

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

City Derm - Long

390-979-1282

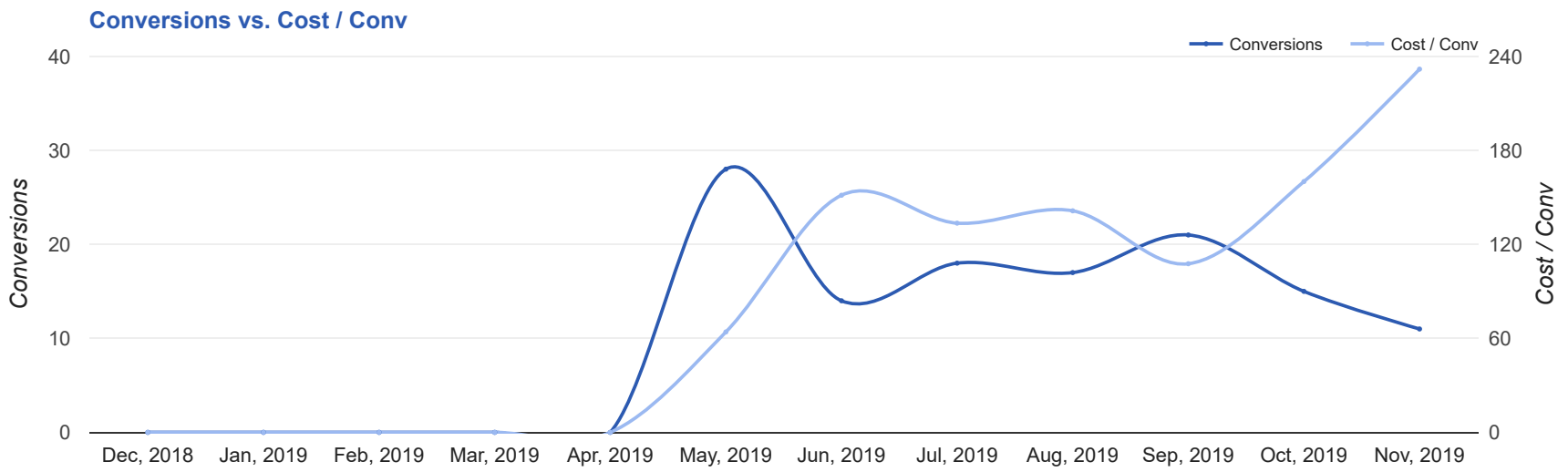
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,550	11	9.09%	\$231.86
↑ 6%	↓ 27%	↔ 0%	↑ 45%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	2,350	165	\$2,401.29	\$14.55	7.02%	-	15	9.09%	\$160.09	87.29%
1 Nov 2019 — 30 Nov 2019	1,608	121	\$2,550.47	\$21.08	7.52%	-	11	9.09%	\$231.86	74.21%
Change	742 ↓ 32%	44 ↓ 27%	\$149.18 ↑ 6%	\$6.53 ↑ 45%	0.50% ↑ 7%	--	4 ↓ 27%	0% ↔ 0%	\$71.77 ↑ 45%	13.08% ↓ 15%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Apr '19	233	25	\$212.16	\$8.49	10.73%	-	0	0%	\$0.00	99.15%	
May '19	1,528	174	\$1,794.62	\$10.31	11.39%	-	28	16.09%	\$64.09	99.16%	
Jun '19	1,575	214	\$2,118.94	\$9.90	13.59%	-	14	6.54%	\$151.35	98.99%	
Jul '19	4,904	359	\$2,403.68	\$6.70	7.32%	-	18	5.01%	\$133.54	73.79%	
Aug '19	4,908	385	\$2,404.17	\$6.24	7.84%	-	17	4.42%	\$141.42	88.37%	
Sep '19	3,066	252	\$2,260.37	\$8.97	8.22%	-	21	8.33%	\$107.64	82.91%	
Oct '19	2,350	165	\$2,401.29	\$14.55	7.02%	-	15	9.09%	\$160.09	87.3%	
Nov '19	1,608	121	\$2,550.47	\$21.08	7.52%	-	11	9.09%	\$231.86	74.22%	
Total	20,172	1,695	\$16,145.70	\$9.53	8.4%	-	124	7.32%	\$130.21	83.62%	

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search alpha coolsculpting	489	48	\$816.71	\$17.01	9.82%	-	7	14.58%	\$116.67	63.02%
search beta coolsculpting	1,119	73	\$1,733.76	\$23.75	6.52%	-	4	5.48%	\$433.44	80.67%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

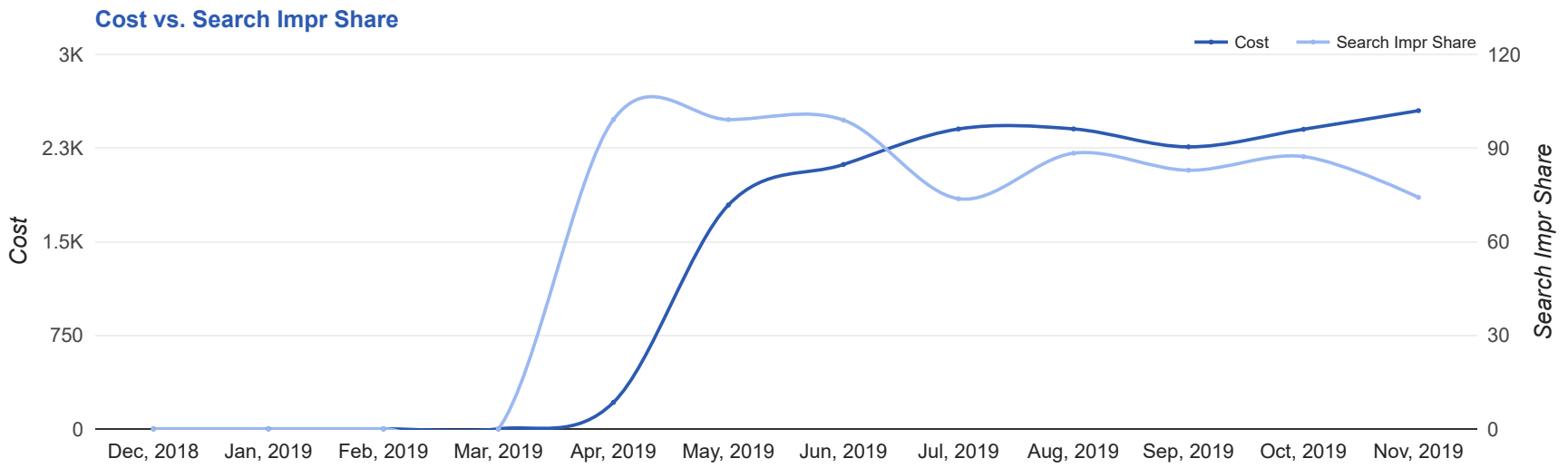
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Cincinnati - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime fatfreezeer.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	155	17	\$296.44	\$17.44	10.97%	-	4	23.53%	\$74.11
#1 Provider in Cincinnati - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® fatfreezeer.com/coolsculpting/cincinnati #1 CoolSculpting Deal. Freeze Fat. Top Provider in Cincinnati, OH. Free Consult.	102	9	\$152.70	\$16.97	8.82%	-	3	33.33%	\$50.90
25% Off All CoolSculpting® - Best Price in Cincinnati - City Dermatology & Laser fatfreezeer.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	49	6	\$102.83	\$17.14	12.24%	-	3	50.00%	\$34.28
CoolSculpting in Cincinnati - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime fatfreezeer.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	268	22	\$444.19	\$20.19	8.21%	-	1	4.55%	\$444.19
25% Off All Fat Freezing - City Dermatology & Laser - #1 Provider in Cincinnati fatfreezeer.com/coolsculpting/fat-freezing #1 CoolSculpting® Deal. Top Provider in Cincinnati, OH for Fat Freezing. Free Consult.	8	1	\$13.94	\$13.94	12.50%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

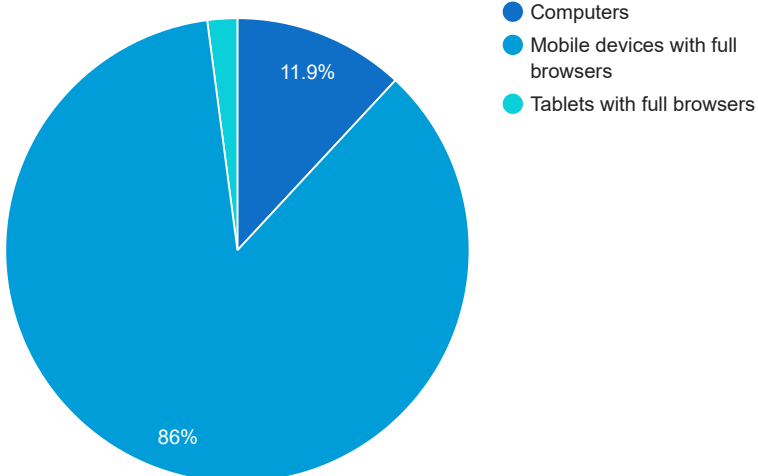
Budget Coverage



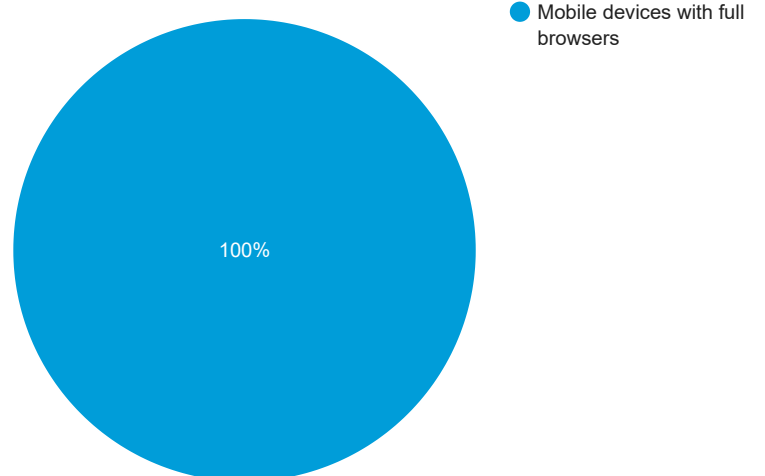
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	212.16	99.15
May, 2019	1,794.62	99.16
Jun, 2019	2,118.94	98.99
Jul, 2019	2,403.68	73.79
Aug, 2019	2,404.17	88.37
Sep, 2019	2,260.37	82.91
Oct, 2019	2,401.29	87.30
Nov, 2019	2,550.47	74.22

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	1,110	102	\$2,193.39	\$21.50	9.19%	-	11	10.78%	\$199.40
Computers	440	15	\$303.92	\$20.26	3.41%	-	0	0%	\$0.00
Tablets with full browsers	58	4	\$53.16	\$13.29	6.9%	-	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	1,608	121	\$2,550.47	\$21.08	7.52%	-	11	9.09%	\$231.86

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submission

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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