

**Monthly Account  
Performance Report  
1 Nov 2020 — 30 Nov 2020**

Dr. Gambhir

764-993-9918

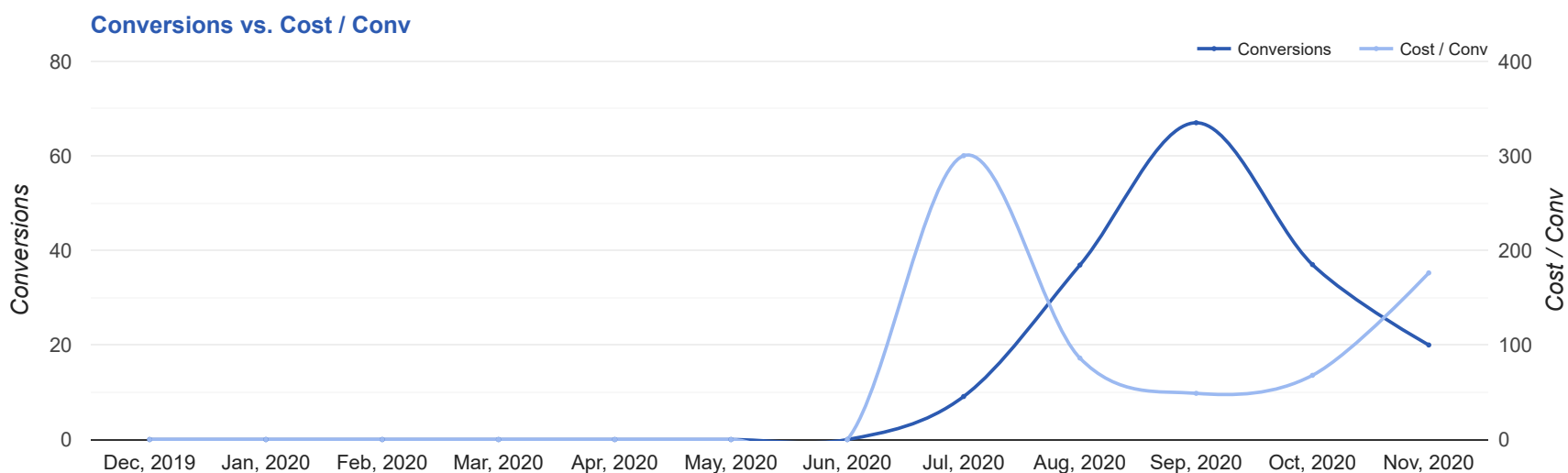
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,525	20	2.9%	\$176.24
↑ 40%	↓ 46%	↓ 46%	↑ 159%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	12,252	686	\$2,512.93	\$3.66	5.6%	-	37	5.39%	\$67.92	28.76%
1 Nov 2020 — 30 Nov 2020	14,613	690	\$3,524.76	\$5.11	4.72%	-	20	2.9%	\$176.24	29.08%
<b>Change</b>	2,361 ↑ 19%	4 ↑ 1%	\$1,011.83 ↑ 40%	\$1.45 ↑ 40%	0.88% ↓ 16%	--	17 ↓ 46%	2.49% ↓ 46%	\$108.32 ↑ 159%	0.32% ↑ 1%

# Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Dec '19	51,923	1,355	\$4,739.13	\$3.50	2.61%	-	0	0%	\$0.00		32.84%
Jan '20	63,773	1,739	\$5,387.31	\$3.10	2.73%	-	0	0%	\$0.00		35.21%
Feb '20	67,276	1,781	\$5,221.57	\$2.93	2.65%	-	0	0%	\$0.00		39.13%
Mar '20	47,389	1,485	\$4,217.18	\$2.84	3.13%	-	0	0%	\$0.00		39.91%
Apr '20	7,086	171	\$365.81	\$2.14	2.41%	-	0	0%	\$0.00		49.62%
May '20	10,679	226	\$498.61	\$2.21	2.12%	-	0	0%	\$0.00		52.53%
Jun '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00		0%
Jul '20	6,190	285	\$2,725.49	\$9.56	4.6%	-	9.1	3.19%	\$300.16		39.69%
Aug '20	27,545	1,131	\$3,181.83	\$2.81	4.11%	-	36.9	3.26%	\$86.18		16.82%
Sep '20	29,009	1,297	\$3,274.06	\$2.52	4.47%	-	67	5.17%	\$48.87		21.15%
Oct '20	12,252	686	\$2,512.93	\$3.66	5.6%	-	37	5.39%	\$67.92		28.76%
Nov '20	14,613	690	\$3,524.76	\$5.11	4.72%	-	20	2.9%	\$176.24		29.08%
<b>Total</b>	<b>337,735</b>	<b>10,846</b>	<b>\$35,648.68</b>	<b>\$3.29</b>	<b>3.21%</b>	<b>-</b>	<b>170</b>	<b>1.57%</b>	<b>\$209.70</b>		<b>31.45%</b>

## Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,464	284	\$2,004.76	\$7.06	3.8%	-	14	4.93%	\$143.20	24.4%
search   beta   lip fillers	5,140	330	\$691.96	\$2.10	6.42%	-	4	1.21%	\$172.99	33.23%
search   beta   botox   tmj	1,865	59	\$558.19	\$9.46	3.16%	-	2	3.39%	\$279.10	50.03%
search   beta   botox   migraine	144	17	\$269.85	\$15.87	11.81%	-	0	0%	\$0.00	82.1%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

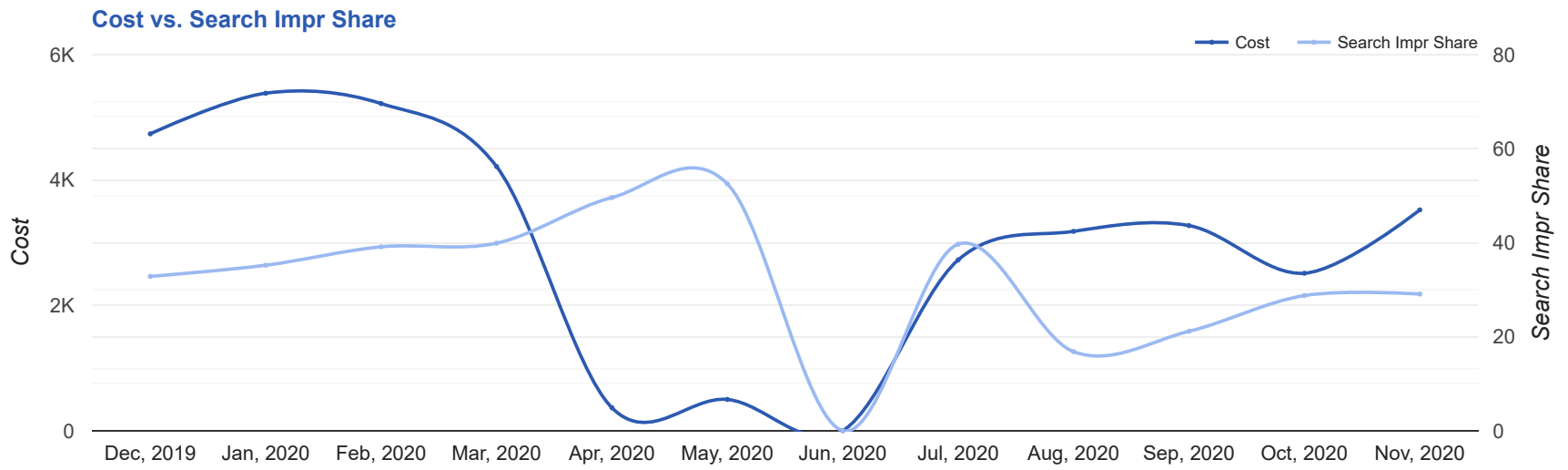
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Biggest Coolsculpting@ Promo - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever</a> <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	42	3	\$65.14	\$21.71	7.14%	-	2	66.67%	\$32.57
<a href="#">Gambhir Cosmetic Medicine - Dermal Fillers in Exton, PA - Smooth Wrinkles Restore Volume</a> <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> -- -- Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	2,031	129	\$277.24	\$2.15	6.35%	-	2	1.55%	\$138.62
<a href="#">Non-Surgical Fat Reduction - Our Biggest Discount Ever - Offering \$1000 Off 8+ Cycles</a> <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	162	5	\$30.77	\$6.15	3.09%	-	1.5	30.00%	\$20.51
<a href="#">Botox Injections for TMJ - Alternative TMJ Treatment - Botox for TMJ and Jaw Tension</a> <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> -- -- Improve TMJ Symptoms Including Jaw Tension, Lockjaw, and Headaches Due to Teeth Grinding.	394	16	\$123.27	\$7.70	4.06%	-	1.5	9.38%	\$82.18
<a href="#">Fat Reduction in Exton - Our Biggest Discount Ever - Safe + Effective Fat Reduction</a> <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	122	4	\$27.27	\$6.82	3.28%	-	1	25.00%	\$27.27

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

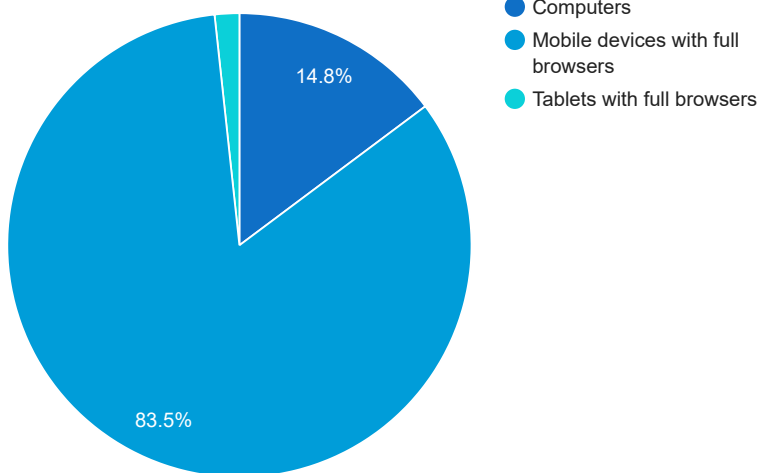
## Budget Coverage



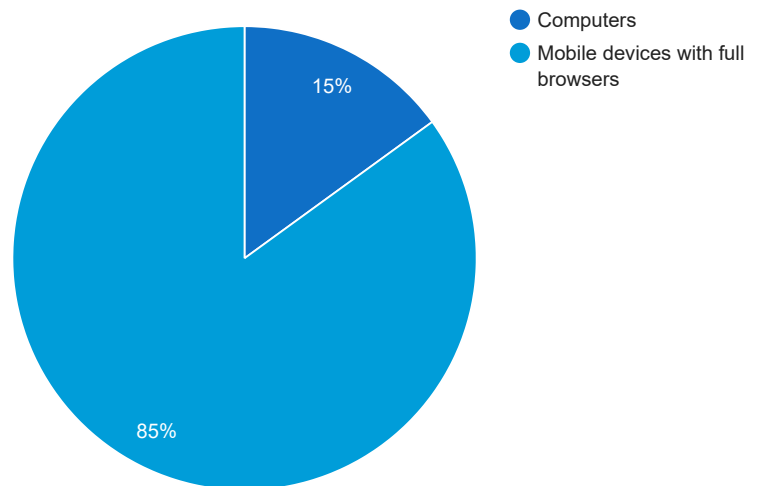
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	4,739.13	32.84
Jan, 2020	5,387.31	35.21
Feb, 2020	5,221.57	39.13
Mar, 2020	4,217.18	39.91
Apr, 2020	365.81	49.62
May, 2020	498.61	52.53
Jun, 2020	0	0
Jul, 2020	2,725.49	39.69
Aug, 2020	3,181.83	16.82
Sep, 2020	3,274.06	21.15
Oct, 2020	2,512.93	28.76
Nov, 2020	3,524.76	29.08

## 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	11,512	576	\$2,943.31	\$5.11	5%	-	17	2.95%	\$173.14
Computers	2,737	103	\$521.06	\$5.06	3.76%	-	3	2.91%	\$173.69
Tablets with full browsers	364	11	\$60.39	\$5.49	3.02%	-	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	14,613	690	\$3,524.76	\$5.11	4.72%	-	20	2.9%	\$176.24

## Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Submit lead form	18
Call Conversion	2
Local actions - Directions	0
Local actions - Other engagements	0
Local actions - Website visits	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