

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

Dr. Gambhir

764-993-9918

Key Performance Indicators (KPIs)

Cost

\$3,046

↑ ∞

Conv

27

↑ ∞

Conv Rate

4.25%

↑ ∞

Cost / Conv

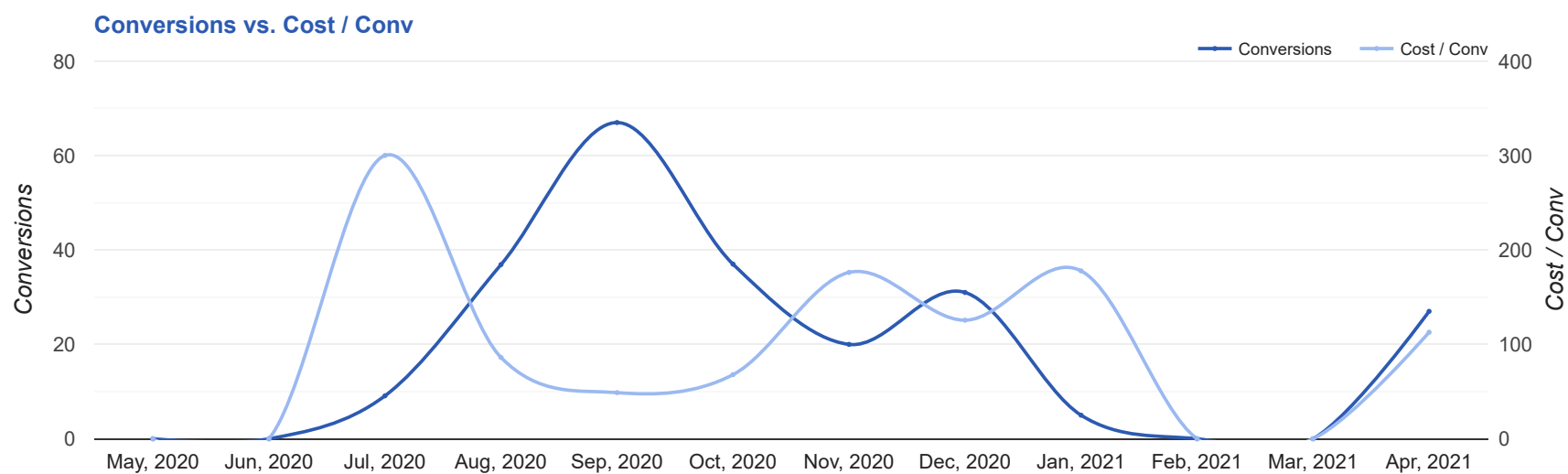
\$112.82

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Apr 2021 — 30 Apr 2021	13,912	636	\$3,046.10	\$4.79	4.57%	-	27	4.25%	\$112.82	25.4%
Change	13,912 ↑ ∞%	636 ↑ ∞%	\$3,046.10 ↑ ∞%	\$4.79 ↑ ∞%	4.57% ↑ ∞%	0 ↔ -	27 ↑ ∞%	4.25% ↑ ∞%	\$112.82 ↑ ∞%	25.40% ↑ ∞%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	29.09%
Jan '21	4,116	226	\$889.30	\$3.93	5.49%	-	5	2.21%	\$177.86	25.37%
Feb '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Mar '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Apr '21	13,912	636	\$3,046.10	\$4.79	4.57%	-	27	4.25%	\$112.82	25.4%
Total	134,615	5,954	\$23,547.18	\$3.95	4.42%	-	233	3.91%	\$101.06	24.18%

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,839	409	\$1,965.04	\$4.80	4.16%	-	22	5.38%	\$89.32	24.77%
search beta miradry	3,179	182	\$744.95	\$4.09	5.73%	-	3	1.65%	\$248.32	26.4%
search beta botox tmj	667	33	\$316.65	\$9.60	4.95%	-	1	3.03%	\$316.65	88.26%
Botox	202	11	\$18.28	\$1.66	5.45%	-	1	9.09%	\$18.28	5%
MiraDry	25	1	\$1.18	\$1.18	4%	-	0	0%	\$0.00	5%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

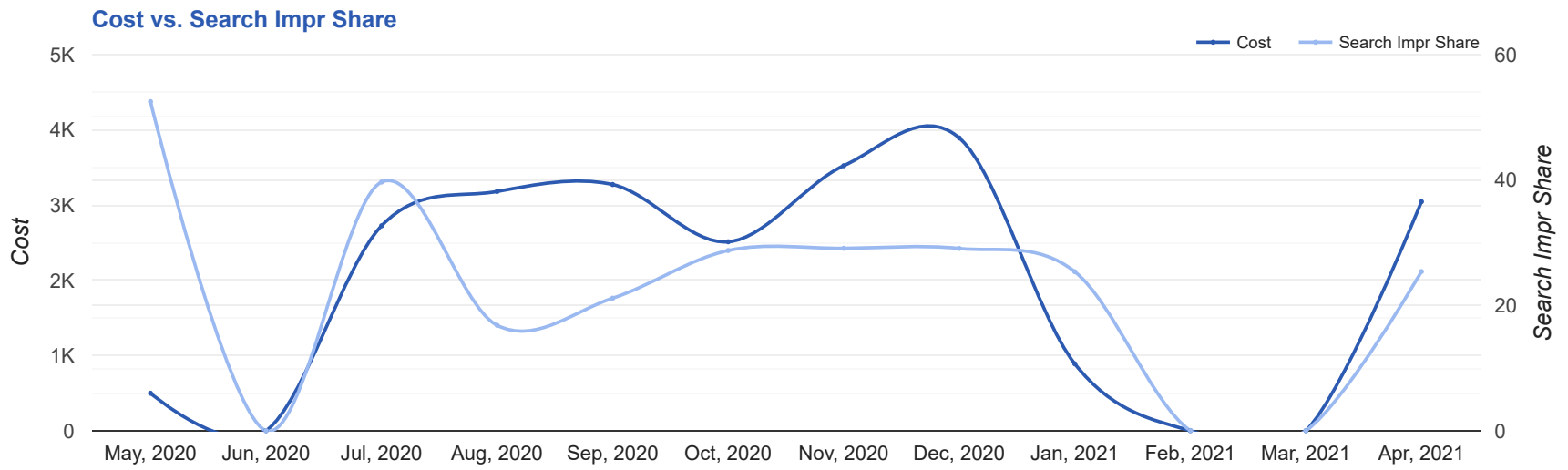
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Exton - Biggest CoolSculpting® Promo www.drgambhir.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Exton, PA	733	36	\$261.26	\$7.26	4.91%	-	5	13.89%	\$52.25
Gambhir Cosmetic Medicine - Fat Reduction in Exton - Non-Surgical Fat Reduction www.drgambhir.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,876	92	\$313.16	\$3.40	4.90%	-	2	2.17%	\$156.58
Huge CoolSculpting Promotion - CoolSculpting in Exton - Biggest CoolSculpting® Promo www.drgambhir.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Exton, PA	110	5	\$15.44	\$3.09	4.55%	-	2	40.00%	\$7.72
Fat Reduction in Exton - Eliminate Fat & Feel Great - \$1,000 Off 8+ Treatments www.drgambhir.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	71	3	\$13.86	\$4.62	4.23%	-	1	33.33%	\$13.86
Fat Reduction in Exton - Our Biggest Discount Ever - Freeze Away Body Fat www.drgambhir.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	518	14	\$53.03	\$3.79	2.70%	-	1	7.14%	\$53.03

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

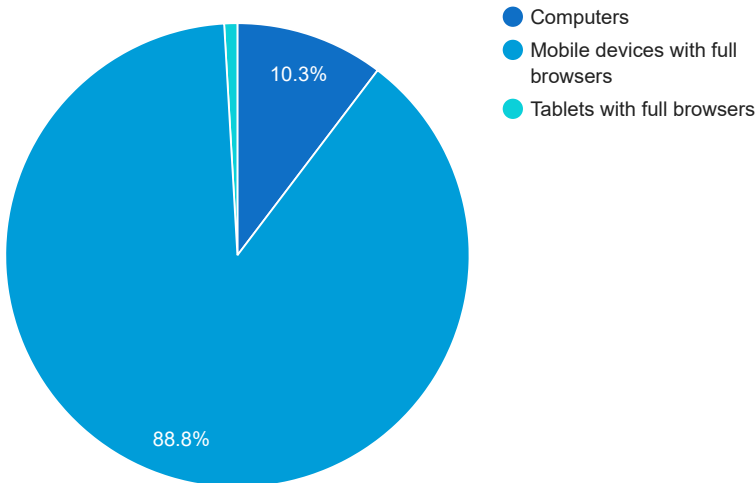
Budget Coverage



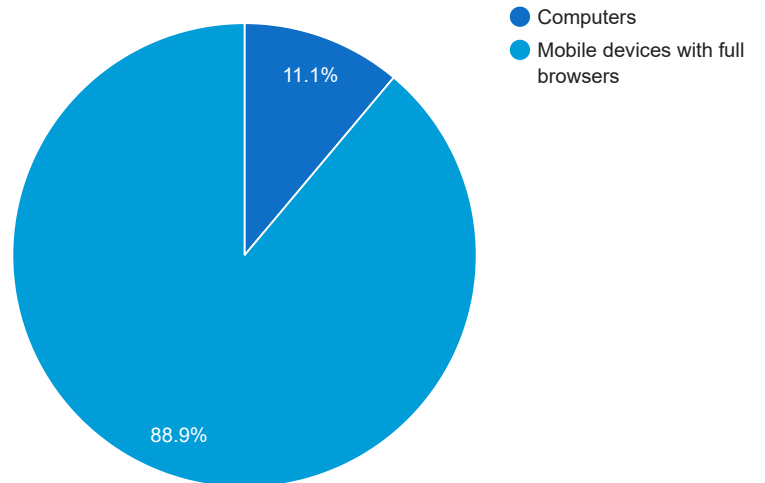
DATE	COST	SEARCH IMPR SHARE
May, 2020	498.61	52.53
Jun, 2020	0	0
Jul, 2020	2,725.49	39.69
Aug, 2020	3,181.83	16.82
Sep, 2020	3,274.06	21.15
Oct, 2020	2,512.93	28.76
Nov, 2020	3,524.76	29.11
Dec, 2020	3,894.10	29.09
Jan, 2021	889.30	25.37
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	3,046.10	25.40

Cost and Conversions by Device

Cost



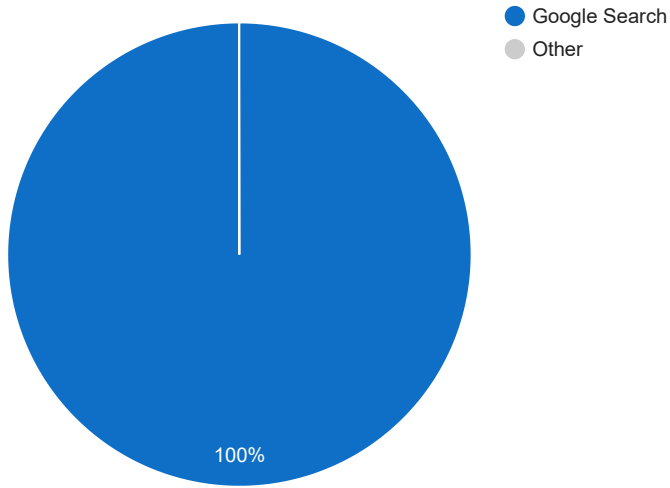
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	11,776	555	\$2,703.80	\$4.87	4.71%	-	24	4.32%	\$112.66
Computers	1,892	72	\$314.47	\$4.37	3.81%	-	3	4.17%	\$104.82
Tablets with full browsers	244	9	\$27.83	\$3.09	3.69%	-	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	13,896	635	\$3,045.23	\$4.80	4.57%	-	27	4.25%	\$112.79
Search partners	16	1	\$0.87	\$0.87	6.25%	-	0	0%	\$0.00

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	24
Click to Call	2
Call Conversion	1
Local actions - Website visits	0
Local actions - Other engagements	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