

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

Advanced Body Sculpting

187-825-5409

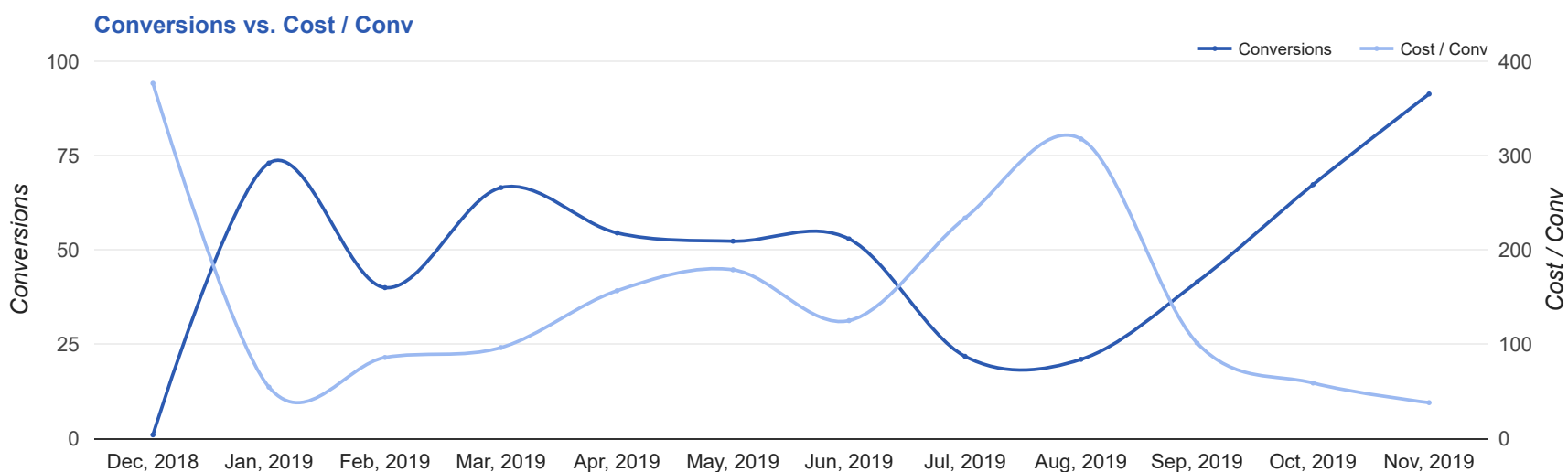
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,476	91.3	7.49%	\$38.10
↓ 12%	↑ 36%	↑ 50%	↓ 35%

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	17,632	1,347	\$3,961.06	\$2.94	7.64%	-	67.3	4.99%	\$58.90	52.63%
1 Nov 2019 — 30 Nov 2019	15,667	1,218	\$3,476.48	\$2.85	7.77%	-	91.3	7.49%	\$38.10	54.19%
Change	1,965 ↓ 11%	129 ↓ 10%	\$484.58 ↓ 12%	\$0.09 ↓ 3%	0.13% ↑ 2%	--	24 ↑ 36%	2.50% ↑ 50%	\$20.80 ↓ 35%	1.56% ↑ 3%

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
Dec '18	402	35	\$376.50	\$10.76	8.71%	-	1	2.86%	\$376.50	90.13%
Jan '19	6,946	398	\$3,985.22	\$10.01	5.73%	-	73	18.34%	\$54.59	71.21%
Feb '19	7,919	565	\$3,439.04	\$6.09	7.13%	-	40	7.08%	\$85.98	51.11%
Mar '19	22,952	1,369	\$6,415.42	\$4.69	5.96%	-	66.5	4.86%	\$96.47	34.49%
Apr '19	16,768	1,269	\$8,540.42	\$6.73	7.57%	-	54.5	4.29%	\$156.70	5%
May '19	13,443	1,252	\$9,363.99	\$7.48	9.31%	-	52.3	4.18%	\$178.94	75.75%
Jun '19	10,634	980	\$6,610.66	\$6.75	9.22%	-	52.9	5.39%	\$125.04	62.69%
Jul '19	3,625	430	\$5,095.92	\$11.85	11.86%	-	21.8	5.07%	\$233.76	88.87%
Aug '19	4,507	418	\$6,670.04	\$15.96	9.27%	-	21	5.02%	\$317.62	91.83%
Sep '19	7,584	688	\$4,206.68	\$6.11	9.07%	-	41.5	6.03%	\$101.37	70.98%
Oct '19	17,632	1,347	\$3,961.06	\$2.94	7.64%	-	67.3	4.99%	\$58.90	52.63%
Nov '19	15,667	1,218	\$3,476.48	\$2.85	7.77%	-	91.3	7.49%	\$38.10	54.2%
Total	128,079	9,969	\$62,141.43	\$6.23	7.78%	-	583	5.85%	\$106.59	23.53%

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 beta tummy tuck	6,457	533	\$993.72	\$1.86	8.25%	-	43.3	8.11%	\$22.98	56.65%
search beta breast augmentation	7,469	409	\$993.24	\$2.43	5.48%	-	25	6.11%	\$39.73	48.32%
search beta brazilian butt lift	1,272	206	\$971.97	\$4.72	16.19%	-	20	9.71%	\$48.60	87.18%
search brand	307	49	\$433.79	\$8.85	15.96%	-	3	6.12%	\$144.60	71.4%
search awareness labiaplasty	162	21	\$83.76	\$3.99	12.96%	-	0	0%	\$0.00	98.78%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

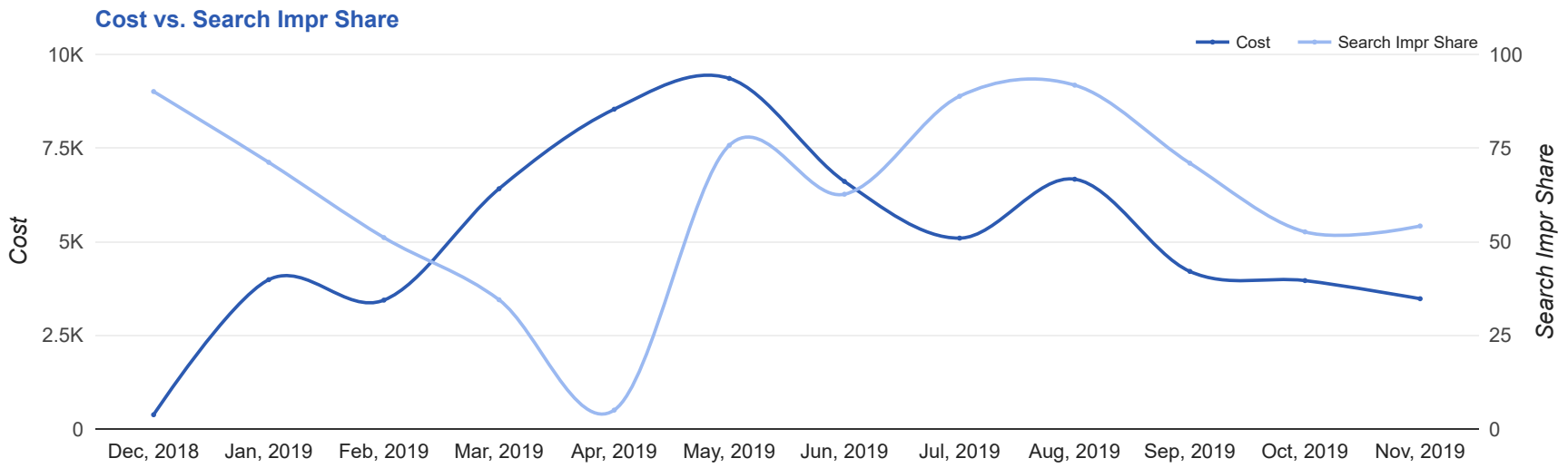
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Tummy Tuck in Massachusetts} - Save on Tummy Tuck Cost - Tighten Skin + Remove Fat massachusettscosmetic.com/ - / -- Leading Tummy Tuck Provider in New England. Top Massachusetts Surgeon. Best Abdominoplasty	2,945	269	\$483.64	\$1.80	9.13%	-	20.1	7.46%	\$24.09
{Keyword:Brazilian Butt Lift Fall River} - Best Brazilian Butt Lift Cost - Bigger, Firmer Buttocks massachusettscosmetic.com/ -- / -- A Brazilian Butt Lift Uses Your Own Fat to Enhance the Shape and Size of Your Butt	994	161	\$747.28	\$4.64	16.20%	-	18	11.18%	\$41.52
{Keyword:Breast Implants New England} - Breast Augmentation - Feel More Feminine & Confident massachusettscosmetic.com/ -- / -- Enhance Breast Size and Shape for a Fuller, More Feminine Figure. Schedule a Consultation.	4,301	224	\$501.84	\$2.24	5.21%	-	13.8	6.17%	\$36.29
Tummy Tuck in Massachusetts - Tighten Skin + Remove Fat - Save on Tummy Tuck Cost massachusettscosmetic.com// Leading Tummy Tuck Provider in New England. Top Massachusetts Surgeon. Best Abdominoplasty	1,719	111	\$200.35	\$1.80	6.46%	-	10.3	9.31%	\$19.39
Tummy Tuck Mommy Makeover - Cosmetic Surgeon New England - Tummy Tuck Before and After massachusettscosmetic.com// Leading Tummy Tuck Provider in New England. Top Massachusetts Surgeon. Best Abdominoplasty	1,570	139	\$287.24	\$2.07	8.85%	-	7.8	5.63%	\$36.68

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

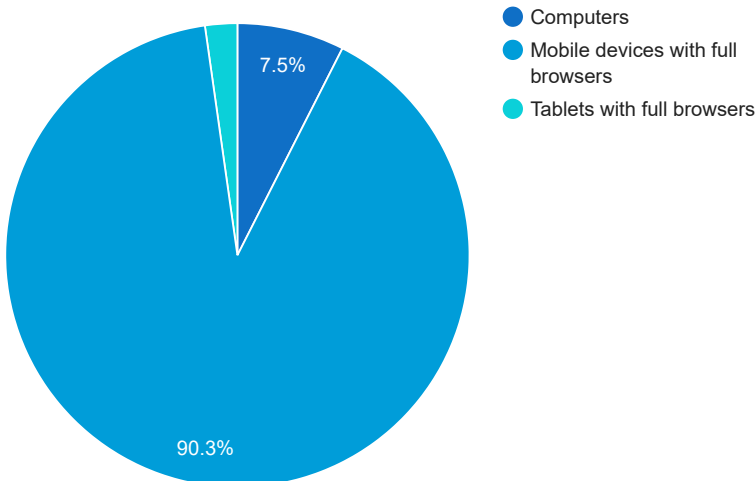
Budget Coverage



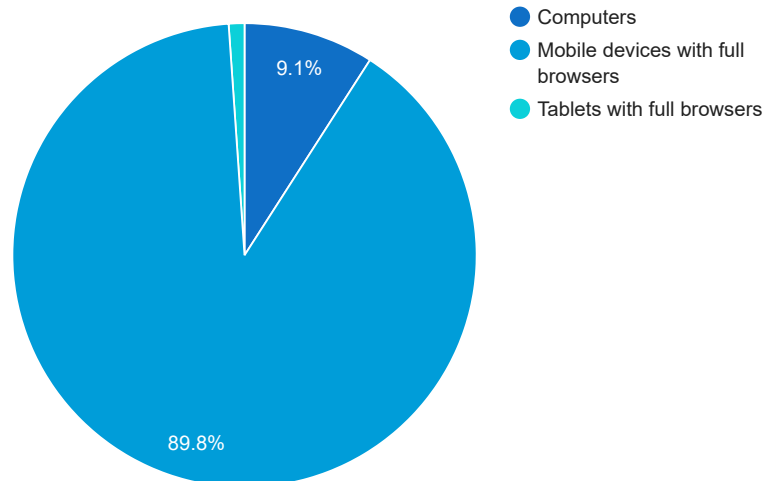
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	376.50	90.13
Jan, 2019	3,985.22	71.21
Feb, 2019	3,439.04	51.11
Mar, 2019	6,415.42	34.49
Apr, 2019	8,540.42	5
May, 2019	9,363.99	75.75
Jun, 2019	6,610.66	62.69
Jul, 2019	5,095.92	88.87
Aug, 2019	6,670.04	91.83
Sep, 2019	4,206.68	70.98
Oct, 2019	3,961.06	52.63
Nov, 2019	3,476.48	54.20

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	13,121	1,080	\$3,138.62	\$2.91	8.23%	-	82	7.59%	\$38.28
Computers	1,953	95	\$259.88	\$2.74	4.86%	-	8.3	8.68%	\$31.50
Tablets with full browsers	593	43	\$77.98	\$1.81	7.25%	-	1	2.33%	\$77.98

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	15,666	1,218	\$3,476.48	\$2.85	7.77%	-	91.3	7.49%	\$38.10
Search partners	1	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Lead - Form Submit	73.3
Phone Call	16
Calls from ads	2
Breast Augmentation Lead (All Web Site Data)	0
Brazilian Butt Lift Lead (All Web Site Data)	0
Tummy Tuck Lead (All Web Site Data)	0

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