

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

Dr. Gambhir

764-993-9918

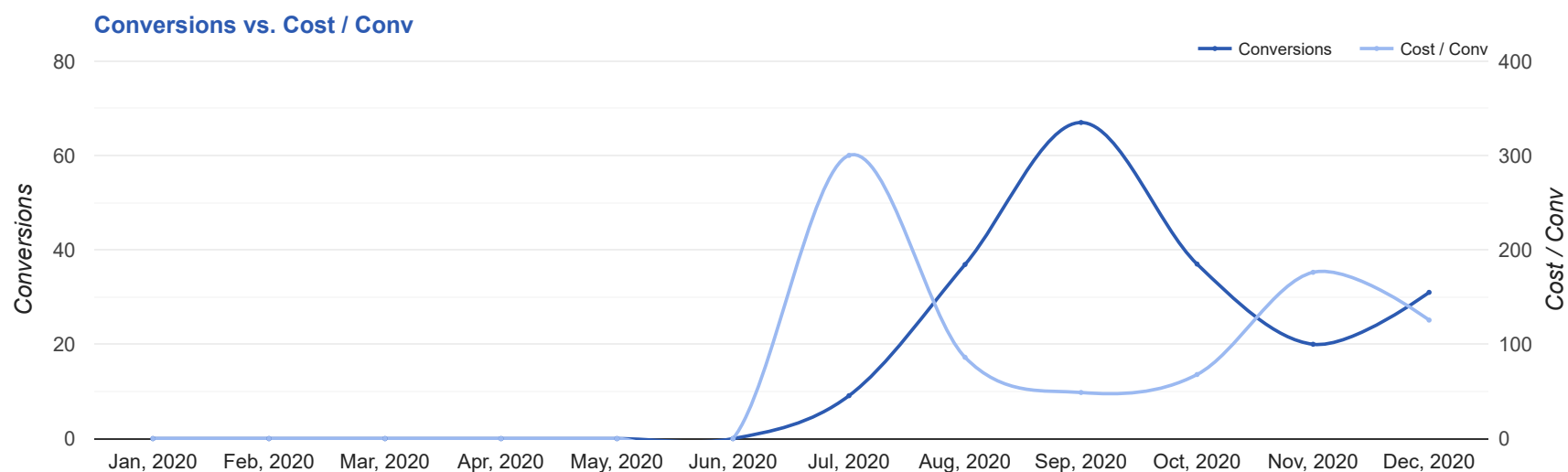
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,894	31	3.99%	\$125.62
↑ 10%	↑ 55%	↑ 38%	↓ 29%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Nov 2020 — 30 Nov 2020</b>	14,613	690	\$3,524.76	\$5.11	4.72%	-	20	2.9%	\$176.24	29.11%
<b>1 Dec 2020 — 31 Dec 2020</b>	16,299	777	\$3,894.10	\$5.01	4.77%	-	31	3.99%	\$125.62	29.17%
<b>Change</b>	1,686 ↑ 12%	87 ↑ 13%	\$369.34 ↑ 10%	\$0.10 ↓ 2%	0.05% ↑ 1%	--	11 ↑ 55%	1.09% ↑ 38%	\$50.62 ↓ 29%	0.06% ↑ 0%

# Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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		29.11%
Dec '20	16,299	777	\$3,894.10	\$5.01	4.77%	-	31	3.99%	\$125.62		29.17%
<b>Total</b>	302,111	10,268	\$34,803.65	\$3.39	3.4%	-	201	1.96%	\$173.15		31.09%

## Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	8,419	346	\$1,994.80	\$5.77	4.11%	-	23	6.65%	\$86.73	23.99%
search   beta   lip fillers	5,742	336	\$693.02	\$2.06	5.85%	-	5	1.49%	\$138.60	35.3%
search   beta   botox   tmj	1,925	80	\$749.92	\$9.37	4.16%	-	3	3.75%	\$249.97	45.66%
search   beta   botox   migraine	213	15	\$456.36	\$30.42	7.04%	-	0	0%	\$0.00	92.58%

# Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

## Top Text Ads

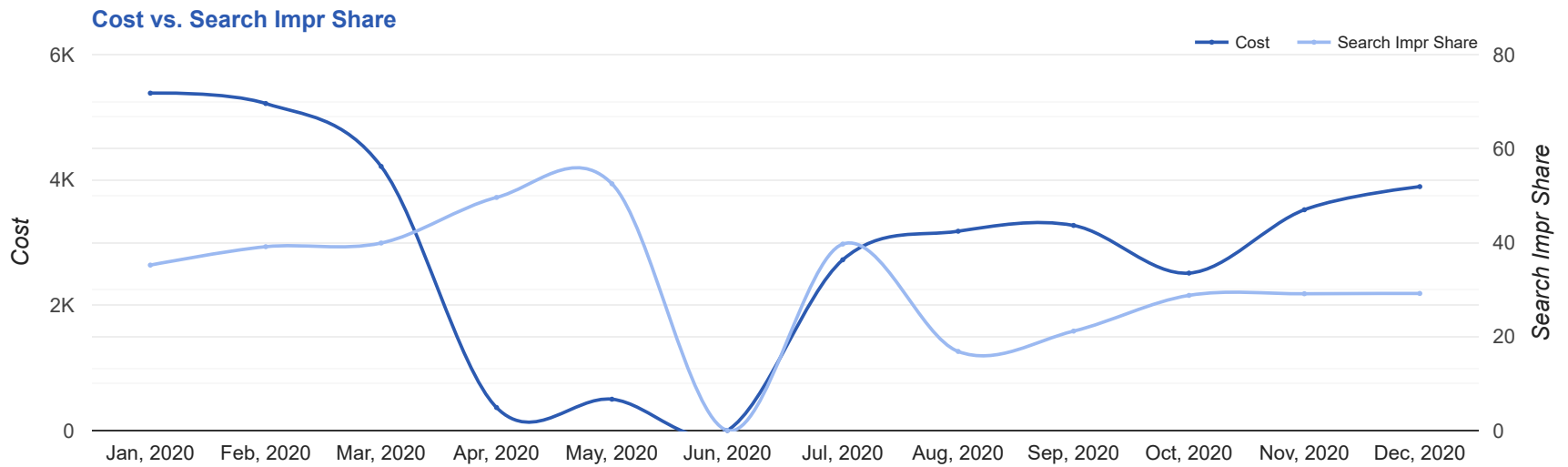
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Gambhir Cosmetic Medicine - Fat Reduction in Exton - Non-Surgical Fat Reduction <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,121	64	\$292.26	\$4.57	5.71%	-	3	4.69%	\$97.42
Non-Surgical Fat Reduction - Our Biggest Discount Ever - Freeze Away Body Fat <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	200	10	\$50.14	\$5.01	5.00%	-	3	30.00%	\$16.71
CoolSculpting® in Exton - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	79	3	\$20.52	\$6.84	3.80%	-	3	100.00%	\$6.84
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Get Rid of Unwanted Fat <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	65	6	\$39.22	\$6.54	9.23%	-	2.5	41.67%	\$15.69
Botox Injections for TMJ - Alternative TMJ Treatment - Botox for TMJ and Jaw Tension <a href="http://www.drgambhir.com/">www.drgambhir.com/</a> --/ -- Improve TMJ Symptoms Including Jaw Tension, Lockjaw, and Headaches Due to Teeth Grinding.	501	18	\$132.69	\$7.37	3.59%	-	2	11.11%	\$66.34

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

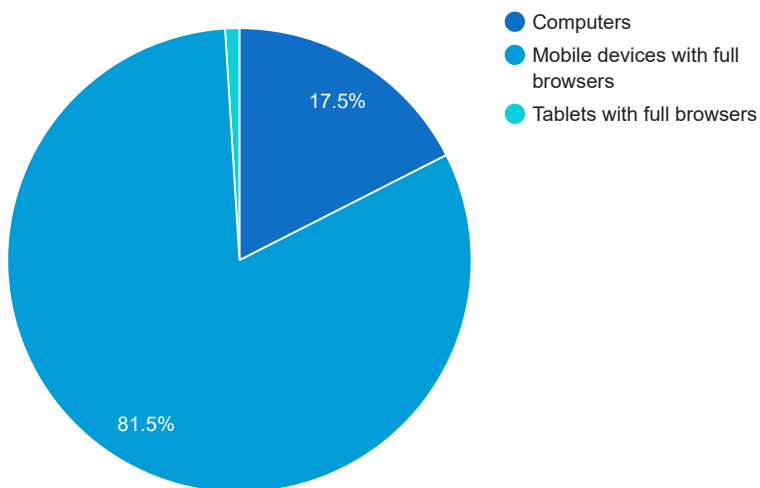
## Budget Coverage



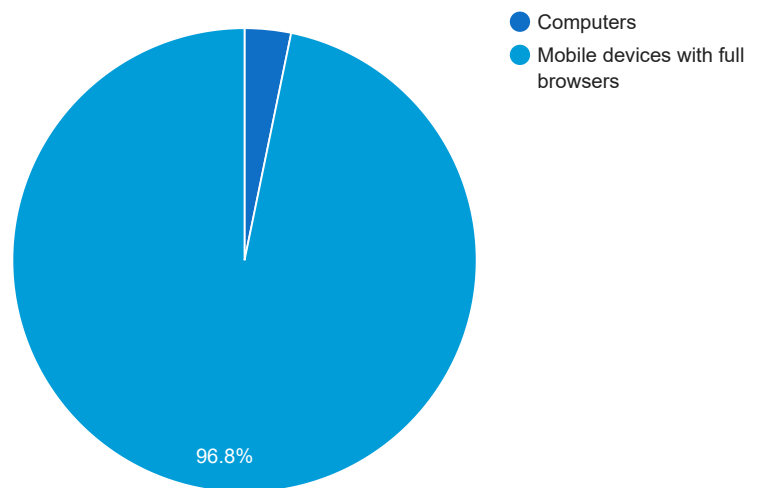
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	5,387.31	35.21
Feb, 2020	5,221.57	39.13
Mar, 2020	4,217.18	39.91
Apr, 2020	365.81	49.62
May, 2020	498.61	52.53
Jun, 2020	0	0
Jul, 2020	2,725.49	39.69
Aug, 2020	3,181.83	16.82
Sep, 2020	3,274.06	21.15
Oct, 2020	2,512.93	28.76
Nov, 2020	3,524.76	29.11
Dec, 2020	3,894.10	29.17

## 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	12,961	642	\$3,173.49	\$4.94	4.95%	-	30	4.67%	\$105.78
Computers	2,967	122	\$682.03	\$5.59	4.11%	-	1	0.82%	\$682.03
Tablets with full browsers	371	13	\$38.58	\$2.97	3.5%	-	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	16,299	777	\$3,894.10	\$5.01	4.77%	-	31	3.99%	\$125.62

## Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	25
Call Conversion	5
Calls from ads	1
Local actions - Website visits	0
Clicks to call	0
Local actions - Directions	0
Local actions - Other engagements	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