

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

Edelman

932-459-0548

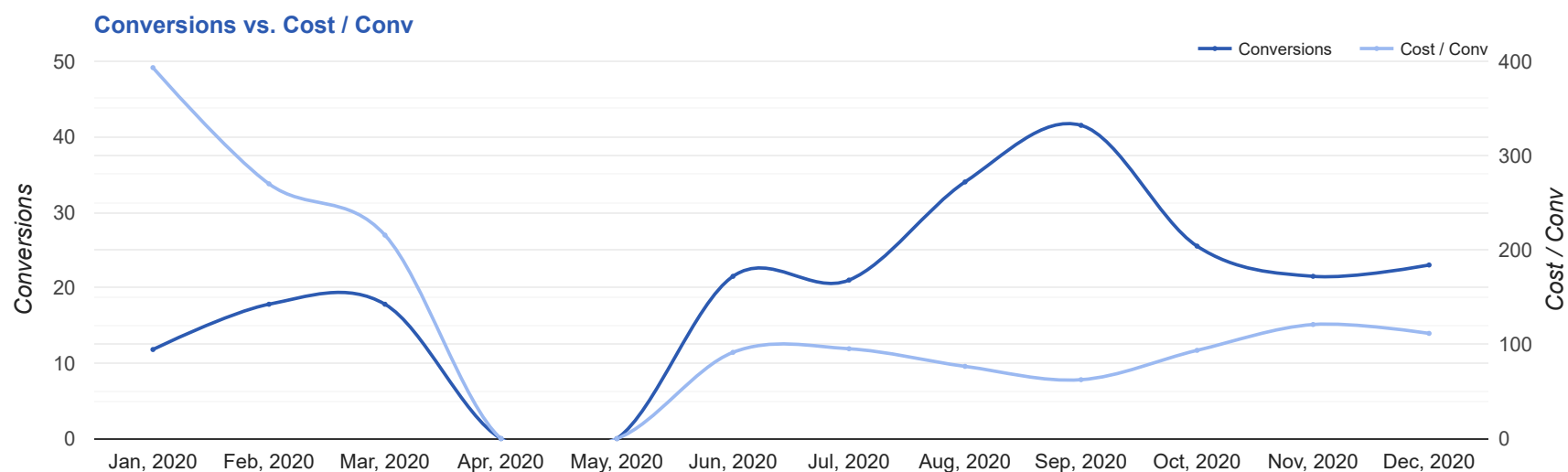
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,564	23	4.01%	\$111.50
↓ 1%	↑ 7%	↓ 12%	↓ 8%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	8,449	473	\$2,599.89	\$5.50	5.6%	-	21.5	4.55%	\$120.93	24.9%
1 Dec 2020 — 31 Dec 2020	9,808	574	\$2,564.48	\$4.47	5.85%	-	23	4.01%	\$111.50	24.16%
<b>Change</b>	1,359 ↑ 16%	101 ↑ 21%	\$35.41 ↓ 1%	\$1.03 ↓ 19%	0.25% ↑ 4%	--	1.50 ↑ 7%	0.54% ↓ 12%	\$9.43 ↓ 8%	0.74% ↓ 3%

# Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Dec '20	9,808	574	\$2,564.48	\$4.47	5.85%	-	23	4.01%	\$111.50	24.16%
<b>Total</b>	<b>76,030</b>	<b>4,408</b>	<b>\$30,020.67</b>	<b>\$6.81</b>	<b>5.8%</b>	<b>-</b>	<b>235.5</b>	<b>5.34%</b>	<b>\$127.48</b>	<b>29.16%</b>

## Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	9,808	574	\$2,564.48	\$4.47	5.85%	-	23	4.01%	\$111.50	24.16%

# Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

## Top Text Ads

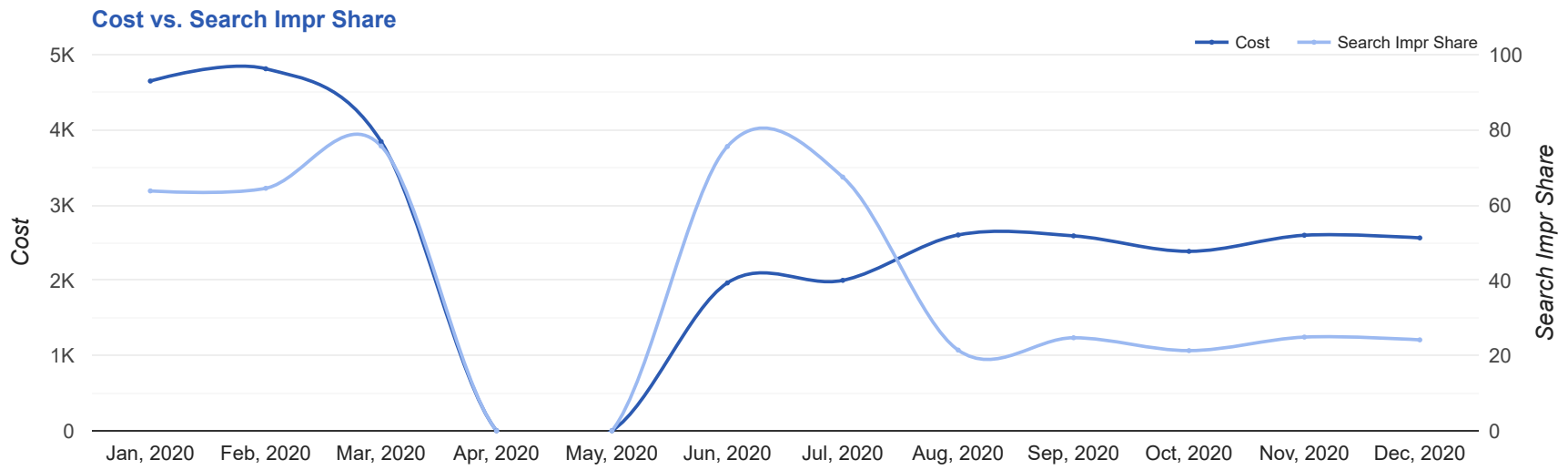
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction</a> <a href="http://www.juliaedelmanmd.com/--/">www.juliaedelmanmd.com/--/</a> -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,874	144	\$643.75	\$4.47	5.01%	-	4	2.78%	\$160.94
<a href="#">Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction</a> <a href="http://www.juliaedelmanmd.com/--/">www.juliaedelmanmd.com/--/</a> -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	753	98	\$410.96	\$4.19	13.01%	-	3	3.06%	\$136.99
<a href="#">Non-Surgical Fat Reduction - Our Biggest Discount Ever - New Clients Save 25%</a> <a href="http://www.juliaedelmanmd.com//">www.juliaedelmanmd.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	174	9	\$34.21	\$3.80	5.17%	-	2	22.22%	\$17.11
<a href="#">CoolSculpting® in Middleboro - Limited Time Offer   Dec 2020 - Flexible Payment Options</a> <a href="http://www.juliaedelmanmd.com//">www.juliaedelmanmd.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA.	10	1	\$14.23	\$14.23	10.00%	-	1	100.00%	\$14.23
<a href="#">Non-Surgical Fat Reduction - Our Biggest Discount Ever - Freeze Away Body Fat</a> <a href="http://www.juliaedelmanmd.com//">www.juliaedelmanmd.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	148	9	\$42.68	\$4.74	6.08%	-	1	11.11%	\$42.68

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

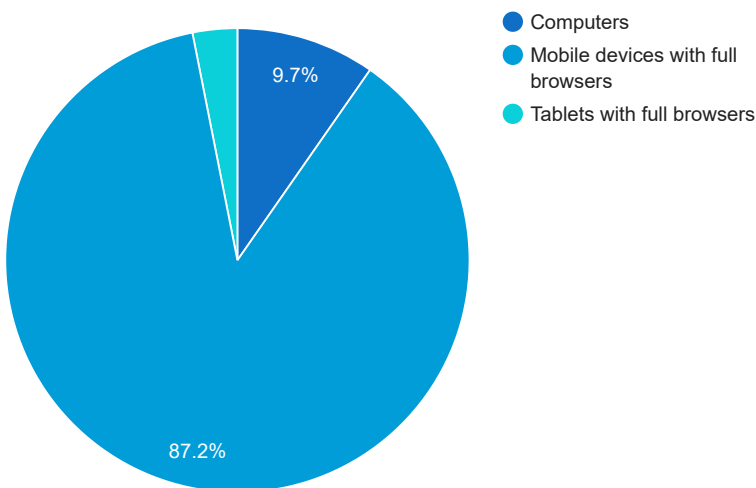
## Budget Coverage



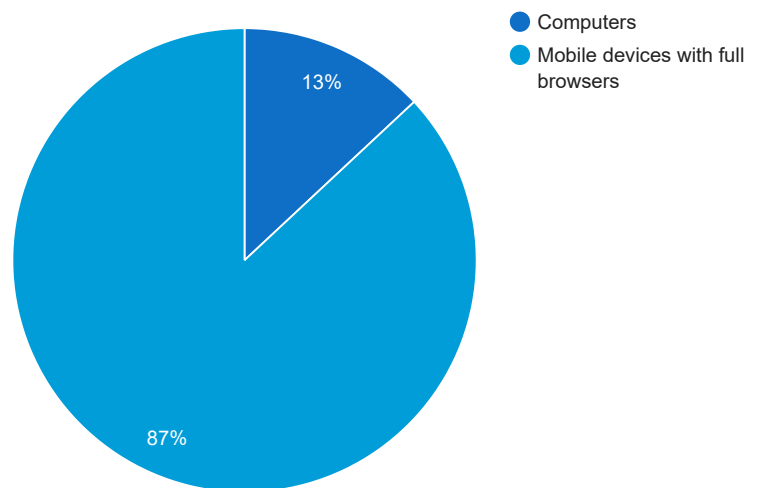
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	4,651.05	63.79
Feb, 2020	4,814.50	64.49
Mar, 2020	3,845.10	75.73
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.30
Nov, 2020	2,599.89	24.90
Dec, 2020	2,564.48	24.16

## 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	8,021	507	\$2,236.20	\$4.41	6.32%	-	20	3.94%	\$111.81
Computers	1,448	44	\$248.48	\$5.65	3.04%	-	3	6.82%	\$82.83
Tablets with full browsers	339	23	\$79.80	\$3.47	6.78%	-	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	9,808	574	\$2,564.48	\$4.47	5.85%	-	23	4.01%	\$111.50

# Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Lead - Form Submit	20
Click to Call	2
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