

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

Edelman

932-459-0548

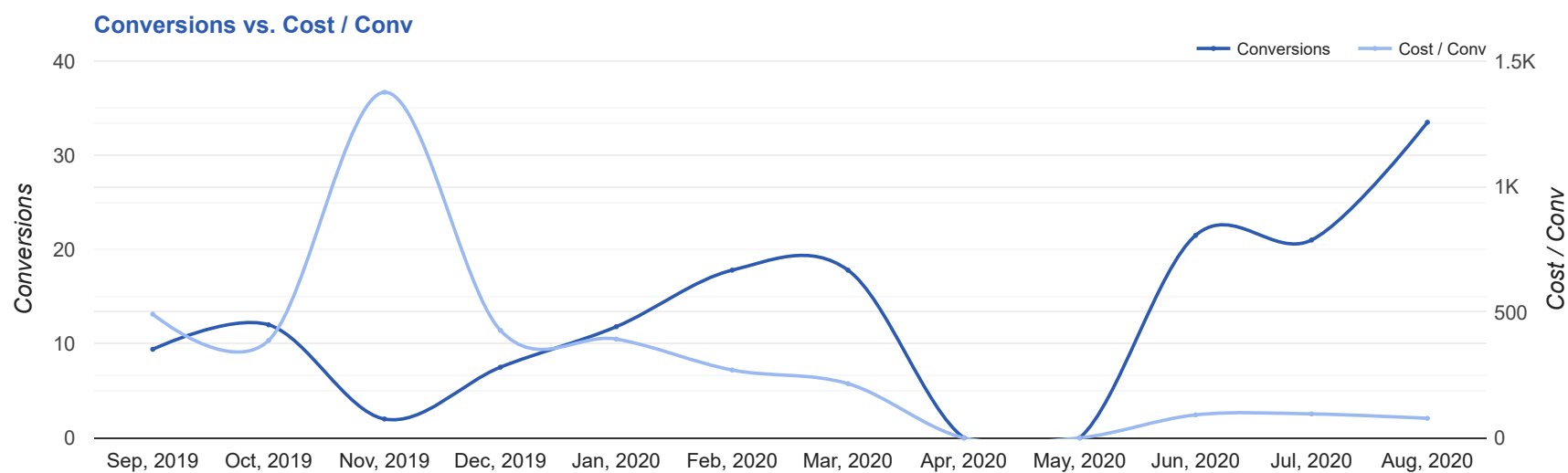
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,603	33.5	4.88%	\$77.71
↑ 30%	↑ 60%	↓ 24%	↓ 18%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	4,104	328	\$1,999.69	\$6.10	7.99%	-	21	6.4%	\$95.22	67.47%
1 Aug 2020 — 31 Aug 2020	14,114	687	\$2,603.44	\$3.79	4.87%	-	33.5	4.88%	\$77.71	21.4%
Change	10,010 ↑ 244%	359 ↑ 109%	\$603.75 ↑ 30%	\$2.31 ↓ 38%	3.12% ↓ 39%	--	12.50 ↑ 60%	1.52% ↓ 24%	\$17.51 ↓ 18%	46.07% ↓ 68%

Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	17.8	4.15%	\$270.02	64.49%	
Mar '20	4,006	306	\$3,845.10	\$12.57	7.64%	-	17.8	5.83%	\$215.65	75.73%	
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Jun '20	2,517	242	\$1,965.63	\$8.12	9.61%	-	21.5	8.88%	\$91.42	75.61%	
Jul '20	4,104	328	\$1,999.69	\$6.10	7.99%	-	21	6.4%	\$95.22	67.47%	
Aug '20	14,114	687	\$2,603.44	\$3.79	4.87%	-	33.5	4.88%	\$77.71	21.4%	
Total	50,423	3,100	\$35,134.42	\$11.33	6.15%	-	154.4	4.98%	\$227.54	42.37%	

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	14,114	687	\$2,603.44	\$3.79	4.87%	-	33.5	4.88%	\$77.71	21.4%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

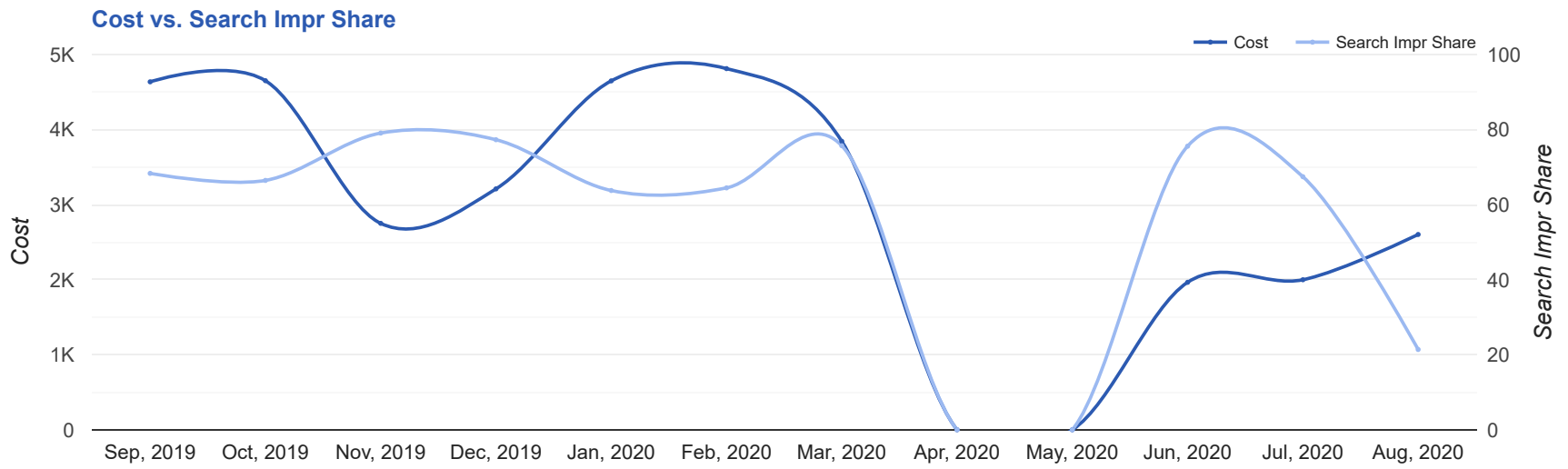
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Julia Edelman} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting www.juliaedelmanmd.com/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consultation	1,451	88	\$501.17	\$5.70	6.06%	-	11	12.50%	\$45.56
Coolsculpting in Middleboro - #1 Fat Reduction Treatment - Book A Virtual Consultation www.juliaedelmanmd.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,605	95	\$410.34	\$4.32	2.64%	-	7	7.37%	\$58.62
{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.	426	31	\$146.83	\$4.74	7.28%	-	5.5	17.74%	\$26.70
{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	2,530	163	\$574.53	\$3.52	6.44%	-	2	1.23%	\$287.26
25% Off CoolSculpting in MA - Freeze Away Stubborn Fat - Virtual Consultation Available www.juliaedelmanmd.com/coolsculpting/vs-liposuction #1 Coolsculpting Deal. 25% off. Freeze fat. Top provider in Middleboro, MA.	344	20	\$78.74	\$3.94	5.81%	-	2	10.00%	\$39.37

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

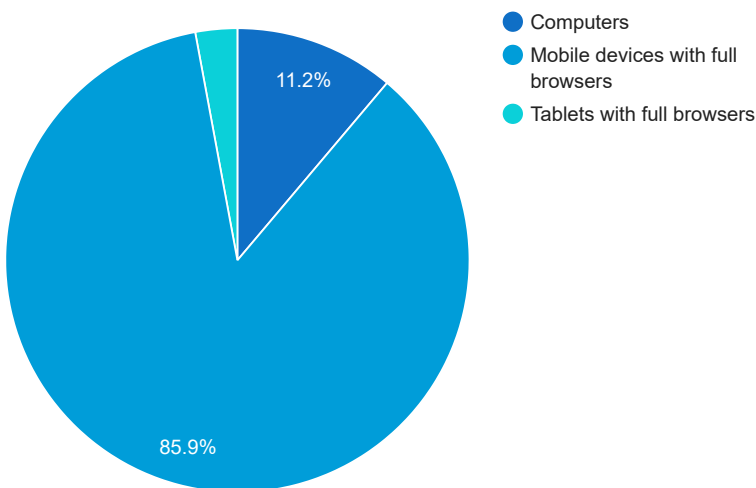
Budget Coverage



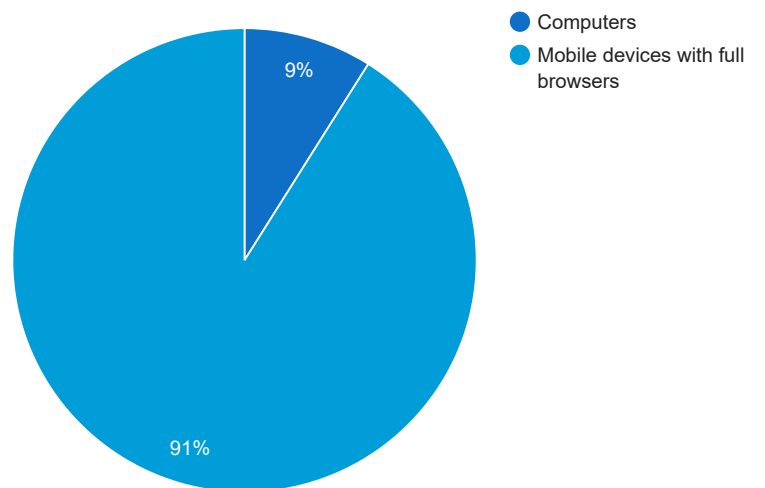
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	4,638.42	68.36
Oct, 2019	4,653.50	66.48
Nov, 2019	2,751.71	79.10
Dec, 2019	3,211.38	77.33
Jan, 2020	4,651.05	63.79
Feb, 2020	4,814.50	64.49
Mar, 2020	3,845.10	75.73
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.40

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	11,540	596	\$2,237.05	\$3.75	5.16%	-	30.5	5.12%	\$73.35
Computers	2,079	69	\$290.48	\$4.21	3.32%	-	3	4.35%	\$96.83
Tablets with full browsers	495	22	\$75.91	\$3.45	4.44%	-	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	14,114	687	\$2,603.44	\$3.79	4.87%	-	33.5	4.88%	\$77.71

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Lead - Form Submit

31.5

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