

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

Edelman

932-459-0548

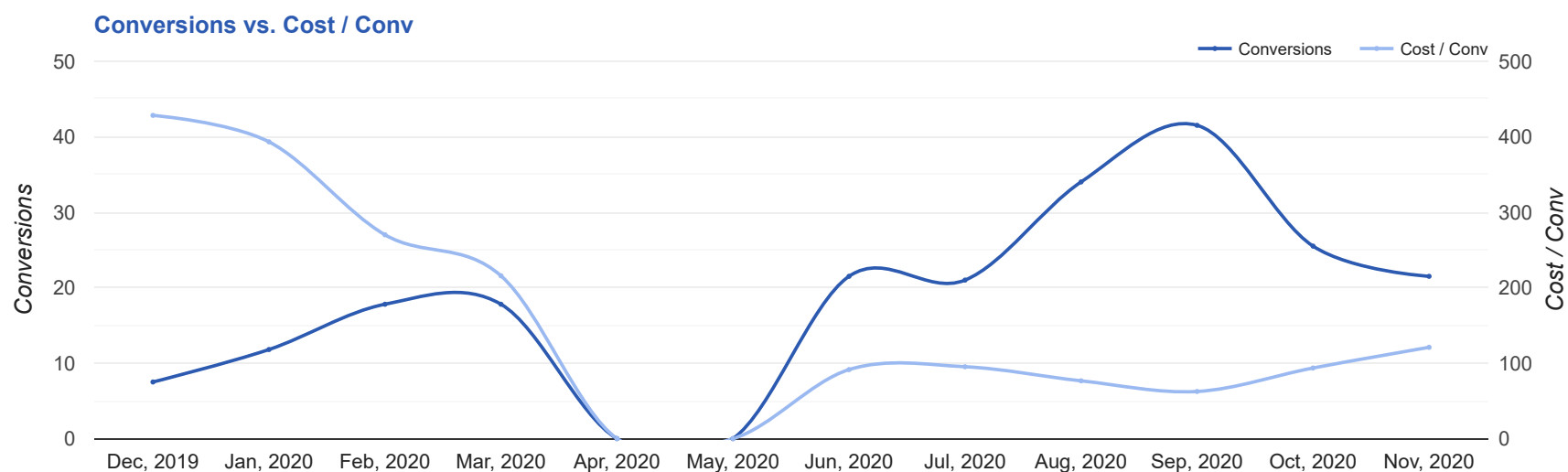
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,600	21.5	4.55%	\$120.93
↑ 9%	↓ 16%	↓ 28%	↑ 29%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	6,952	402	\$2,385.63	\$5.93	5.78%	-	25.5	6.34%	\$93.55	21.3%
1 Nov 2020 — 30 Nov 2020	8,449	473	\$2,599.89	\$5.50	5.6%	-	21.5	4.55%	\$120.93	24.9%
Change	1,497 ↑ 22%	71 ↑ 18%	\$214.26 ↑ 9%	\$0.43 ↓ 7%	0.18% ↓ 3%	--	4 ↓ 16%	1.79% ↓ 28%	\$27.38 ↑ 29%	3.60% ↑ 17%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	25.5	6.34%	\$93.55	21.3%	
Nov '20	8,449	473	\$2,599.89	\$5.50	5.6%	-	21.5	4.55%	\$120.93	24.9%	
Total	67,913	3,948	\$30,667.57	\$7.77	5.81%	-	220	5.57%	\$139.40	30.55%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,449	473	\$2,599.89	\$5.50	5.6%	-	21.5	4.55%	\$120.93	24.9%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

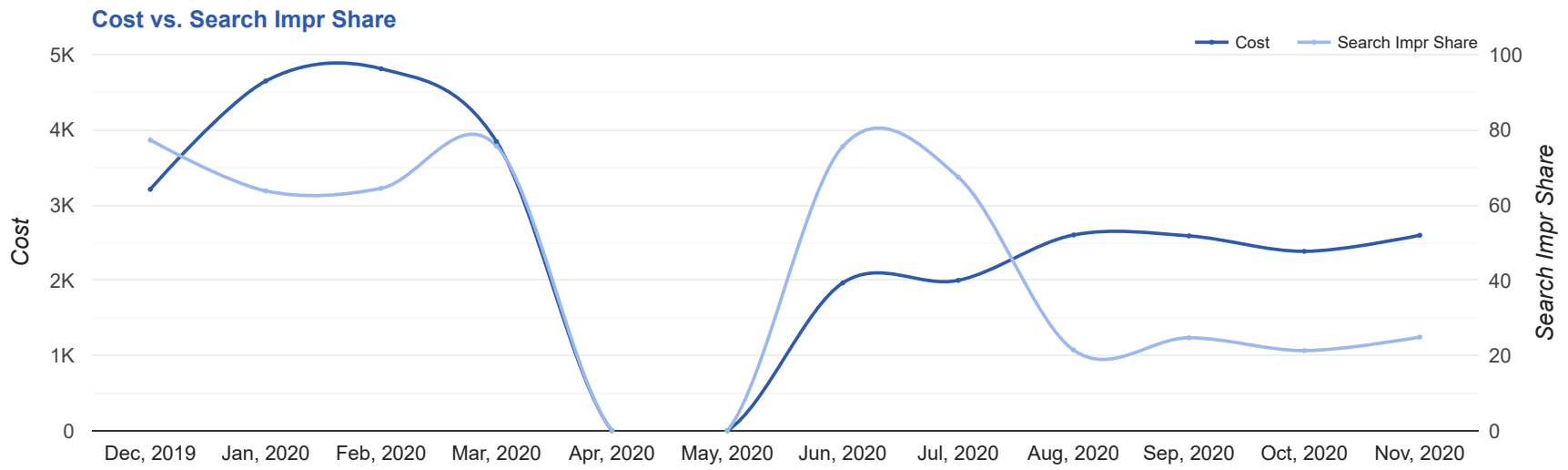
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction www.juliaedelmanmd.com/--/-- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	3,159	164	\$818.34	\$4.99	5.19%	-	7	4.27%	\$116.91
Fat Reduction in Middleboro - Our Biggest Discount Ever - Get Rid of Unwanted Fat www.juliaedelmanmd.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	194	15	\$78.40	\$5.23	7.73%	-	2.5	16.67%	\$31.36
{Keyword:Dr. Julia Edelman} - Safe & Effective Fat Reduction - Target Belly Fat, Love Handles www.juliaedelmanmd.com/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consultation	215	19	\$226.16	\$11.90	8.84%	-	1.5	7.89%	\$150.77
CoolSculpting® in Middleboro - Nov Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.juliaedelmanmd.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA.	3	2	\$23.29	\$11.64	66.67%	-	1	50.00%	\$23.29
Huge CoolSculpting Promotion - CoolSculpting in Middleboro - Biggest Coolsculpting® Promo www.juliaedelmanmd.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA.	80	10	\$35.67	\$3.57	12.50%	-	1	10.00%	\$35.67

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

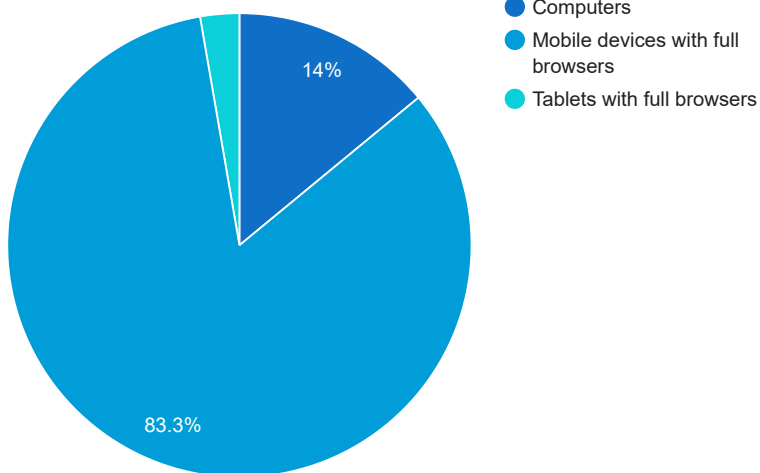
Budget Coverage



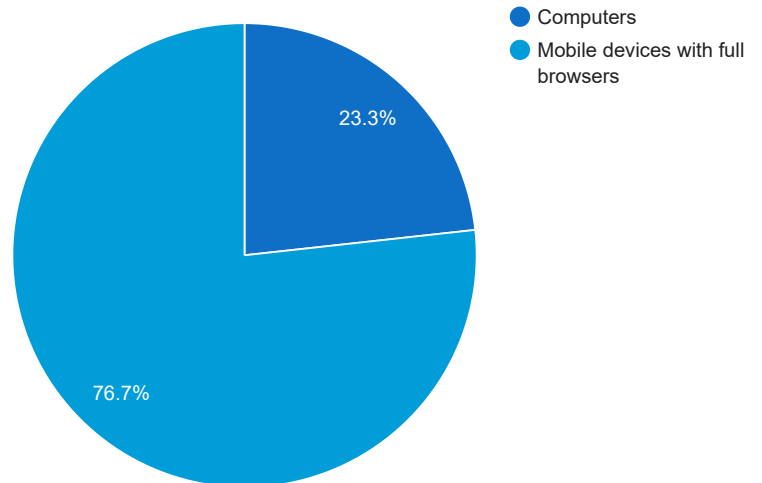
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	3,211.38	77.33
Jan, 2020	4,651.05	63.79
Feb, 2020	4,814.50	64.49
Mar, 2020	3,845.10	75.73
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.30
Nov, 2020	2,599.89	24.90

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	6,776	399	\$2,164.53	\$5.42	5.89%	-	16.5	4.14%	\$131.18
Computers	1,397	59	\$364.64	\$6.18	4.22%	-	5	8.47%	\$72.93
Tablets with full browsers	276	15	\$70.72	\$4.71	5.43%	-	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	8,449	473	\$2,599.89	\$5.50	5.6%	-	21.5	4.55%	\$120.93

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Lead - Form Submit	17.5
Click to Call	3
Phone Call	1

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