

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

Advanced Body Sculpting

187-825-5409

Key Performance Indicators (KPIs)

Cost

\$1,489

↑ 6%

Conv

36.8

↓ 17%

Conv Rate

4.02%

↓ 7%

Cost / Conv

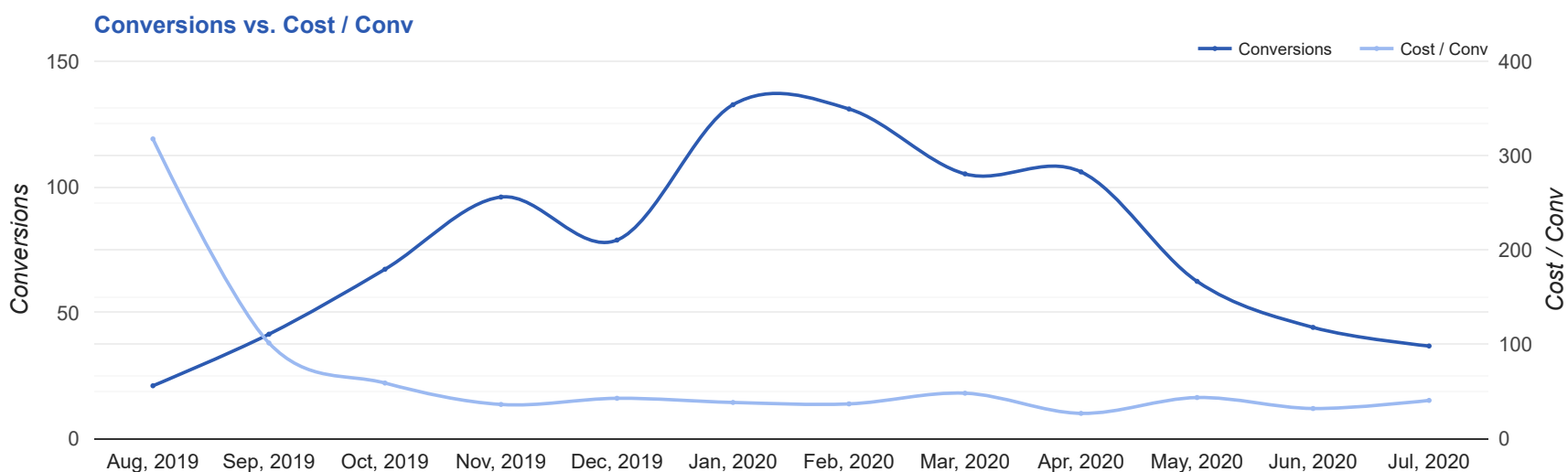
\$40.50

↑ 27%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	10,532	1,028	\$1,410.02	\$1.37	9.76%	-	44.2	4.3%	\$31.89	42.7%
1 Jul 2020 — 31 Jul 2020	9,307	915	\$1,488.74	\$1.63	9.83%	-	36.8	4.02%	\$40.50	38.7%
Change	1,225 ↓ 12%	113 ↓ 11%	\$78.72 ↑ 6%	\$0.26 ↑ 19%	0.07% ↑ 1%	--	7.46 ↓ 17%	0.28% ↓ 7%	\$8.61 ↑ 27%	4% ↓ 9%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	96	7.88%	\$36.21	54.2%
Dec '19	16,384	1,437	\$3,372.08	\$2.35	8.77%	-	78.9	5.49%	\$42.73	54.6%
Jan '20	22,228	2,149	\$5,084.93	\$2.37	9.67%	-	132.7	6.17%	\$38.33	56.33%
Feb '20	23,226	2,196	\$4,821.58	\$2.20	9.45%	-	131	5.97%	\$36.81	55.63%
Mar '20	20,009	1,969	\$5,065.07	\$2.57	9.84%	-	105.2	5.34%	\$48.13	55.21%
Apr '20	18,771	2,148	\$2,836.87	\$1.32	11.44%	-	106	4.93%	\$26.77	57.17%
May '20	16,607	1,888	\$2,719.18	\$1.44	11.37%	-	62.5	3.31%	\$43.53	51.97%
Jun '20	10,532	1,028	\$1,410.02	\$1.37	9.76%	-	44.2	4.3%	\$31.89	42.7%
Jul '20	9,307	915	\$1,488.74	\$1.63	9.83%	-	36.8	4.02%	\$40.50	38.7%
Total	182,454	17,401	\$45,112.73	\$2.59	9.54%	-	923	5.3%	\$48.88	53.83%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta breast augmentation	5,678	438	\$504.34	\$1.15	7.71%	-	23.9	5.46%	\$21.10	29.04%
search beta labiaplasty	3,629	477	\$984.40	\$2.06	13.14%	-	12.9	2.7%	\$76.55	81.98%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

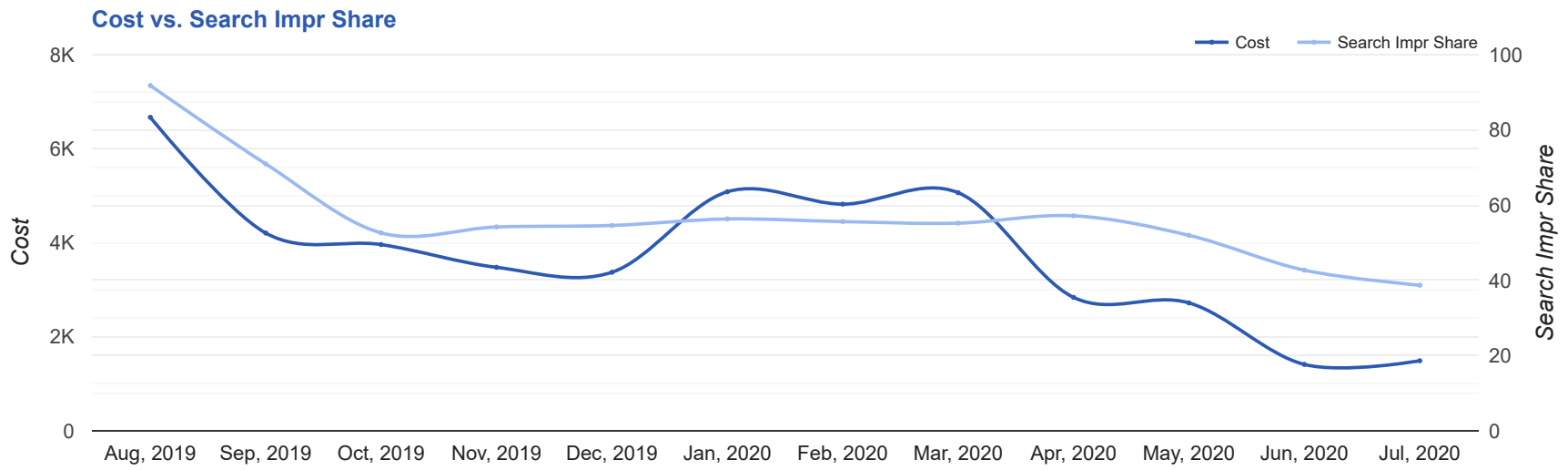
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Labiaplasty Massachusetts} - Vaginal Rejuvenation - Labia Reduction massachusettscosmetic.com/ --/ -- Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	3,412	447	\$901.08	\$2.02	13.10%	-	12.9	2.88%	\$70.07
{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.	1,862	121	\$115.84	\$0.96	6.50%	-	9	7.40%	\$12.93
Top Breast Surgeon Fall River - Save on Breast Implant Cost - Book A Virtual Consultation massachusettscosmetic.com/breast_implants/ Saline & Silicone Gel Implants. Natural Feeling, Natural Looking Results. Schedule Consult	688	72	\$110.48	\$1.53	10.47%	-	4.4	6.04%	\$25.40
{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.	1,633	106	\$111.24	\$1.05	6.49%	-	3.2	3.04%	\$34.55
#1 Breast Augmentation Surgeon - Natural Looking Enhancement - Book A Virtual Consultation massachusettscosmetic.com/ Enhance Breast Size and Shape for a Fuller, More Feminine Figure. Schedule a Consultation.	226	31	\$44.63	\$1.44	13.72%	-	3	9.68%	\$14.88

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

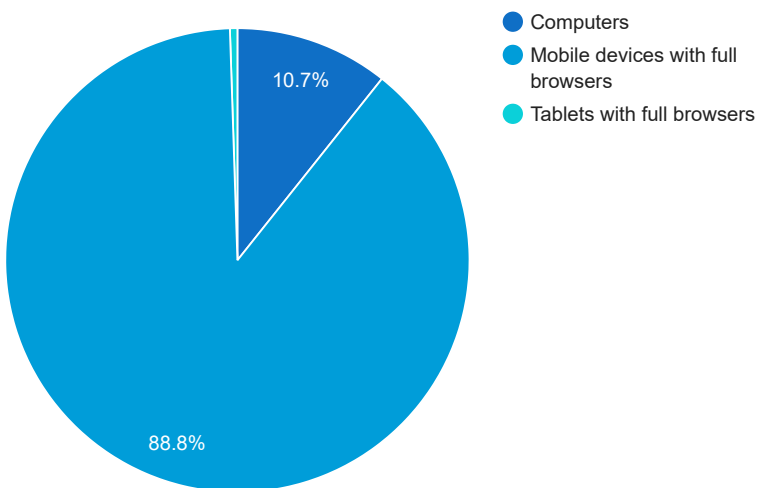
Budget Coverage



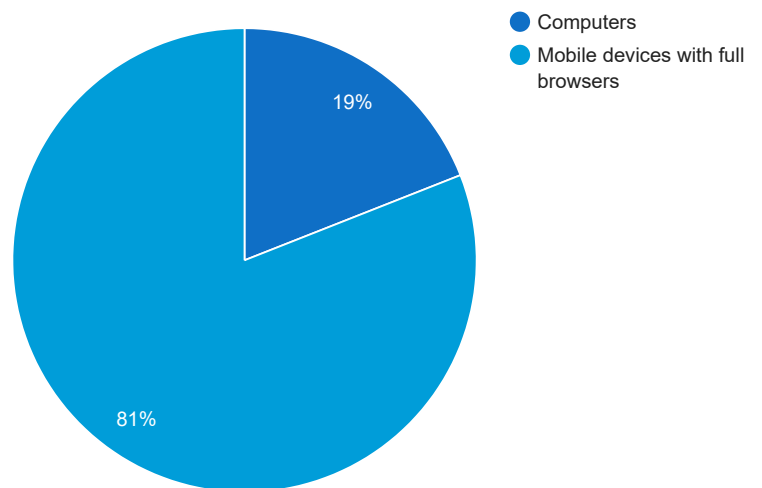
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	6,670.04	91.83
Sep, 2019	4,206.68	70.98
Oct, 2019	3,961.06	52.63
Nov, 2019	3,476.48	54.20
Dec, 2019	3,372.08	54.60
Jan, 2020	5,084.93	56.33
Feb, 2020	4,821.58	55.63
Mar, 2020	5,065.07	55.21
Apr, 2020	2,836.87	57.17
May, 2020	2,719.18	51.97
Jun, 2020	1,410.02	42.70
Jul, 2020	1,488.74	38.70

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	7,889	833	\$1,321.67	\$1.59	10.56%	-	29.8	3.57%	\$44.41
Computers	1,201	73	\$159.34	\$2.18	6.08%	-	7	9.59%	\$22.76
Tablets with full browsers	217	9	\$7.73	\$0.86	4.15%	-	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	9,307	915	\$1,488.74	\$1.63	9.83%	-	36.8	4.02%	\$40.50

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Lead - Form Submit	21.9
Phone Call	14.9
Labiaplasty Lead (All Web Site Data)	0
Breast Augmentation 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