

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

Advanced Body Sculpting

187-825-5409

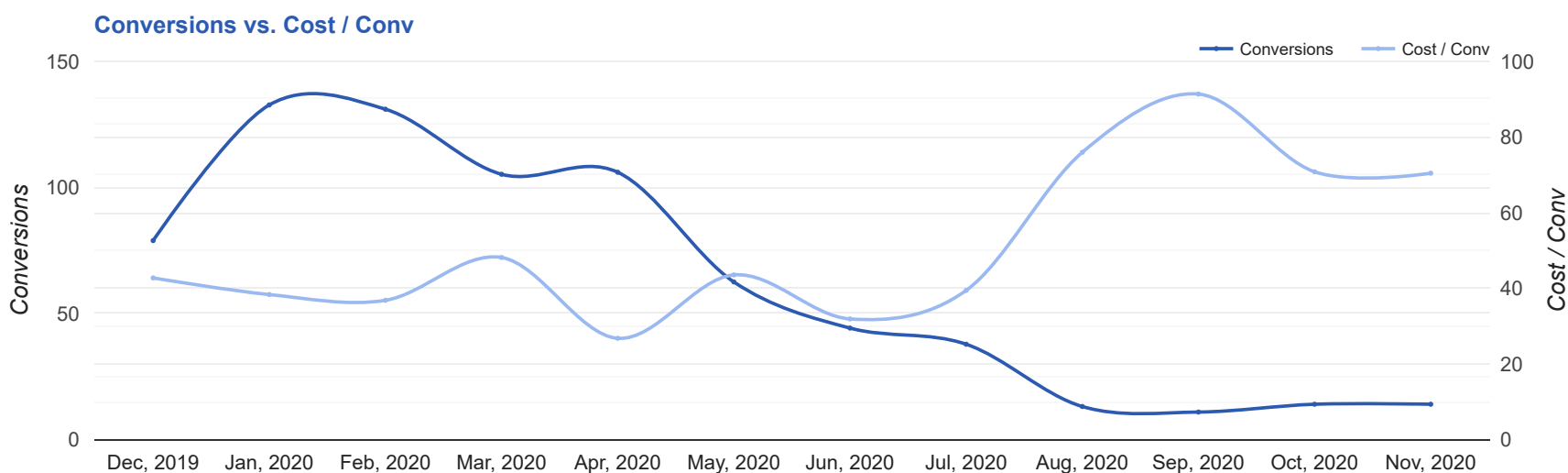
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$986	14	3.33%	\$70.41
↓ 1%	↔ 0%	↑ 1%	↓ 1%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	3,213	426	\$991.09	\$2.33	13.26%	-	14	3.29%	\$70.79	73.32%
1 Nov 2020 — 30 Nov 2020	3,631	421	\$985.69	\$2.34	11.59%	-	14	3.33%	\$70.41	75.07%
<b>Change</b>	418 ↑ 13%	5 ↓ 1%	\$5.40 ↓ 1%	\$0.01 ↑ 0%	1.67% ↓ 13%	- -	0 ↔ 0%	0.04% ↑ 1%	\$0.38 ↓ 1%	1.75% ↑ 2%

# Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '19	16,384	1,437	\$3,372.08	\$2.35	8.77%	-	78.9	5.49%	\$42.73	54.59%
Jan '20	22,228	2,149	\$5,084.93	\$2.37	9.67%	-	132.7	6.17%	\$38.33	56.31%
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	55.2%
Apr '20	18,771	2,148	\$2,836.87	\$1.32	11.44%	-	106	4.93%	\$26.77	57.16%
May '20	16,607	1,888	\$2,719.18	\$1.44	11.37%	-	62.5	3.31%	\$43.53	51.96%
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	73.32%
Nov '20	3,631	421	\$985.69	\$2.34	11.59%	-	14	3.33%	\$70.41	75.07%
<b>Total</b>	<b>150,174</b>	<b>15,419</b>	<b>\$30,765.86</b>	<b>\$2.00</b>	<b>10.27%</b>	<b>-</b>	<b>750.3</b>	<b>4.87%</b>	<b>\$41.01</b>	<b>54.05%</b>

# Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   labiaplasty	3,631	421	\$985.69	\$2.34	11.59%	-	14	3.33%	\$70.41	75.07%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

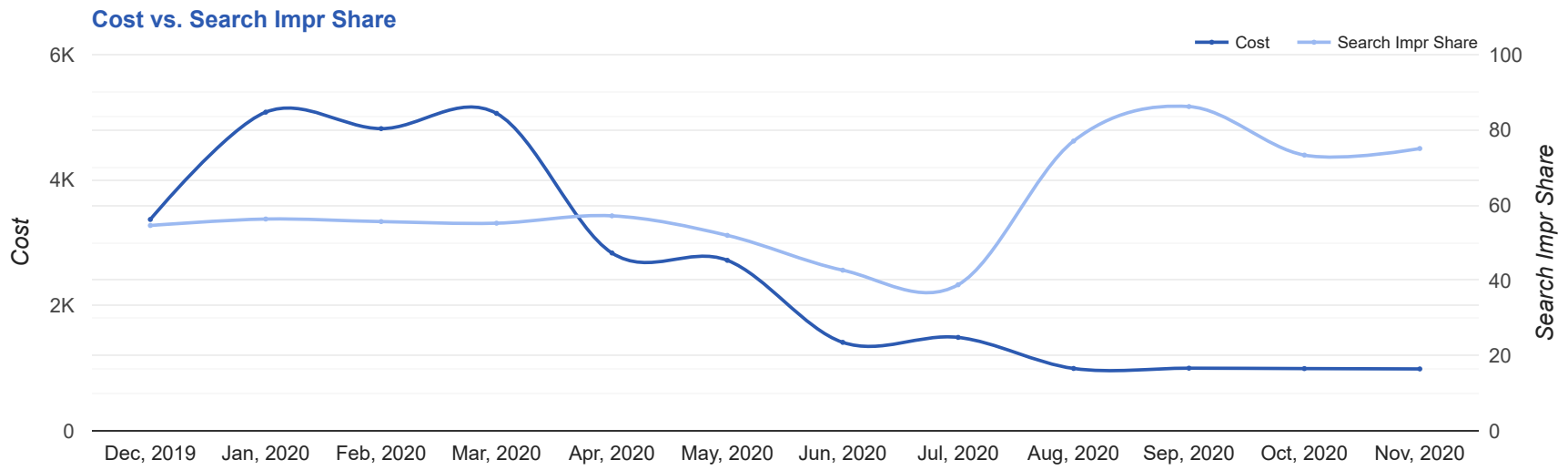
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Labiaplasty Massachusetts} - Vaginal Rejuvenation - Labia Reduction <a href="https://massachusettscosmetic.com/">massachusettscosmetic.com/</a> -- Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	3,077	373	\$877.66	\$2.35	12.12%	-	11	2.95%	\$79.79
Top Labiaplasty Surgeon - Remove Excess Skin - Labia Minora Reduction <a href="https://massachusettscosmetic.com/">massachusettscosmetic.com//</a> See Labiaplasty Before and After Pictures, Read Reviews, and Save Big on Labiaplasty Cost.	184	9	\$27.99	\$3.11	4.89%	-	2	22.22%	\$13.99
Labiaplasty Before and After - Cosmetic Surgeon New England - Restore Inner Lips of Vulva <a href="https://massachusettscosmetic.com/">massachusettscosmetic.com//</a> Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	360	39	\$80.04	\$2.05	10.83%	-	1	2.56%	\$80.04

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

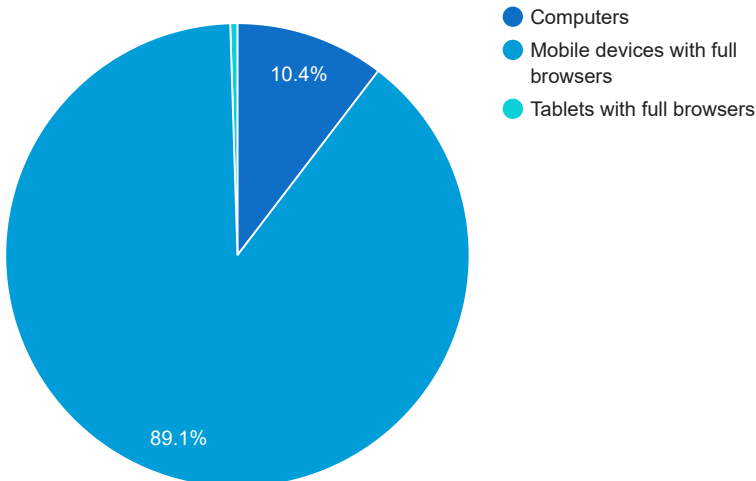
## Budget Coverage



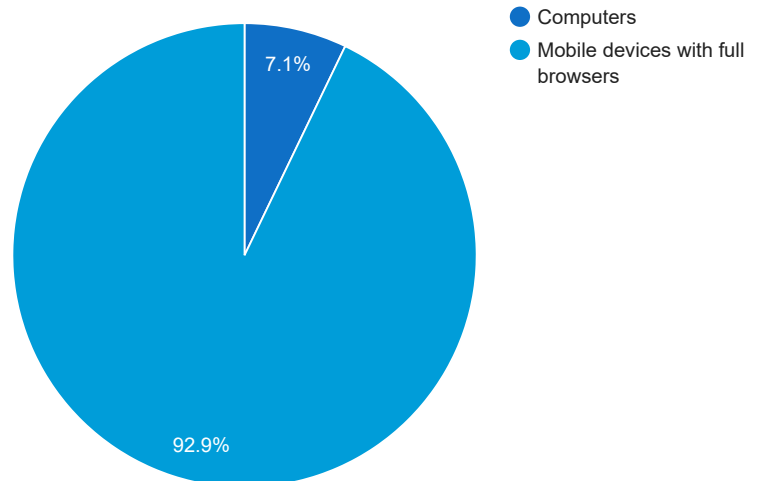
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	3,372.08	54.59
Jan, 2020	5,084.93	56.31
Feb, 2020	4,821.58	55.63
Mar, 2020	5,065.07	55.20
Apr, 2020	2,836.87	57.16
May, 2020	2,719.18	51.96
Jun, 2020	1,410.02	42.70
Jul, 2020	1,488.74	38.83
Aug, 2020	993.18	77.06
Sep, 2020	997.43	86.23
Oct, 2020	991.09	73.32
Nov, 2020	985.69	75.07

## 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	3,156	381	\$878.45	\$2.31	12.07%	-	13	3.41%	\$67.57
Computers	434	36	\$102.34	\$2.84	8.29%	-	1	2.78%	\$102.34
Tablets with full browsers	41	4	\$4.90	\$1.23	9.76%	-	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	3,631	421	\$985.69	\$2.34	11.59%	-	14	3.33%	\$70.41

# Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Phone Call	7
Lead - Form Submit	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 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