

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Edelman

932-459-0548

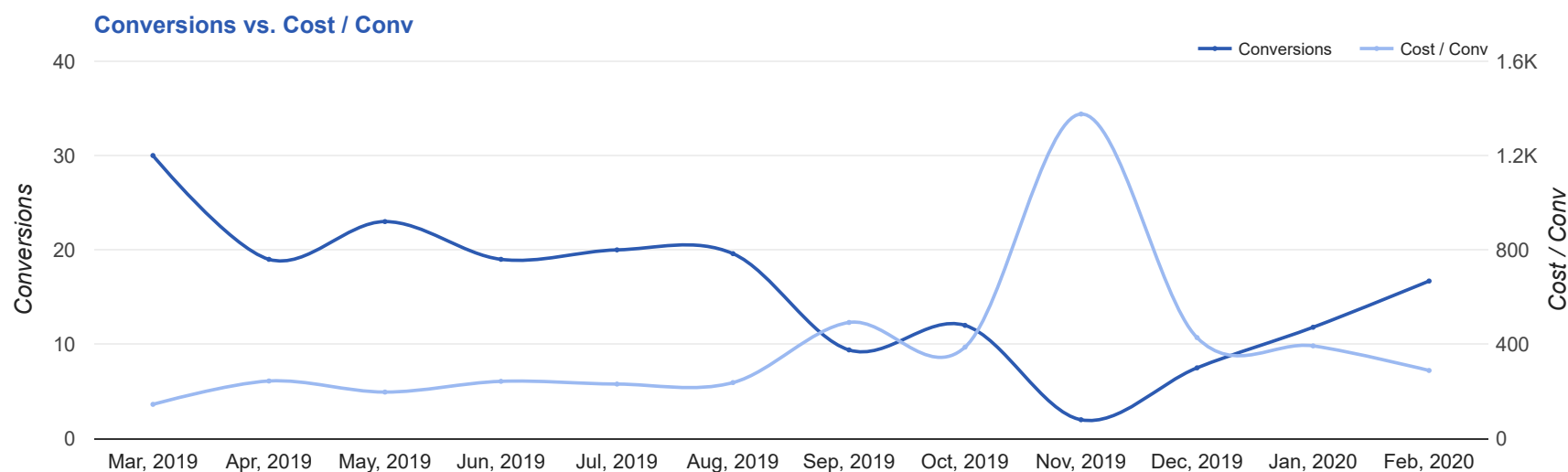
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,815	16.7	3.88%	\$288.81
↑ 4%	↑ 41%	↑ 2%	↓ 27%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	6,008	312	\$4,651.05	\$14.91	5.19%	-	11.8	3.79%	\$393.16	63.79%
1 Feb 2020 — 29 Feb 2020	7,062	430	\$4,814.50	\$11.20	6.09%	-	16.7	3.88%	\$288.81	64.49%
Change	1,054 ↑ 18%	118 ↑ 38%	\$163.45 ↑ 4%	\$3.71 ↓ 25%	0.90% ↑ 17%	--	4.84 ↑ 41%	0.09% ↑ 2%	\$104.35 ↓ 27%	0.70% ↑ 1%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	79.1%
Dec '19	1,691	114	\$3,211.38	\$28.17	6.74%	-	7.5	6.58%	\$428.18	77.33%
Jan '20	6,008	312	\$4,651.05	\$14.91	5.19%	-	11.8	3.79%	\$393.16	63.79%
Feb '20	7,062	430	\$4,814.50	\$11.20	6.09%	-	16.7	3.88%	\$288.81	64.49%
Total	90,635	4,537	\$52,146.92	\$11.49	5.01%	-	190	4.19%	\$274.46	60.71%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,077	256	\$2,708.51	\$10.58	6.28%	-	13	5.08%	\$208.35	69.15%
search beta emsculpt	1,000	91	\$1,499.70	\$16.48	9.1%	-	3	3.3%	\$499.90	68.84%
search beta emsella	1,985	83	\$606.29	\$7.30	4.18%	-	0.7	0.81%	\$904.91	55.29%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

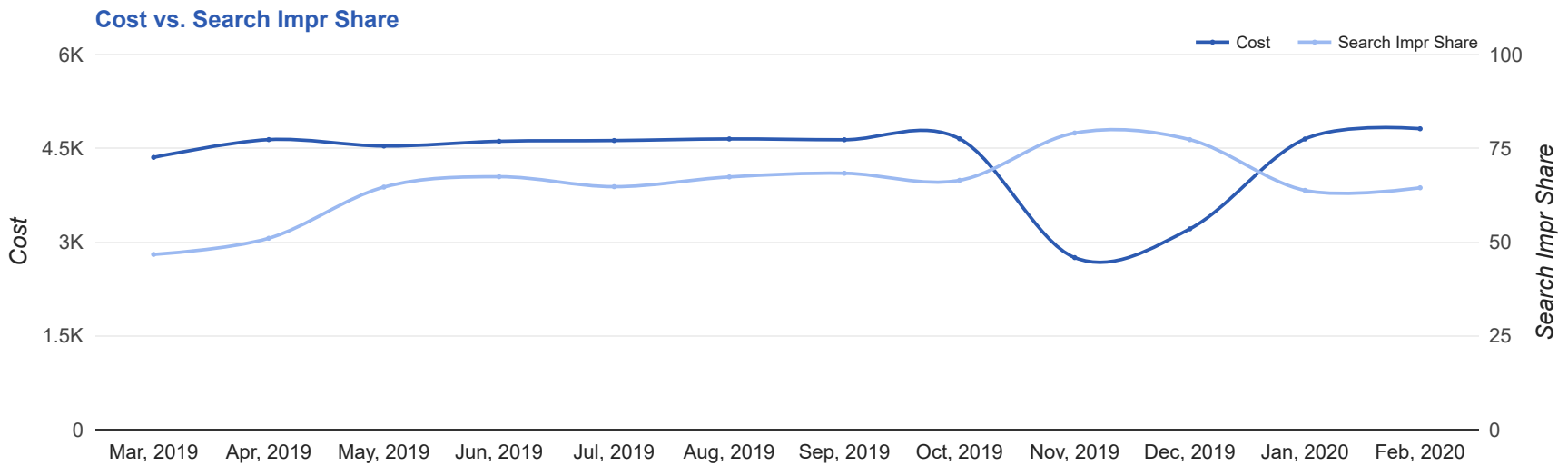
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Julia Edelman} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting www.juliaedelmanmd.com/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consultation	1,238	66	\$735.82	\$11.15	5.33%	-	3	4.55%	\$245.27
Best Price in Middleboro - Dr. Julia Edelman - Flexible Payment Options www.juliaedelmanmd.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	38	1	\$23.80	\$23.80	2.63%	-	2	200.00%	\$11.90
{Keyword:Emsculpt Body Contouring} - Build Muscle + Burn Fat - Middleboro's #1 Provider www.juliaedelmanmd.com/ Quick. Painless. No Recovery. In a Half Hour, Emsculpt Does the Work of 20,000 Crunches	291	29	\$534.72	\$18.44	9.97%	-	2	6.90%	\$267.36
Coolsculpting in Middleboro - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.juliaedelmanmd.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	601	40	\$350.82	\$8.77	6.66%	-	1.5	3.75%	\$233.88
{Keyword:Dr. Julia Edelman} - Best Price in Middleboro - 25% Off Coolsculpting Cost www.juliaedelmanmd.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	284	37	\$356.66	\$9.64	13.03%	-	1.5	4.05%	\$237.77

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

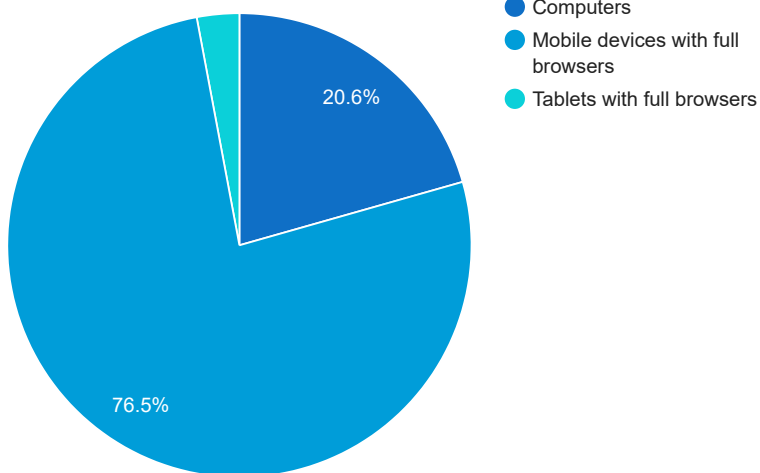
Budget Coverage



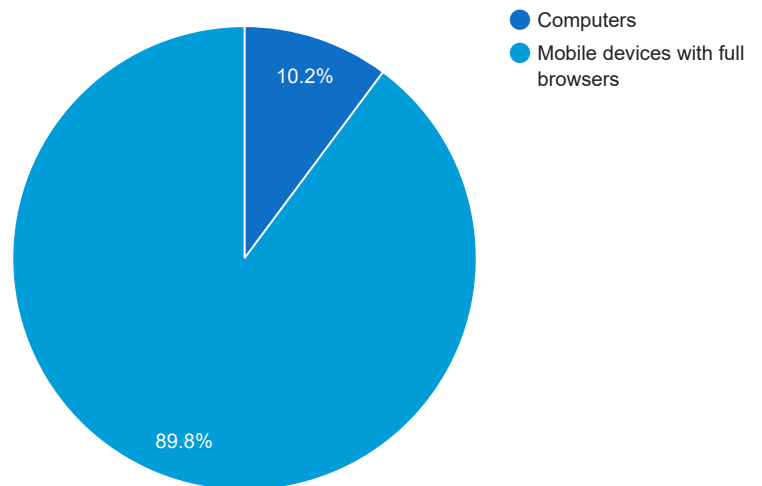
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	4,356.15	46.71
Apr, 2019	4,640.88	51.02
May, 2019	4,537.91	64.67
Jun, 2019	4,614.02	67.44
Jul, 2019	4,625.88	64.78
Aug, 2019	4,651.52	67.38
Sep, 2019	4,638.42	68.36
Oct, 2019	4,653.50	66.48
Nov, 2019	2,751.71	79.10
Dec, 2019	3,211.38	77.33
Jan, 2020	4,651.05	63.79
Feb, 2020	4,814.50	64.49

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	3,999	290	\$3,680.73	\$12.69	7.25%	-	15	5.17%	\$245.38
Computers	2,477	116	\$991.61	\$8.55	4.68%	-	1.7	1.44%	\$593.78
Tablets with full browsers	586	24	\$142.16	\$5.92	4.1%	-	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	7,062	430	\$4,814.50	\$11.20	6.09%	-	16.7	3.88%	\$288.81

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE

CONV

Lead - Form Submit

14.7

Phone Call

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