

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

Dr. Glen Brooks

494-095-9317

Key Performance Indicators (KPIs)

Cost

\$1,882

↑ ∞

Conv

23

↑ ∞

Conv Rate

8.19%

↑ ∞

Cost / Conv

\$81.84

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jun 2021 — 30 Jun 2021	4,928	281	\$1,882.40	\$6.70	5.7%	-	23	8.19%	\$81.84	26.47%
Change	4,928 ↑ ∞%	281 ↑ ∞%	\$1,882.40 ↑ ∞%	\$6.70 ↑ ∞%	5.70% ↑ ∞%	0 ↔ -	23 ↑ ∞%	8.19% ↑ ∞%	\$81.84 ↑ ∞%	26.47% ↑ ∞%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jun '21	4,928	281	\$1,882.40	\$6.70	5.7%	-	23	8.19%	\$81.84	26.47%
Total	4,928	281	\$1,882.40	\$6.70	5.7%	-	23	8.19%	\$81.84	26.47%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,928	281	\$1,882.40	\$6.70	5.7%	-	23	8.19%	\$81.84	26.47%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Glen Brooks} - CoolSculpting in Longmeadow - Biggest CoolSculpting® Promo glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA	243	24	\$188.42	\$7.85	9.88%	-	8	33.33%	\$23.55
Dr. Glen Brooks - Fat Reduction in Longmeadow - Non-Surgical Fat Reduction glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	905	92	\$546.53	\$5.94	10.17%	-	7	7.61%	\$78.08
Dr. Glen Brooks - Fat Reduction in Longmeadow - Non-Surgical Fat Reduction glenbrooks.beautysculpt.net/coolsculpting/longmeadow CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,037	78	\$575.05	\$7.37	3.83%	-	2	2.56%	\$287.52
CoolSculpting® in Longmeadow - Limited Time Offer June 2021 - Up to \$1,000 Off glenbrooks.beautysculpt.net/coolsculpting/longmeadow Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	29	4	\$20.80	\$5.20	13.79%	-	2	50.00%	\$10.40
{Keyword:Dr. Glen Brooks} - CoolSculpting in Longmeadow - Biggest CoolSculpting® Promo glenbrooks.beautysculpt.net/coolsculpting/longmeadow Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA	30	3	\$17.50	\$5.83	10.00%	-	1	33.33%	\$17.50

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

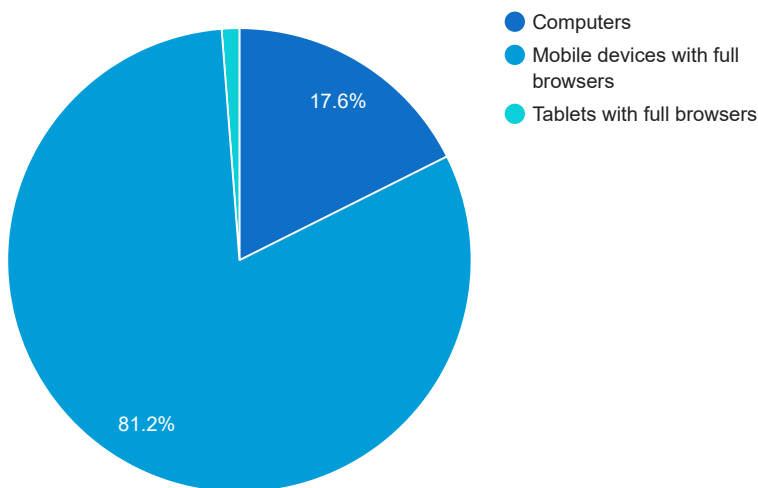
Budget Coverage



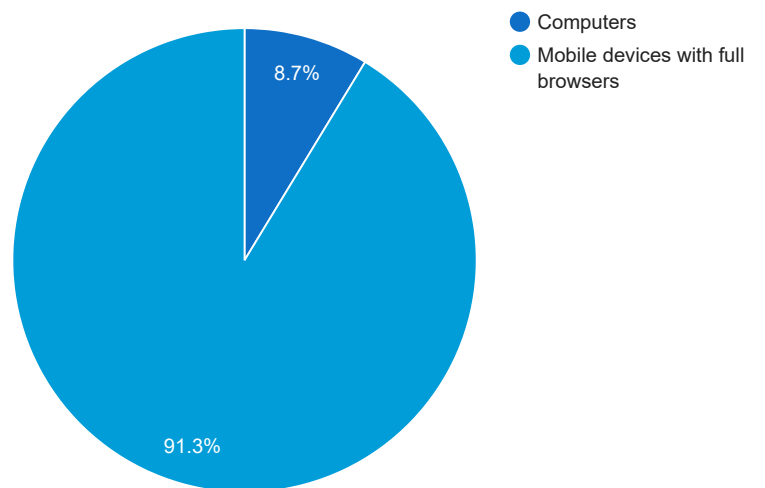
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	0	0
Jun, 2021	1,882.40	26.47

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	4,027	237	\$1,527.63	\$6.45	5.89%	-	21	8.86%	\$72.74
Computers	788	41	\$331.69	\$8.09	5.2%	-	2	4.88%	\$165.85
Tablets with full browsers	113	3	\$23.08	\$7.69	2.65%	-	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	4,928	281	\$1,882.40	\$6.70	5.7%	-	23	8.19%	\$81.84

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Submit lead form

19

Click to Call

4

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 page 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