

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

Advanced Body Sculpting

187-825-5409

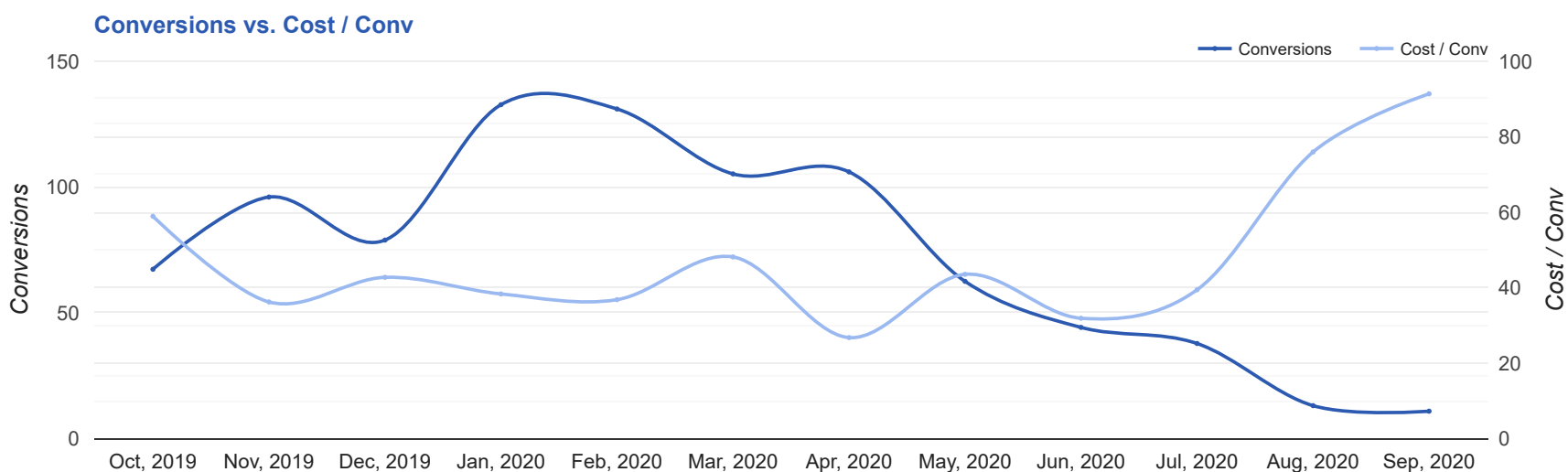
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$997	10.9	2.94%	\$91.34
↔ 0%	↓ 16%	↑ 6%	↑ 20%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	3,307	470	\$993.18	\$2.11	14.21%	-	13.1	2.78%	\$75.93	77.06%
1 Sep 2020 — 30 Sep 2020	2,959	372	\$997.43	\$2.68	12.57%	-	10.9	2.94%	\$91.34	86.36%
Change	348 ↓ 11%	98 ↓ 21%	\$4.25 ↑ 0%	\$0.57 ↑ 27%	1.64% ↓ 12%	--	2.16 ↓ 16%	0.16% ↑ 6%	\$15.41 ↑ 20%	9.30% ↑ 12%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	37.8	4.13%	\$39.43	38.83%
Aug '20	3,307	470	\$993.18	\$2.11	14.21%	-	13.1	2.78%	\$75.93	77.06%
Sep '20	2,959	372	\$997.43	\$2.68	12.57%	-	10.9	2.94%	\$91.34	86.36%
Total	176,629	17,137	\$36,226.62	\$2.11	9.7%	-	885.5	5.17%	\$40.91	53.36%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta labiaplasty	2,959	372	\$997.43	\$2.68	12.57%	-	10.9	2.94%	\$91.34	86.36%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

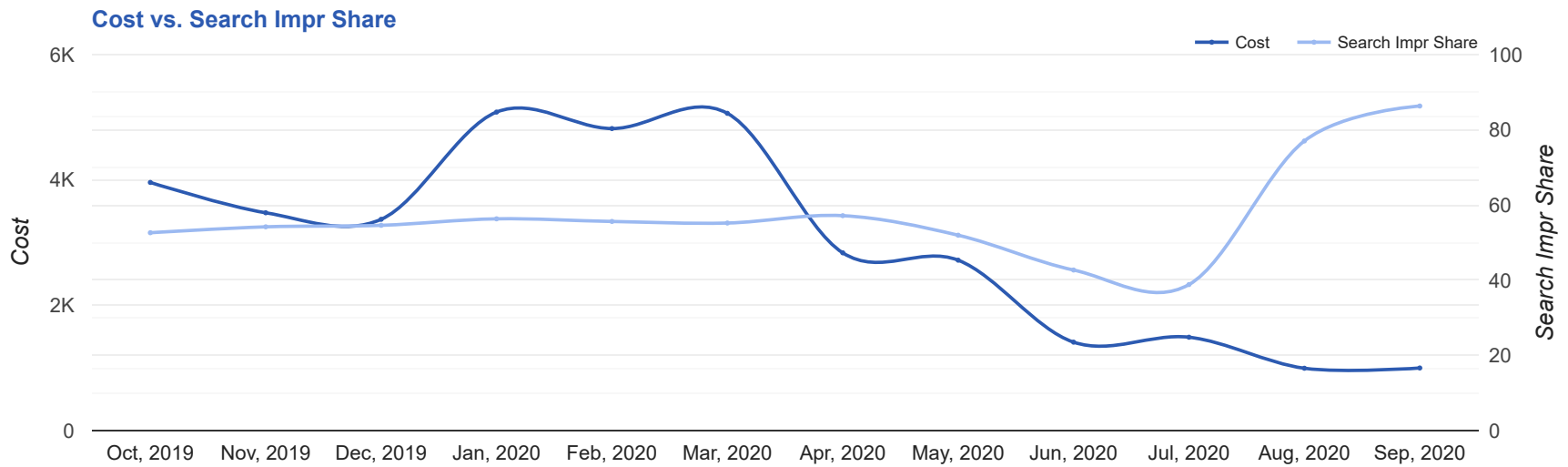
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Labiaplasty Massachusetts} - Vaginal Rejuvenation - Labia Reduction massachusettscosmetic.com/ --/ -- Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	2,787	344	\$902.34	\$2.62	12.34%	-	9.9	2.88%	\$90.96
Labiaplasty Massachusetts - Vaginal Rejuvenation - Virtual Consultation Available massachusettscosmetic.com// Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	140	26	\$74.45	\$2.86	18.57%	-	1	3.85%	\$74.45
Top Labiaplasty Surgeon - Book A Virtual Consultation - Labia Minora Reduction massachusettscosmetic.com// See Labiaplasty Before and After Pictures, Read Reviews, and Save Big on Labiaplasty Cost.	32	2	\$20.64	\$10.32	6.25%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

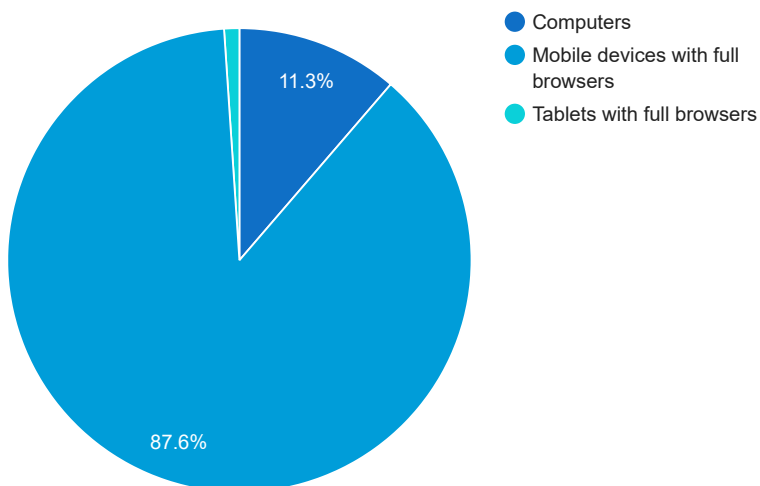
Budget Coverage



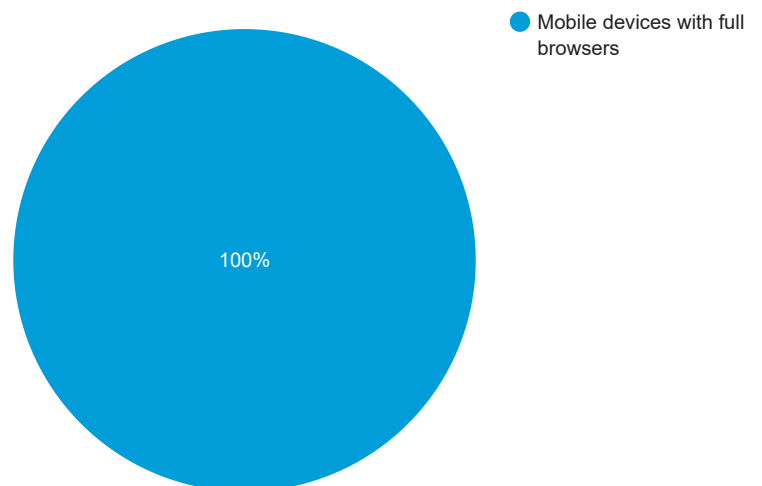
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	3,961.06	52.63
Nov, 2019	3,476.48	54.20
Dec, 2019	3,372.08	54.60
Jan, 2020	5,084.93	56.33
Feb, 2020	4,821.58	55.63
Mar, 2020	5,065.07	55.21
Apr, 2020	2,836.87	57.17
May, 2020	2,719.18	51.97
Jun, 2020	1,410.02	42.70
Jul, 2020	1,488.74	38.83
Aug, 2020	993.18	77.06
Sep, 2020	997.43	86.36

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	2,548	330	\$874.10	\$2.65	12.95%	-	10.9	3.31%	\$80.05
Computers	373	36	\$112.77	\$3.13	9.65%	-	0	0%	\$0.00
Tablets with full browsers	38	6	\$10.56	\$1.76	15.79%	-	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	2,959	372	\$997.43	\$2.68	12.57%	-	10.9	2.94%	\$91.34

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Lead - Form Submit	6
Calls from ads	3
Phone Call	1.9
Labiaplasty 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