

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Edelman

932-459-0548

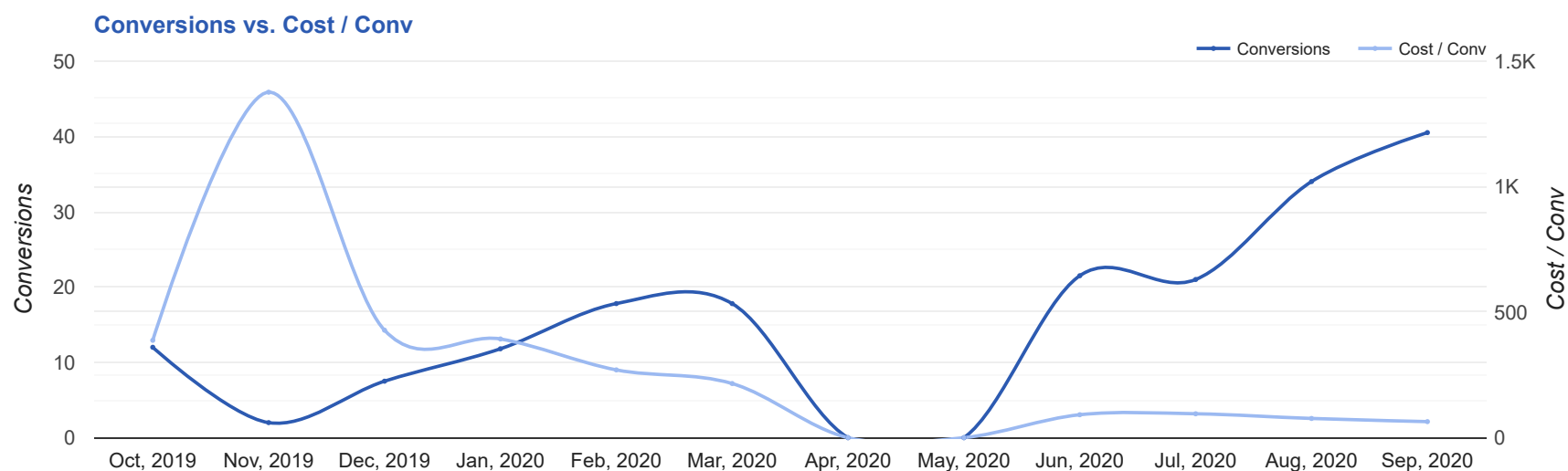
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,591	40.5	6.19%	\$63.98
↔ 0%	↑ 19%	↑ 25%	↓ 16%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	14,114	687	\$2,603.44	\$3.79	4.87%	-	34	4.95%	\$76.57	21.44%
1 Sep 2020 — 30 Sep 2020	13,010	654	\$2,591.26	\$3.96	5.03%	-	40.5	6.19%	\$63.98	24.58%
Change	1,104 ↓ 8%	33 ↓ 5%	\$12.18 ↓ 0%	\$0.17 ↑ 4%	0.16% ↑ 3%	--	6.50 ↑ 19%	1.24% ↑ 25%	\$12.59 ↓ 16%	3.14% ↑ 15%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	34	4.95%	\$76.57	21.44%
Sep '20	13,010	654	\$2,591.26	\$3.96	5.03%	-	40.5	6.19%	\$63.98	24.58%
Total	57,556	3,403	\$33,087.26	\$9.72	5.91%	-	186	5.47%	\$177.90	35.26%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	13,010	654	\$2,591.26	\$3.96	5.03%	-	40.5	6.19%	\$63.98	24.58%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

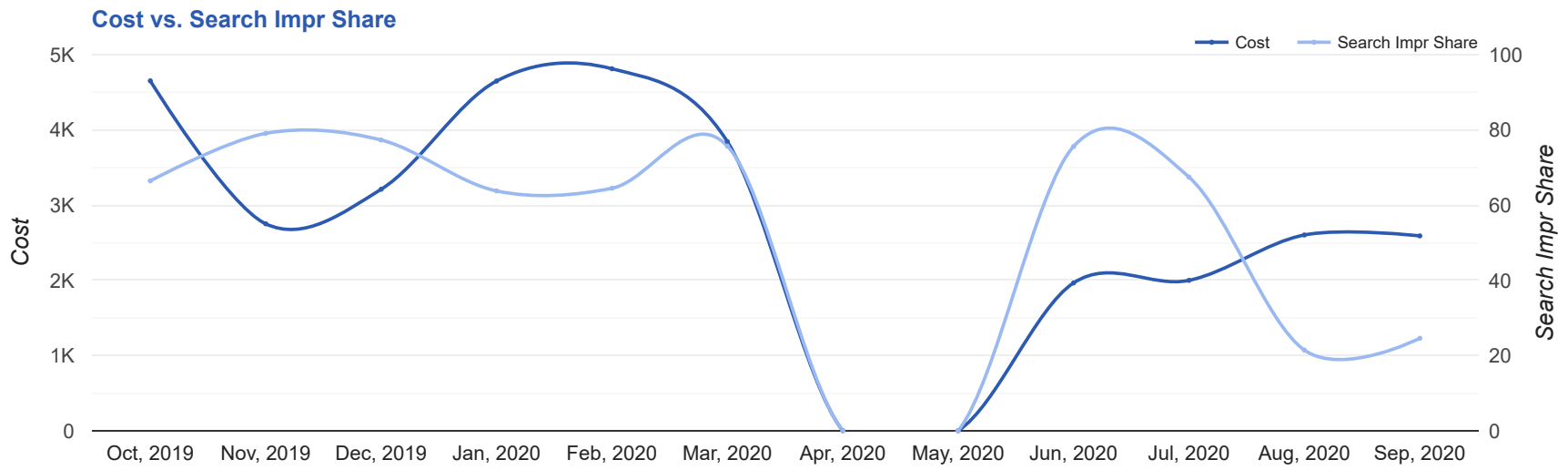
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Julia Edelman} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting www.juliaedelmanmd.com/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consultation	1,213	83	\$476.10	\$5.74	6.84%	-	11.2	13.52%	\$42.43
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	3,640	217	\$607.84	\$2.80	5.96%	-	8.3	3.80%	\$73.68
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.	3,517	98	\$387.73	\$3.96	2.79%	-	8	8.16%	\$48.47
{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	2,295	133	\$542.03	\$4.08	5.80%	-	7	5.26%	\$77.43
Dr. Julia Edelman - CoolSculpting in Middleboro MA - Fat Reduction Treatment www.juliaedelmanmd.com/--/-- CoolSculpting Treatments Near Me in Middleboro, MA. Schedule a Free Consultation	79	12	\$105.73	\$8.81	15.19%	-	3	25.00%	\$35.24

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

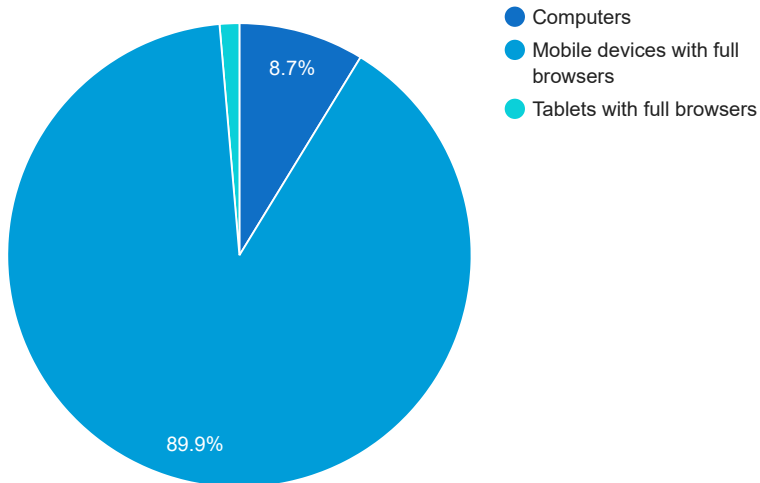
Budget Coverage



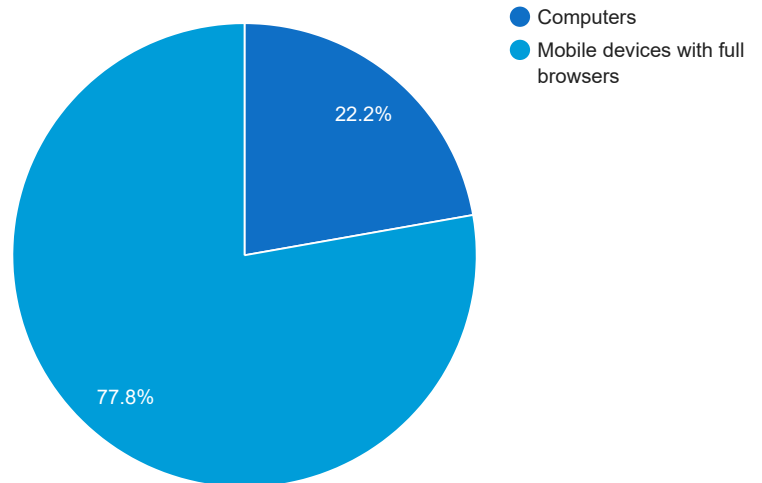
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	4,653.50	66.48
Nov, 2019	2,751.71	79.10
Dec, 2019	3,211.38	77.33
Jan, 2020	4,651.05	63.79
Feb, 2020	4,814.50	64.49
Mar, 2020	3,845.10	75.73
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.58

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	10,745	589	\$2,329.28	\$3.95	5.48%	-	31.5	5.35%	\$73.95
Computers	1,814	49	\$226.45	\$4.62	2.7%	-	9	18.37%	\$25.16
Tablets with full browsers	451	16	\$35.53	\$2.22	3.55%	-	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	13,010	654	\$2,591.26	\$3.96	5.03%	-	40.5	6.19%	\$63.98

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Lead - Form Submit	33.5
Phone Call	4
Click to Call	3

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