

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

Dr Moran

805-743-0327

Key Performance Indicators (KPIs)

Cost

\$2,327

↓ 10%

Conv

5

↑ 150%

Conv Rate

3.4%

↑ 118%

Cost / Conv

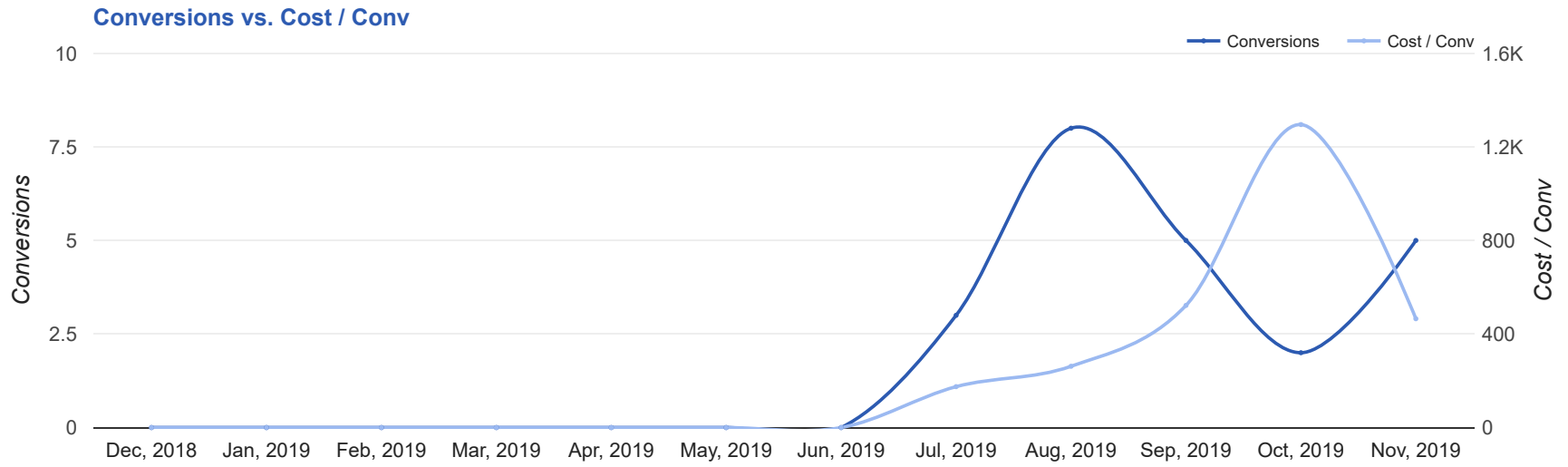
\$465.39

↓ 64%

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	4,552	128	\$2,591.23	\$20.24	2.81%	-	2	1.56%	\$1,295.62	58.68%
1 Nov 2019 — 30 Nov 2019	3,426	147	\$2,326.94	\$15.83	4.29%	-	5	3.4%	\$465.39	69.96%
Change	1,126 ↓ 25%	19 ↑ 15%	\$264.29 ↓ 10%	\$4.41 ↓ 22%	1.48% ↑ 53%	--	3 ↑ 150%	1.84% ↑ 118%	\$830.23 ↓ 64%	11.28% ↑ 19%

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
Jul '19	2,753	90	\$524.72	\$5.83	3.27%	-	3	3.33%	\$174.91	58.5%
Aug '19	9,102	363	\$2,096.53	\$5.78	3.99%	-	8	2.2%	\$262.07	47.01%
Sep '19	10,266	391	\$2,611.84	\$6.68	3.81%	-	5	1.28%	\$522.37	55.02%
Oct '19	4,552	128	\$2,591.23	\$20.24	2.81%	-	2	1.56%	\$1,295.62	58.68%
Nov '19	3,426	147	\$2,326.94	\$15.83	4.29%	-	5	3.4%	\$465.39	69.96%
Total	30,099	1,119	\$10,151.26	\$9.07	3.72%	-	23	2.06%	\$441.36	54.35%

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 alpha coolsculpting	1,344	42	\$993.71	\$23.66	3.13%	-	3	7.14%	\$331.24	66.37%
search beta coolsculpting	992	45	\$1,015.60	\$22.57	4.54%	-	2	4.44%	\$507.80	56.85%
search awareness vivace	1,090	60	\$317.63	\$5.29	5.5%	-	0	0%	\$0.00	97.11%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

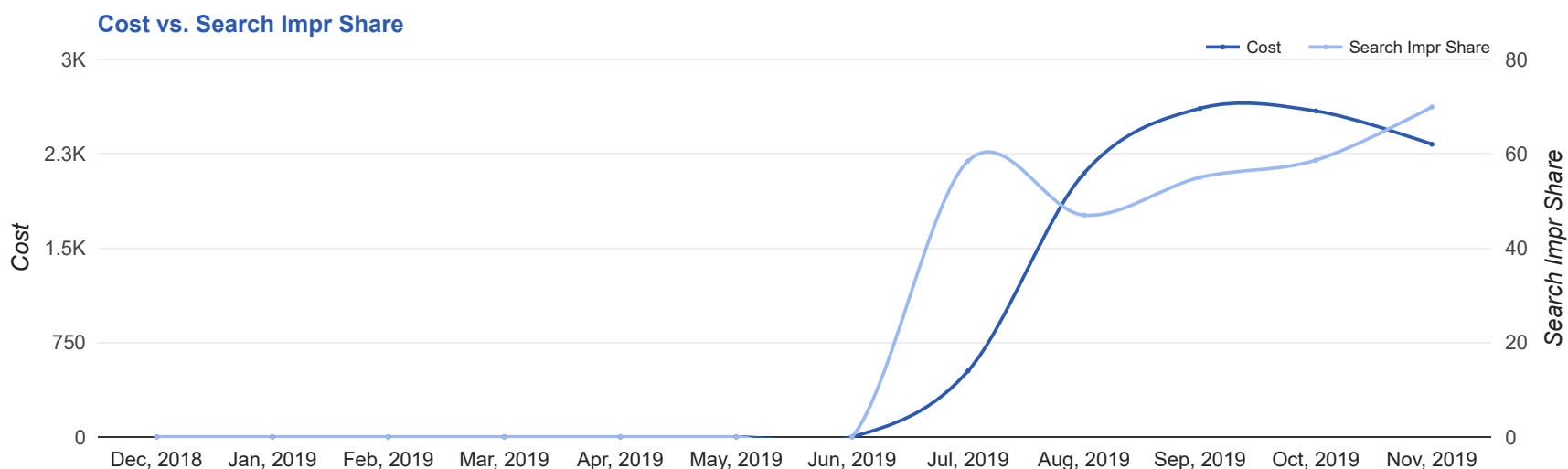
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off Coolsculpting® Cost - New Client Special - Dr. Moran Medical Aesthetics drmoran.co/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	83	8	\$220.44	\$27.55	9.64%	-	2	25.00%	\$110.22
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Dr. Moran Medical Aesthetics drmoran.co/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	11	1	\$31.57	\$31.57	9.09%	-	1	100.00%	\$31.57
CoolSculpting in Newton Centre - Fat Reduction Treatment - No Surgery & Minimal Downtime drmoran.co/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	314	12	\$217.53	\$18.13	3.82%	-	1	8.33%	\$217.53
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Dr. Moran Medical Aesthetics drmoran.co/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	91	6	\$185.04	\$30.84	6.59%	-	1	16.67%	\$185.04
25% Off All CoolSculpting® - Dr. Moran Medical Aesthetics - #1 Provider in Newton Centre drmoran.co/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult.	3	1	\$35.54	\$35.54	33.33%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

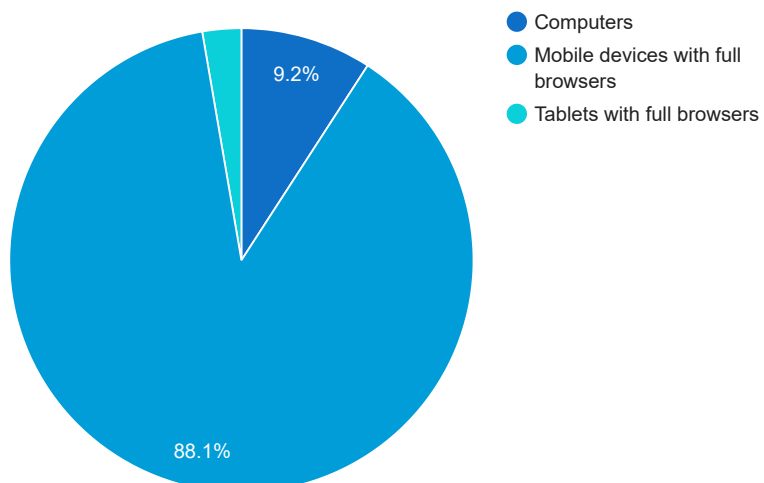
Budget Coverage



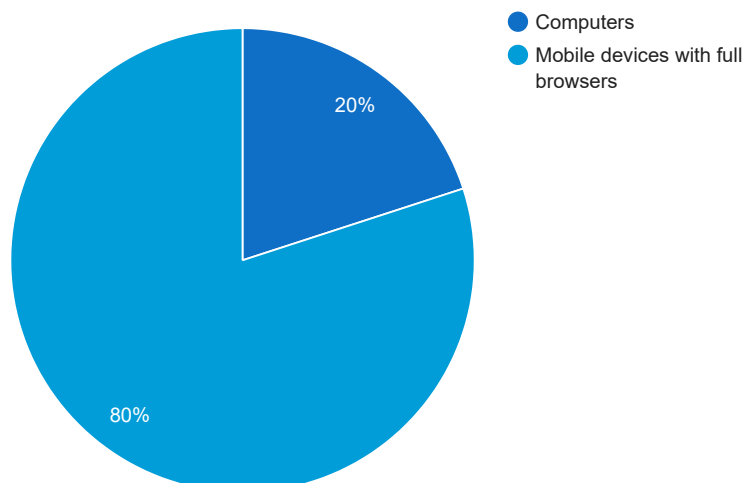
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	524.72	58.50
Aug, 2019	2,096.53	47.01
Sep, 2019	2,611.84	55.02
Oct, 2019	2,591.23	58.68
Nov, 2019	2,326.94	69.96

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	2,487	126	\$2,050.96	\$16.28	5.07%	-	4	3.17%	\$512.74
Computers	845	16	\$212.98	\$13.31	1.89%	-	1	6.25%	\$212.98
Tablets with full browsers	94	5	\$63.00	\$12.60	5.32%	-	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	3,426	147	\$2,326.94	\$15.83	4.29%	-	5	3.4%	\$465.39

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	4
Phone Calls from Website	1

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