

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

Advanced Body Sculpting

187-825-5409

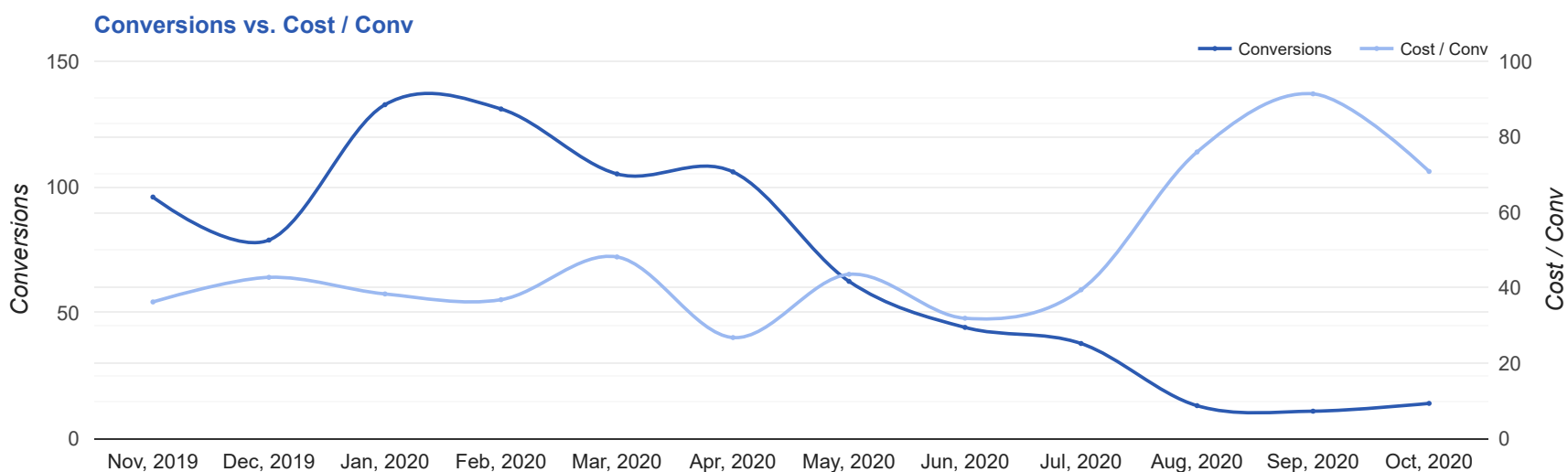
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$991	14	3.29%	\$70.79
↓ 1%	↑ 28%	↑ 12%	↓ 22%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	2,959	372	\$997.43	\$2.68	12.57%	-	10.9	2.94%	\$91.34	86.23%
1 Oct 2020 — 31 Oct 2020	3,213	426	\$991.09	\$2.33	13.26%	-	14	3.29%	\$70.79	73.13%
Change	254 ↑ 9%	54 ↑ 15%	\$6.34 ↓ 1%	\$0.35 ↓ 13%	0.69% ↑ 5%	- -	3.08 ↑ 28%	0.35% ↑ 12%	\$20.55 ↓ 22%	13.10% ↓ 15%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	86.23%
Oct '20	3,213	426	\$991.09	\$2.33	13.26%	-	14	3.29%	\$70.79	73.13%
Total	162,210	16,216	\$33,256.65	\$2.05	10%	-	832.3	5.13%	\$39.96	53.73%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta labiaplasty	3,213	426	\$991.09	\$2.33	13.26%	-	14	3.29%	\$70.79	73.13%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

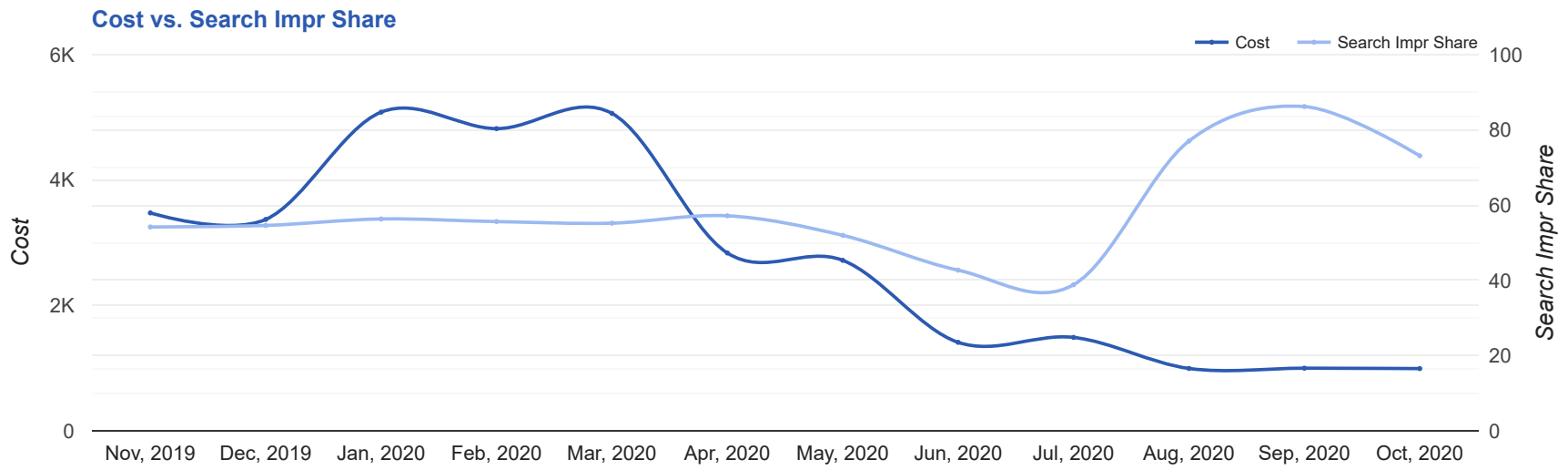
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Labiaplasty Massachusetts} - Vaginal Rejuvenation - Labia Reduction massachusettscosmetic.com/ -- -- Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	2,834	376	\$833.07	\$2.22	13.27%	-	9	2.39%	\$92.56
Labiaplasty Massachusetts - Vaginal Rejuvenation - Virtual Consultation Available massachusettscosmetic.com// Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	121	22	\$66.05	\$3.00	18.18%	-	3	13.64%	\$22.02
Labiaplasty Before and After - Cosmetic Surgeon New England - Restore Inner Lips of Vulva massachusettscosmetic.com// Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	134	21	\$58.25	\$2.77	15.67%	-	1	4.76%	\$58.25
Labiaplasty Massachusetts - Vaginal Rejuvenation - Labia Reduction massachusettscosmetic.com// Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	32	2	\$7.61	\$3.81	6.25%	-	1	50.00%	\$7.61
Top Labiaplasty Surgeon - Remove Excess Skin - Labia Minora Reduction massachusettscosmetic.com// See Labiaplasty Before and After Pictures, Read Reviews, and Save Big on Labiaplasty Cost.	88	5	\$26.11	\$5.22	5.68%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

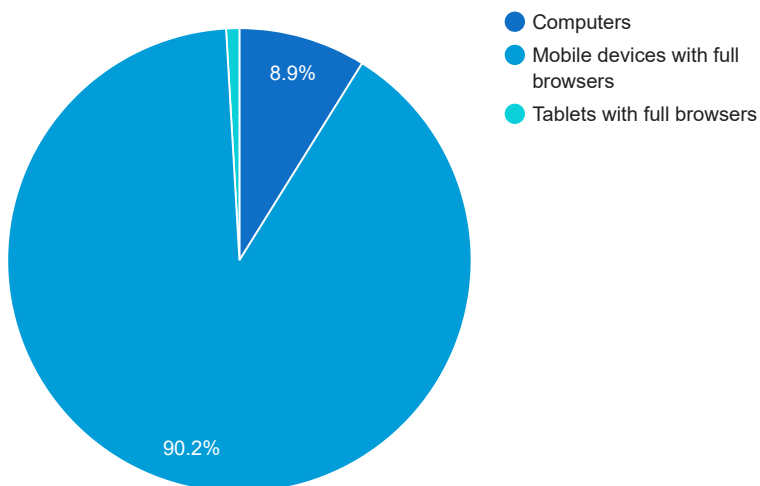
Budget Coverage



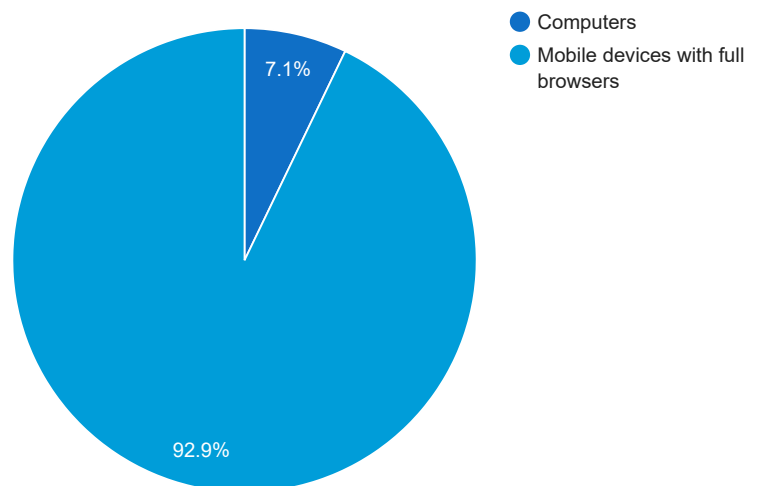
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	3,476.48	54.20
Dec, 2019	3,372.08	54.60
Jan, 2020	5,084.93	56.33
Feb, 2020	4,821.58	55.63
Mar, 2020	5,065.07	55.21
Apr, 2020	2,836.87	57.17
May, 2020	2,719.18	51.97
Jun, 2020	1,410.02	42.70
Jul, 2020	1,488.74	38.83
Aug, 2020	993.18	77.06
Sep, 2020	997.43	86.23
Oct, 2020	991.09	73.13

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	2,740	383	\$894.08	\$2.33	13.98%	-	13	3.39%	\$68.78
Computers	428	39	\$87.89	\$2.25	9.11%	-	1	2.56%	\$87.89
Tablets with full browsers	45	4	\$9.12	\$2.28	8.89%	-	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	3,213	426	\$991.09	\$2.33	13.26%	-	14	3.29%	\$70.79

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Lead - Form Submit	7
Phone Call	5
Click to Call	2
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 page 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