

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Dr Moran

805-743-0327

Key Performance Indicators (KPIs)

Cost

\$2,491

↑ 8%

Conv

13

↑ 117%

Conv Rate

3.33%

↓ 23%

Cost / Conv

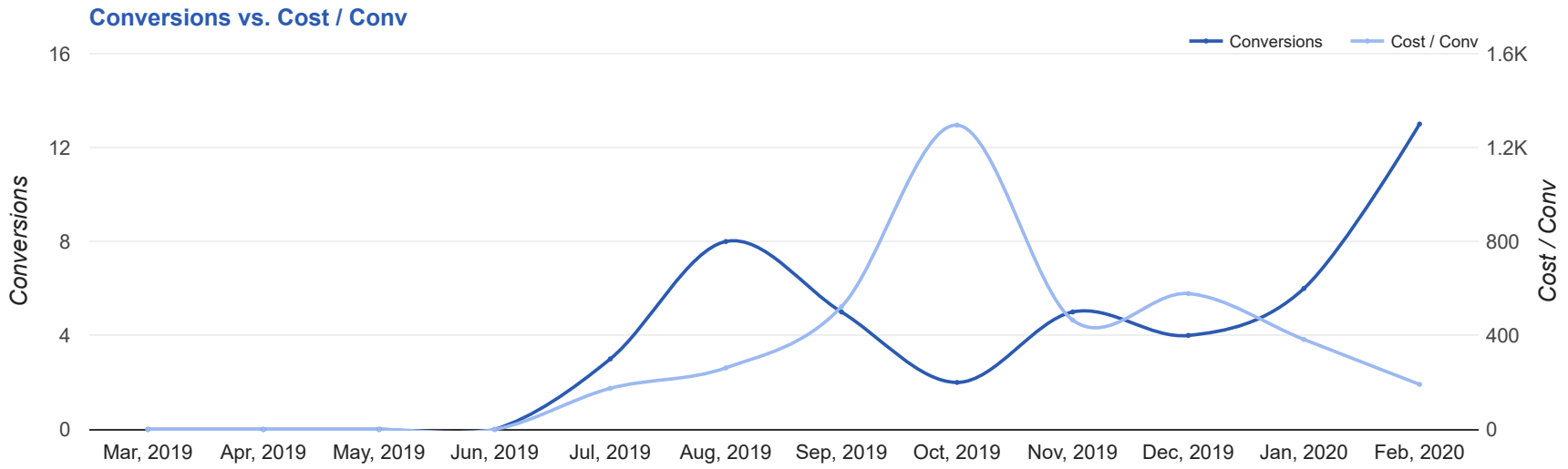
\$191.64

↓ 50%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	3,342	138	\$2,298.17	\$16.65	4.13%	-	6	4.35%	\$383.03	70.3%
1 Feb 2020 — 29 Feb 2020	8,799	390	\$2,491.31	\$6.39	4.43%	-	13	3.33%	\$191.64	56.5%
Change	5,457 ↑ 163%	252 ↑ 183%	\$193.14 ↑ 8%	\$10.26 ↓ 62%	0.30% ↑ 7%	--	7 ↑ 117%	1.02% ↓ 23%	\$191.39 ↓ 50%	13.80% ↓ 20%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



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	69.78%
Dec '19	3,624	185	\$2,312.55	\$12.50	5.1%	-	4	2.16%	\$578.14	78.01%
Jan '20	3,342	138	\$2,298.17	\$16.65	4.13%	-	6	4.35%	\$383.03	70.3%
Feb '20	8,799	390	\$2,491.31	\$6.39	4.43%	-	13	3.33%	\$191.64	56.5%
Total	45,864	1,832	\$17,253.29	\$9.42	3.99%	-	46	2.51%	\$375.07	57.07%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,199	241	\$1,991.41	\$8.26	3.89%	-	12	4.98%	\$165.95	57.33%
search beta microneedling	2,600	149	\$499.90	\$3.36	5.73%	-	1	0.67%	\$499.90	54.61%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

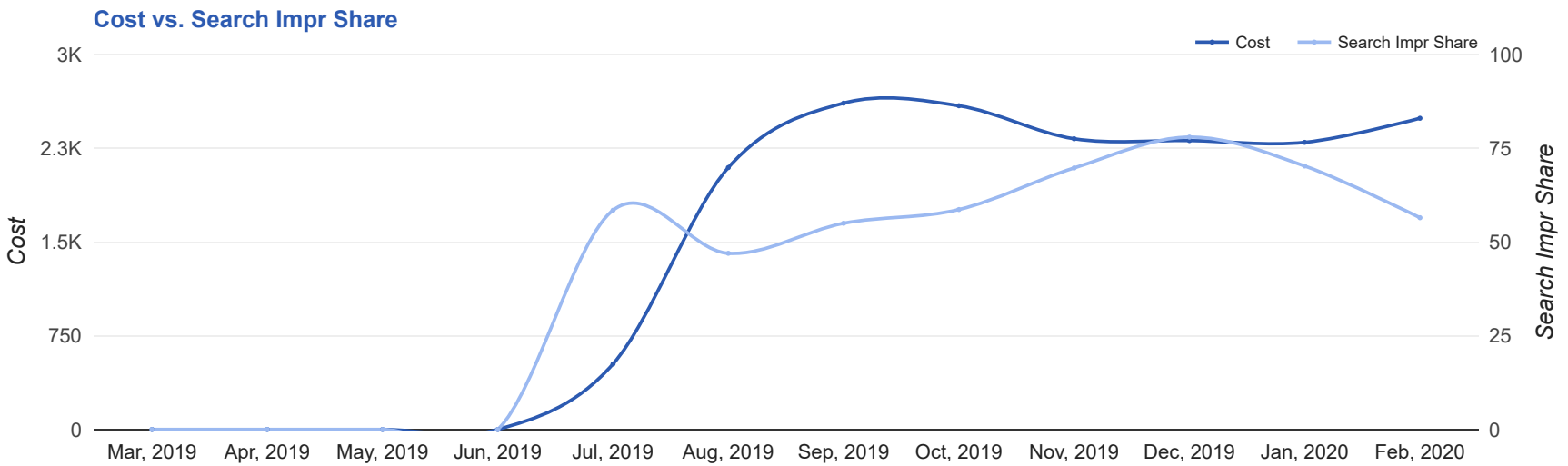
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - Dr. Moran Medical Aesthetics - Top Provider in Newton Centre drmoran.co/coolsculpting/ Best CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult.	973	27	\$303.03	\$11.22	2.77%	-	3.5	12.96%	\$86.58
25% Off All CoolSculpting® - Best Price in Newton Centre - Dr. Moran Medical Aesthetics drmoran.co/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	630	66	\$422.21	\$6.40	10.48%	-	2.5	3.79%	\$168.88
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.	2,328	65	\$503.28	\$7.74	2.79%	-	2	3.08%	\$251.64
#1 Provider in Newton Centre - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® drmoran.co/coolsculpting/newton-centre #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult.	39	1	\$10.48	\$10.48	2.56%	-	1	100.00%	\$10.48
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.	122	5	\$81.14	\$16.23	4.10%	-	1	20.00%	\$81.14

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

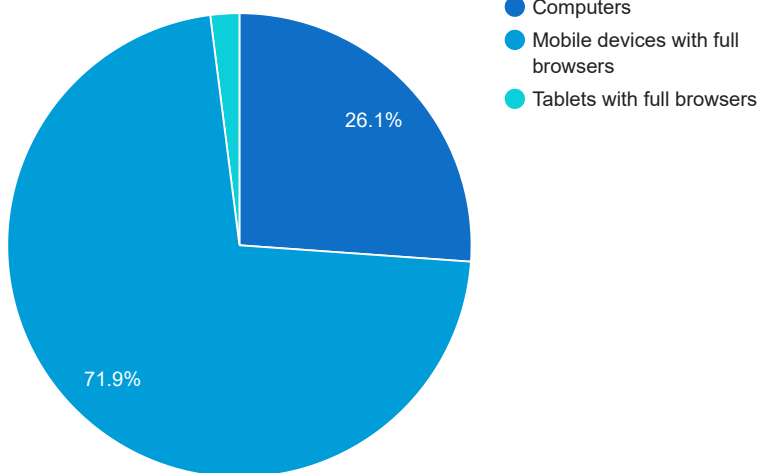
Budget Coverage



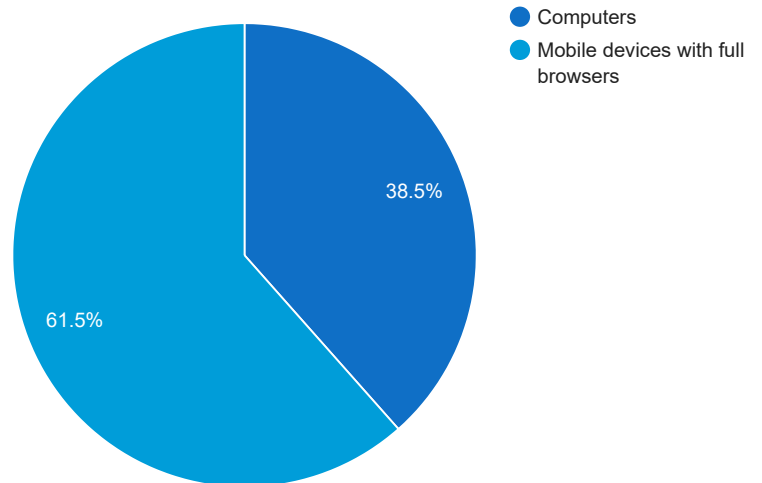
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	524.72	58.50
Aug, 2019	2,096.53	47.01
Sep, 2019	2,611.84	55.02
Oct, 2019	2,591.23	58.68
Nov, 2019	2,326.94	69.78
Dec, 2019	2,312.55	78.01
Jan, 2020	2,298.17	70.30
Feb, 2020	2,491.31	56.50

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	6,003	283	\$1,790.21	\$6.33	4.71%	-	8	2.83%	\$223.78
Computers	2,574	99	\$650.92	\$6.57	3.85%	-	5	5.05%	\$130.18
Tablets with full browsers	222	8	\$50.18	\$6.27	3.6%	-	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	8,799	390	\$2,491.31	\$6.39	4.43%	-	13	3.33%	\$191.64

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE

CONV

Form Submission

11

Phone Calls from Website

2

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