

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

Edelman

932-459-0548

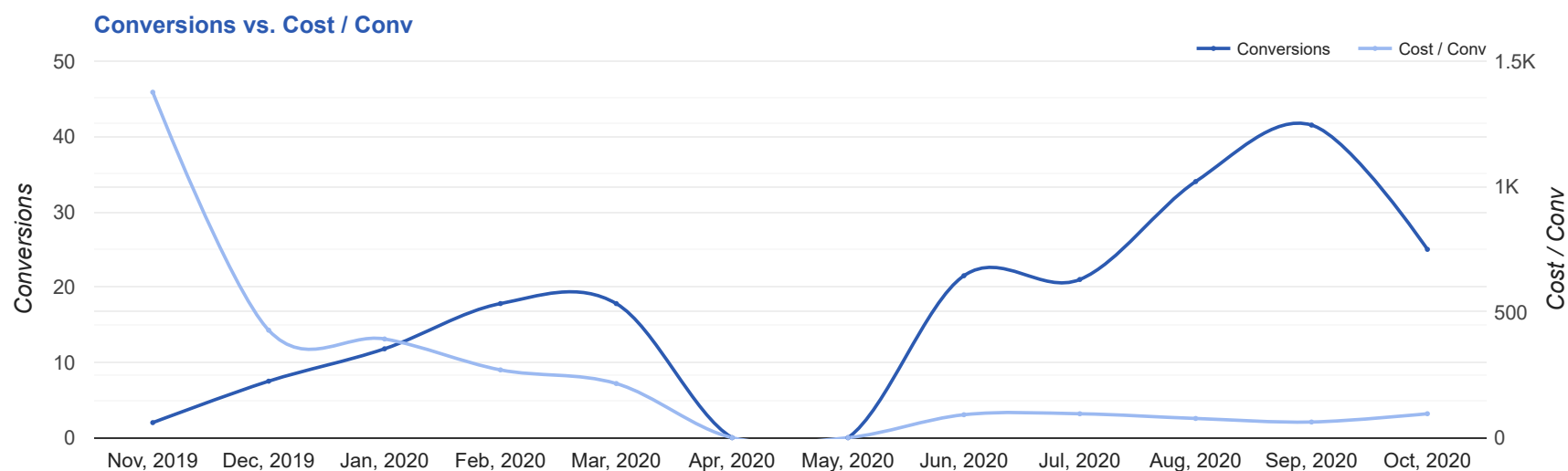
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,386	25	6.22%	\$95.43
↓ 8%	↓ 40%	↓ 2%	↑ 53%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	13,010	654	\$2,591.26	\$3.96	5.03%	-	41.5	6.35%	\$62.44	24.72%
1 Oct 2020 — 31 Oct 2020	6,952	402	\$2,385.63	\$5.93	5.78%	-	25	6.22%	\$95.43	21.33%
Change	6,058 ↓ 47%	252 ↓ 39%	\$205.63 ↓ 8%	\$1.97 ↑ 50%	0.75% ↑ 15%	--	16.50 ↓ 40%	0.13% ↓ 2%	\$32.99 ↑ 53%	3.39% ↓ 14%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	41.5	6.35%	\$62.44	24.72%
Oct '20	6,952	402	\$2,385.63	\$5.93	5.78%	-	25	6.22%	\$95.43	21.33%
Total	61,096	3,586	\$30,819.39	\$8.59	5.87%	-	200	5.58%	\$154.10	32.09%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	3,977	264	\$1,976.29	\$7.49	6.64%	-	17.3	6.53%	\$114.57	28.46%
search beta coolsculpting exp reach	2,975	138	\$409.34	\$2.97	4.64%	-	7.8	5.62%	\$52.82	15.8%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

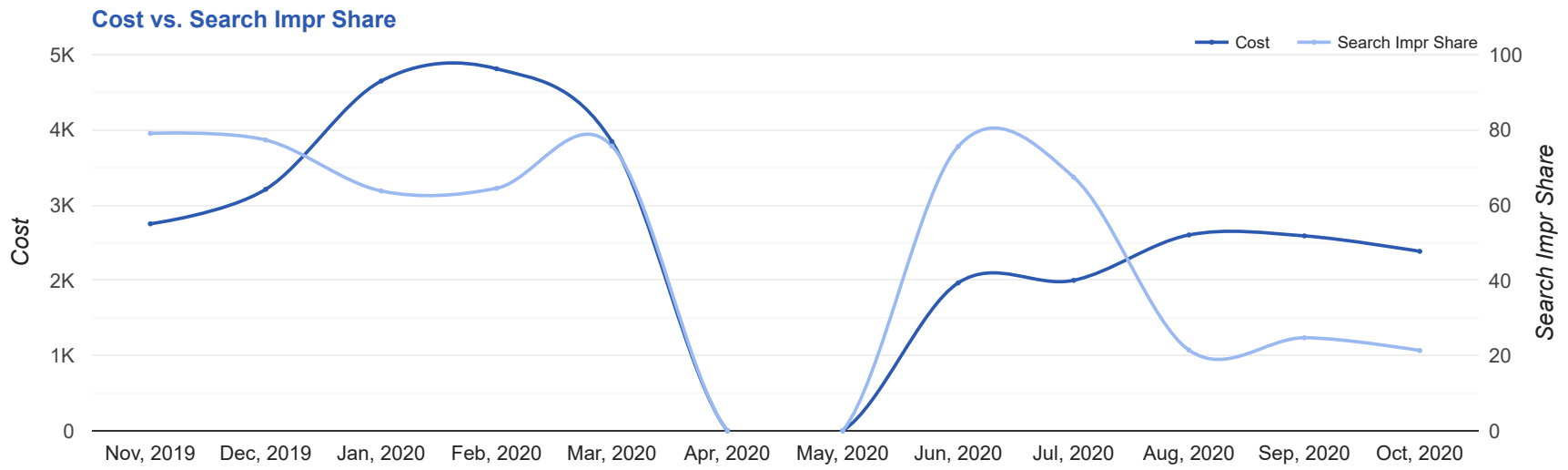
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Julia Edelman} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting www.juliaedelmanmd.com/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consultation	883	84	\$958.55	\$11.41	9.51%	-	7.8	9.23%	\$123.68
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	628	51	\$164.53	\$3.23	8.12%	-	5.3	10.29%	\$31.34
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	1,274	65	\$177.17	\$2.73	5.10%	-	4	6.15%	\$44.29
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	1,814	74	\$207.65	\$2.81	4.08%	-	2.5	3.38%	\$83.06
{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	454	30	\$107.41	\$3.58	6.61%	-	2	6.67%	\$53.70

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

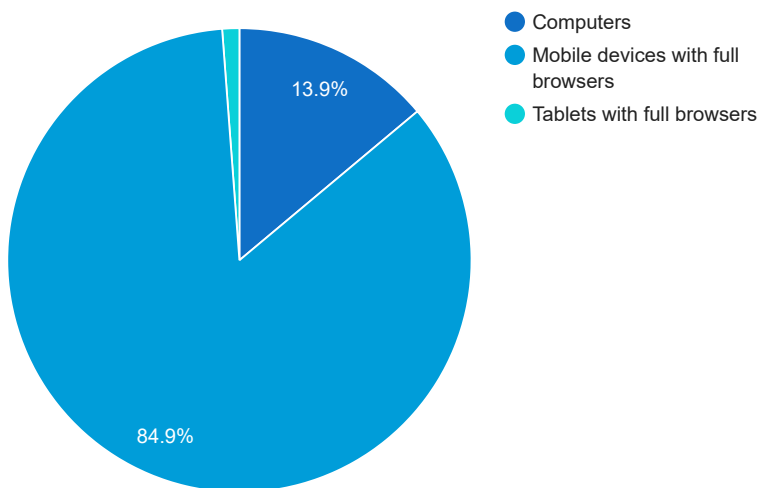
Budget Coverage



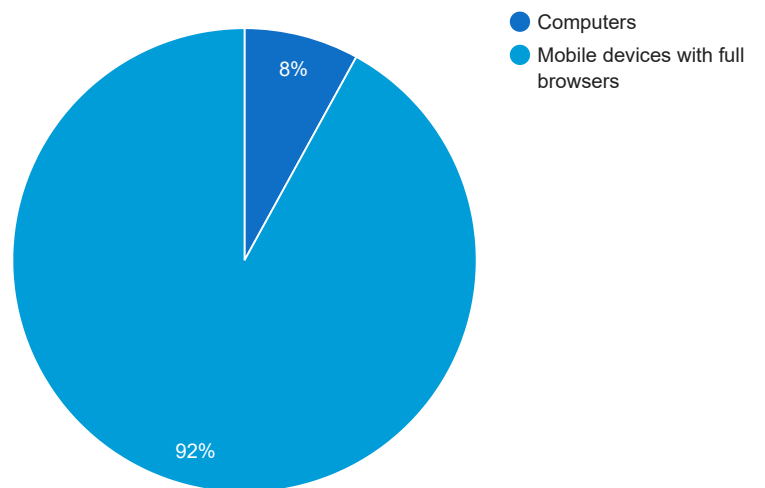
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	2,751.71	79.10
Dec, 2019	3,211.38	77.33
Jan, 2020	4,651.05	63.79
Feb, 2020	4,814.50	64.49
Mar, 2020	3,845.10	75.73
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.33

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	5,705	352	\$2,025.37	\$5.75	6.17%	-	23	6.53%	\$88.06
Computers	1,024	43	\$331.86	\$7.72	4.2%	-	2	4.65%	\$165.93
Tablets with full browsers	223	7	\$28.40	\$4.06	3.14%	-	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	6,952	402	\$2,385.63	\$5.93	5.78%	-	25	6.22%	\$95.43

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Lead - Form Submit	21
Phone Call	2
Click to 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