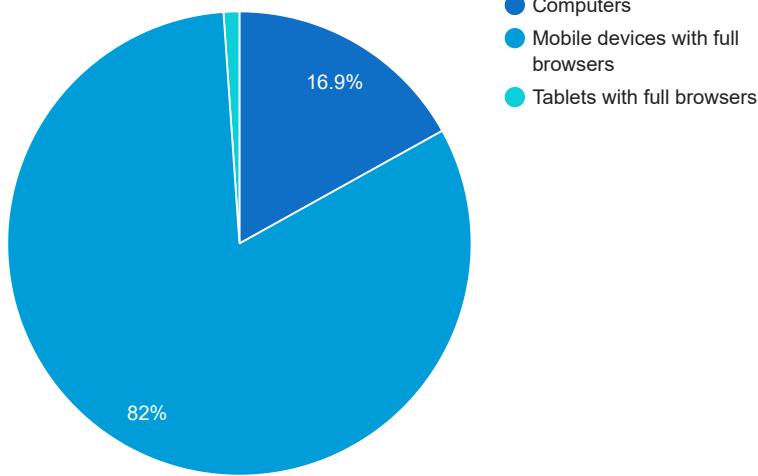
Search Impr Share

28.76%

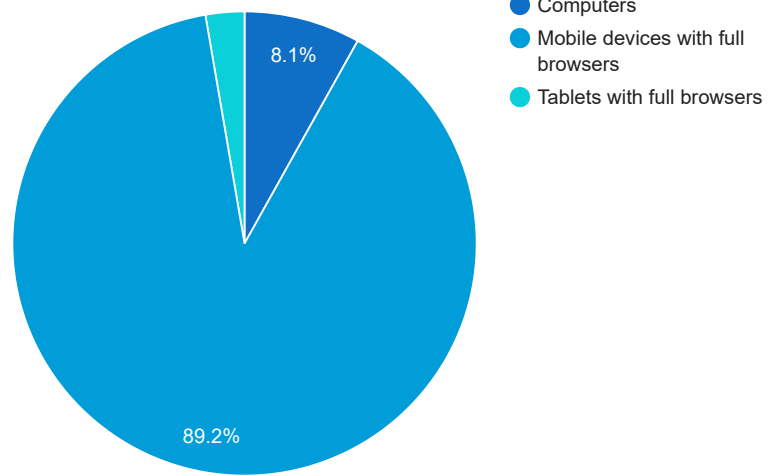
↑ 36%

Cost and Conversions by Device

Cost



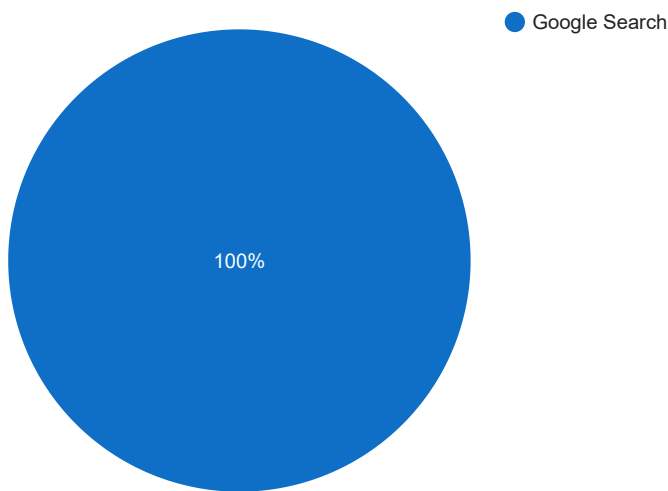
Conversions



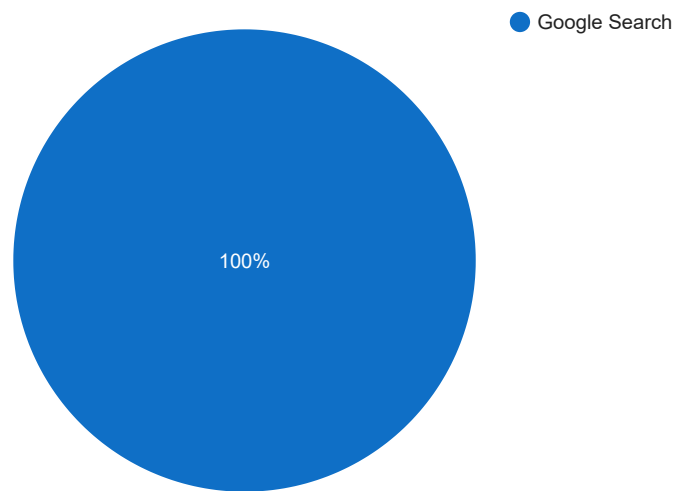
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	9,945	591	\$2,059.98	\$3.49	5.94%	-	33	5.58%	\$62.42
Computers	2,007	80	\$425.36	\$5.32	3.99%	-	3	3.75%	\$141.79
Tablets with full browsers	300	15	\$27.59	\$1.84	5%	-	1	6.67%	\$27.59

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	12,252	686	\$2,512.93	\$3.66	5.6%	-	37	5.39%	\$67.92

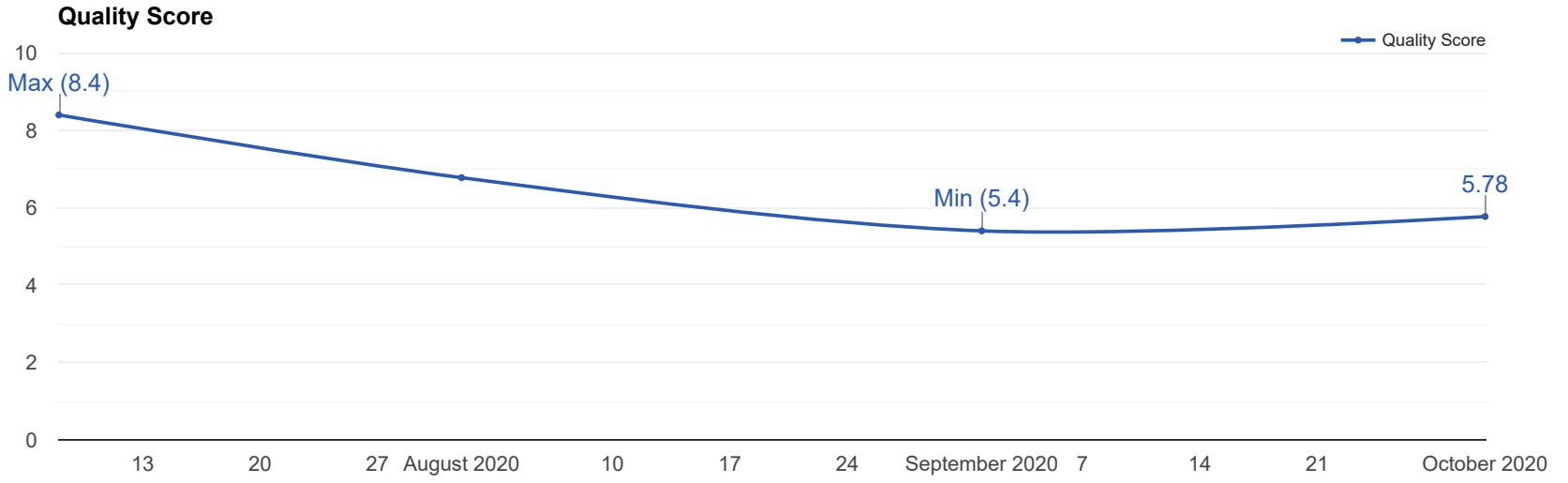
Account Health - Quality Score

Current Quality Score

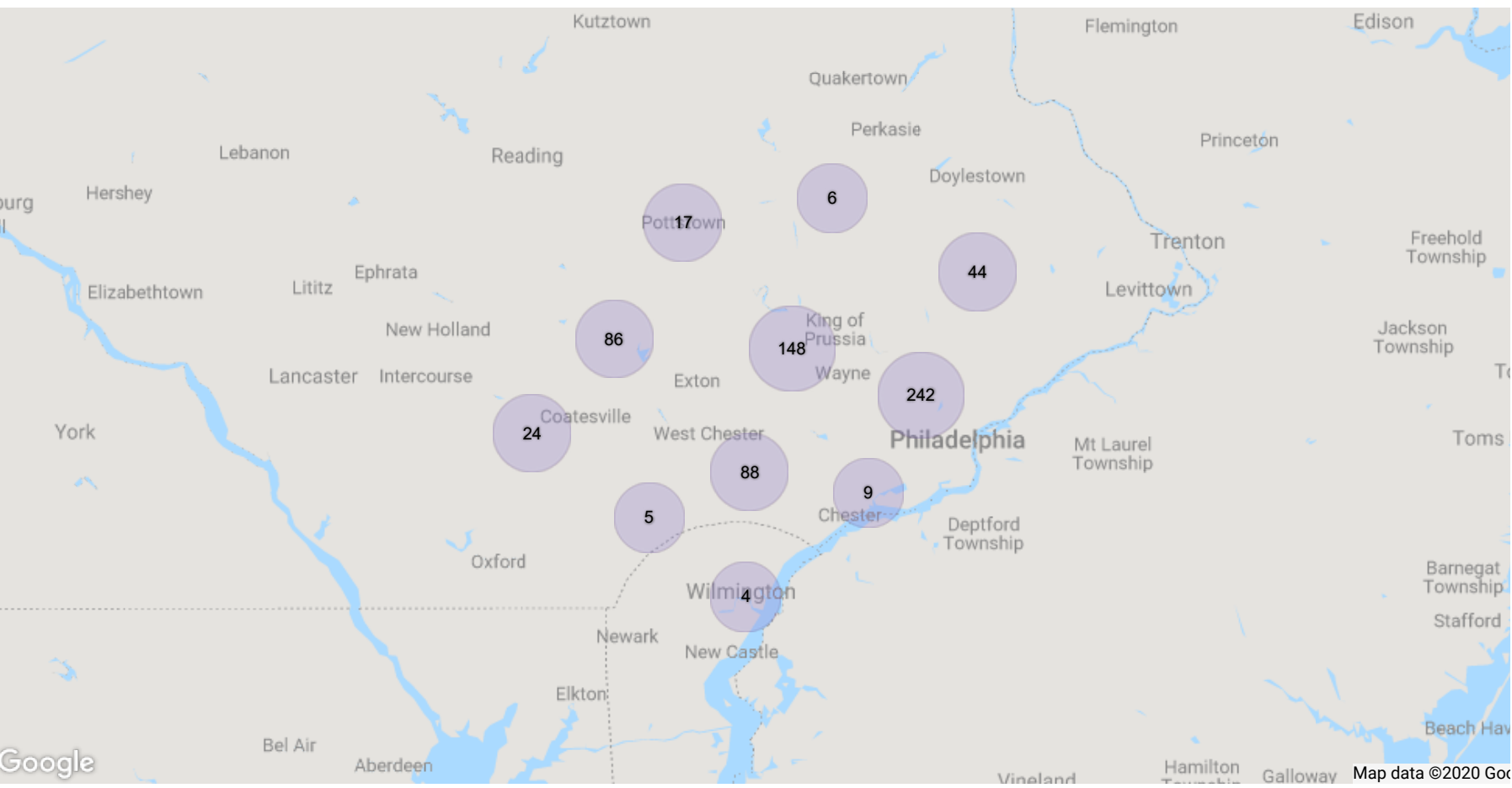
6.7

Quality Score

Quality Score Trend - 1 Nov 2019 — 31 Oct 2020



Clicks by User Location - 1 Oct 2020 — 31 Oct 2020



Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	32
Calls from ads	3
Call Conversion	2
Local actions - Directions	0
Local actions - Other engagements	0
Local actions - Website visits	0
Clicks to call	0

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