

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

Edelman

932-459-0548

Key Performance Indicators (KPIs)

Cost

\$2,752

↓ 41%

Conv

2

↓ 83%

Conv Rate

1.8%

↓ 67%

Cost / Conv

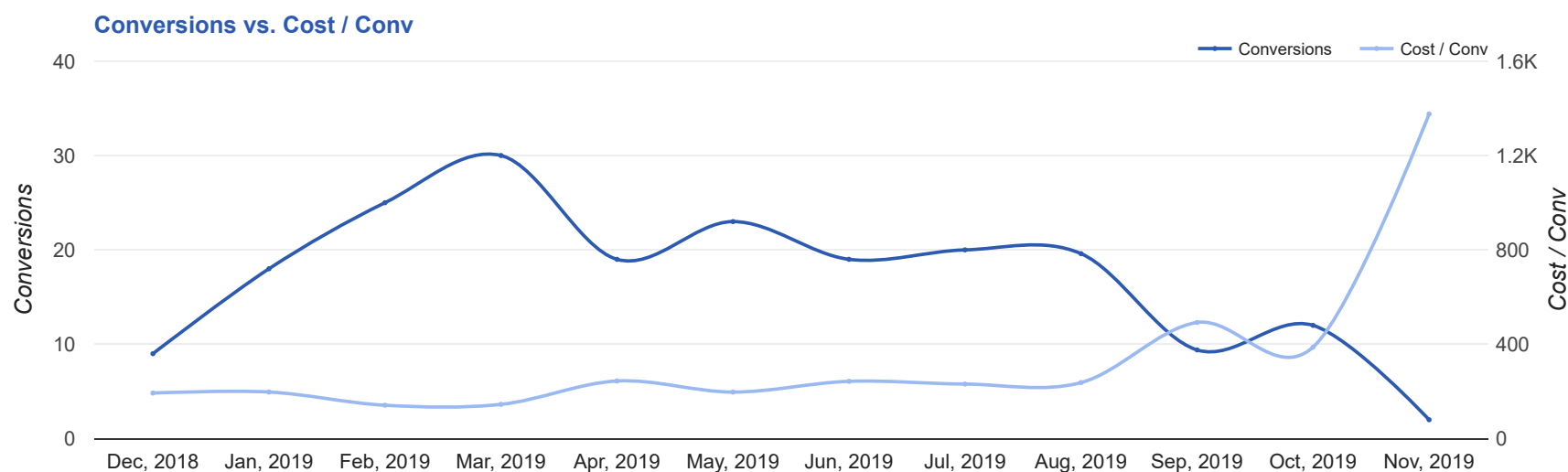
\$1,375.86

↑ 255%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	3,412	219	\$4,653.50	\$21.25	6.42%	-	12	5.48%	\$387.79	66.48%
1 Nov 2019 — 30 Nov 2019	1,632	111	\$2,751.71	\$24.79	6.8%	-	2	1.8%	\$1,375.86	79.25%
Change	1,780 ↓ 52%	108 ↓ 49%	\$1,901.79 ↓ 41%	\$3.54 ↑ 17%	0.38% ↑ 6%	--	10 ↓ 83%	3.68% ↓ 67%	\$988.07 ↑ 255%	12.77% ↑ 19%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '18	6,740	223	\$1,738.60	\$7.80	3.31%	-	9	4.04%	\$193.18	46.63%
Jan '19	13,822	477	\$3,556.50	\$7.46	3.45%	-	18	3.77%	\$197.58	49.01%
Feb '19	13,154	520	\$3,536.98	\$6.80	3.95%	-	25	4.81%	\$141.48	47.24%
Mar '19	11,421	539	\$4,356.15	\$8.08	4.72%	-	30	5.57%	\$145.20	46.71%
Apr '19	11,853	516	\$4,640.88	\$8.99	4.35%	-	19	3.68%	\$244.26	51.02%
May '19	14,124	567	\$4,537.91	\$8.00	4.01%	-	23	4.06%	\$197.30	64.67%
Jun '19	11,237	542	\$4,614.02	\$8.51	4.82%	-	19	3.51%	\$242.84	67.44%
Jul '19	8,985	460	\$4,625.88	\$10.06	5.12%	-	20	4.35%	\$231.29	64.78%
Aug '19	7,333	376	\$4,651.52	\$12.37	5.13%	-	19.6	5.21%	\$237.56	67.38%
Sep '19	5,877	351	\$4,638.42	\$13.21	5.97%	-	9.4	2.68%	\$492.40	68.36%
Oct '19	3,412	219	\$4,653.50	\$21.25	6.42%	-	12	5.48%	\$387.79	66.48%
Nov '19	1,632	111	\$2,751.71	\$24.79	6.8%	-	2	1.8%	\$1,375.86	79.25%
Total	109,590	4,901	\$48,302.07	\$9.86	4.47%	-	206	4.2%	\$234.48	55.56%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	864	53	\$1,103.40	\$20.82	6.13%	-	1	1.89%	\$1,103.40	79.72%
search alpha coolsculpting	559	42	\$1,329.39	\$31.65	7.51%	-	1	2.38%	\$1,329.39	73.61%
search beta emsculpt	26	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	96.3%
search alpha emsculpt	183	16	\$318.92	\$19.93	8.74%	-	0	0%	\$0.00	97.27%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

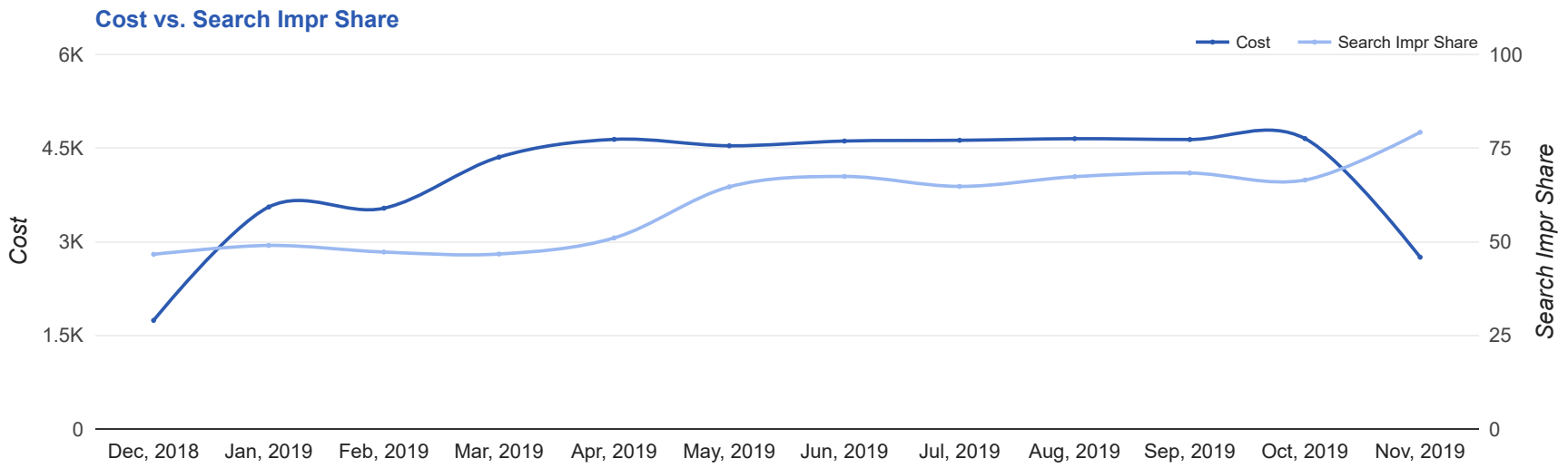
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - Affordable & Quick Treatments - Dr. Julia Edelman www.juliaedelmanmd.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	8	3	\$118.61	\$39.54	37.50%	-	1	33.33%	\$118.61
#1 Provider in Middleboro - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.juliaedelmanmd.com/coolsculpting/middleboro #1 CoolSculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consult.	150	10	\$362.86	\$36.29	6.67%	-	1	10.00%	\$362.86
25% Off All CoolSculpting® - Best Price in Middleboro - Dr. Julia Edelman www.juliaedelmanmd.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	73	11	\$143.01	\$13.00	15.07%	-	0	0.00%	-
#1 Provider in Middleboro - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.juliaedelmanmd.com/coolsculpting/middleboro #1 CoolSculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consult.	2	1	\$15.16	\$15.16	50.00%	-	0	0.00%	-
25% Off All CoolSculpting® - Dr. Julia Edelman - #1 Provider in Middleboro www.juliaedelmanmd.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consult.	123	5	\$170.93	\$34.19	4.07%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

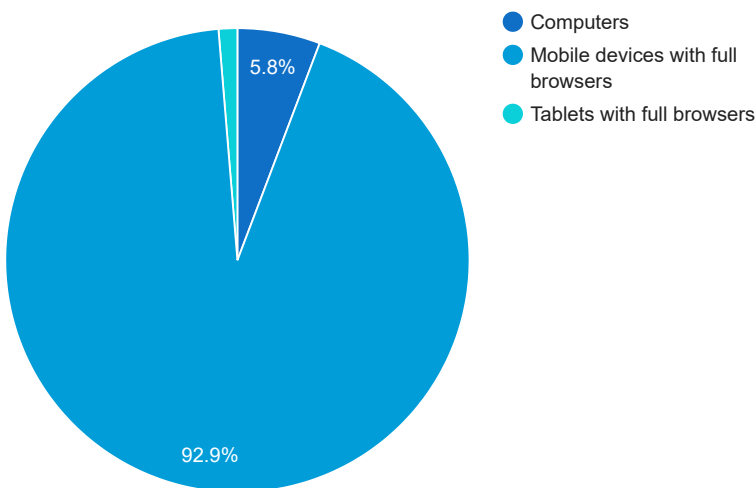
Budget Coverage



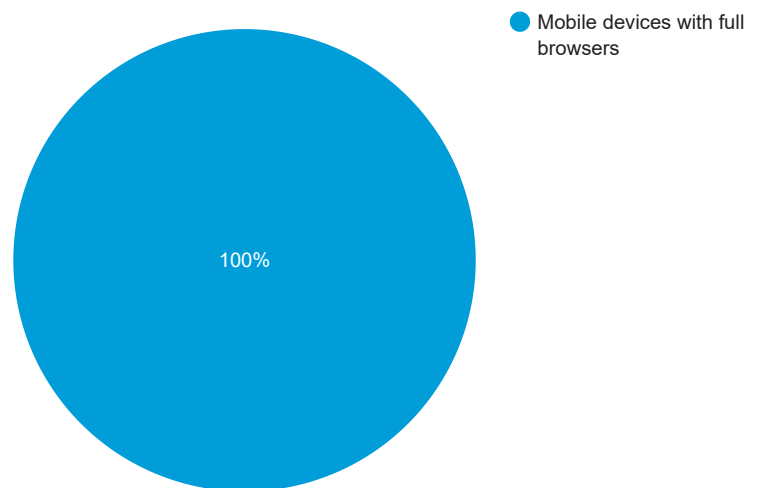
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	1,738.60	46.63
Jan, 2019	3,556.50	49.01
Feb, 2019	3,536.98	47.24
Mar, 2019	4,356.15	46.71
Apr, 2019	4,640.88	51.02
May, 2019	4,537.91	64.67
Jun, 2019	4,614.02	67.44
Jul, 2019	4,625.88	64.78
Aug, 2019	4,651.52	67.38
Sep, 2019	4,638.42	68.36
Oct, 2019	4,653.50	66.48
Nov, 2019	2,751.71	79.25

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	1,297	100	\$2,557.08	\$25.57	7.71%	-	2	2%	\$1,278.54
Computers	291	9	\$158.72	\$17.64	3.09%	-	0	0%	\$0.00
Tablets with full browsers	44	2	\$35.91	\$17.95	4.55%	-	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	1,632	111	\$2,751.71	\$24.79	6.8%	-	2	1.8%	\$1,375.86

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Lead - Form Submit

2

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