

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

Dr Moran

805-743-0327

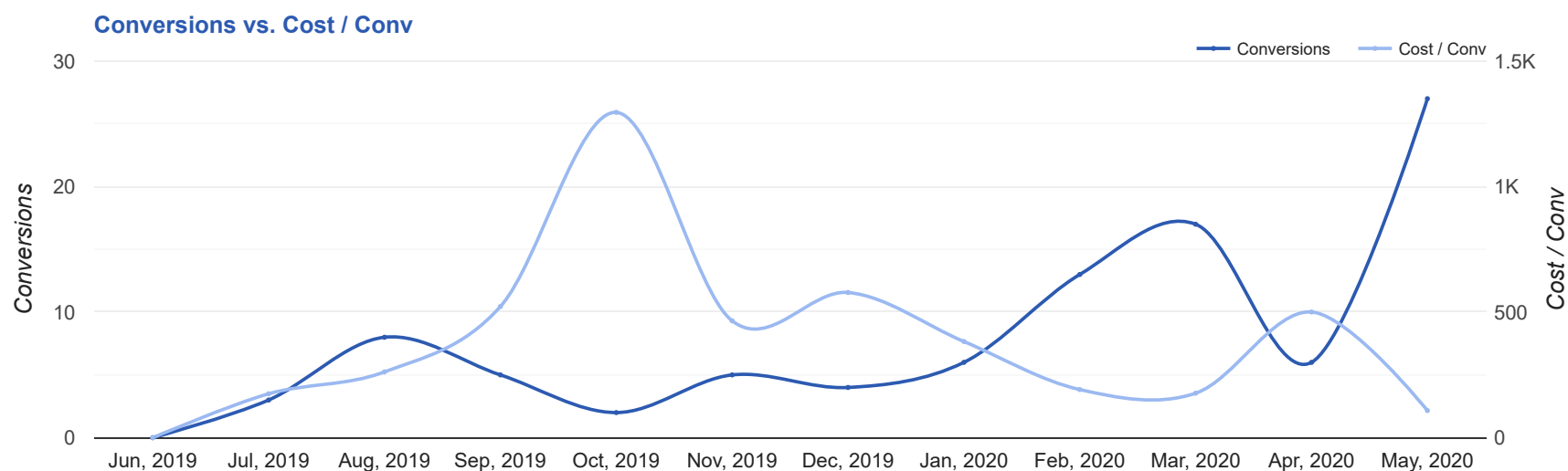
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,920	27	6.4%	\$108.13
↓ 3%	↑ 350%	↑ 147%	↓ 78%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2020 — 30 Apr 2020	4,144	232	\$3,003.34	\$12.95	5.6%	-	6	2.59%	\$500.56	82.62%
1 May 2020 — 31 May 2020	6,082	422	\$2,919.50	\$6.92	6.94%	-	27	6.4%	\$108.13	69%
Change	1,938 ↑ 47%	190 ↑ 82%	\$83.84 ↓ 3%	\$6.03 ↓ 47%	1.34% ↑ 24%	--	21 ↑ 350%	3.81% ↑ 147%	\$392.43 ↓ 78%	13.62% ↓ 16%

Performance by Month - 1 Jun 2019 — 31 May 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%
Mar '20	5,899	253	\$3,011.61	\$11.90	4.29%	-	17	6.72%	\$177.15	70.36%
Apr '20	4,144	232	\$3,003.34	\$12.95	5.6%	-	6	2.59%	\$500.56	82.62%
May '20	6,082	422	\$2,919.50	\$6.92	6.94%	-	27	6.4%	\$108.13	69%
Total	61,989	2,739	\$26,187.74	\$9.56	4.42%	-	96	3.5%	\$272.79	60.43%

Campaign Summary - 1 May 2020 — 31 May 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,082	422	\$2,919.50	\$6.92	6.94%	-	27	6.4%	\$108.13	69%

Top Performing Ads - 1 May 2020 — 31 May 2020

Top Text Ads

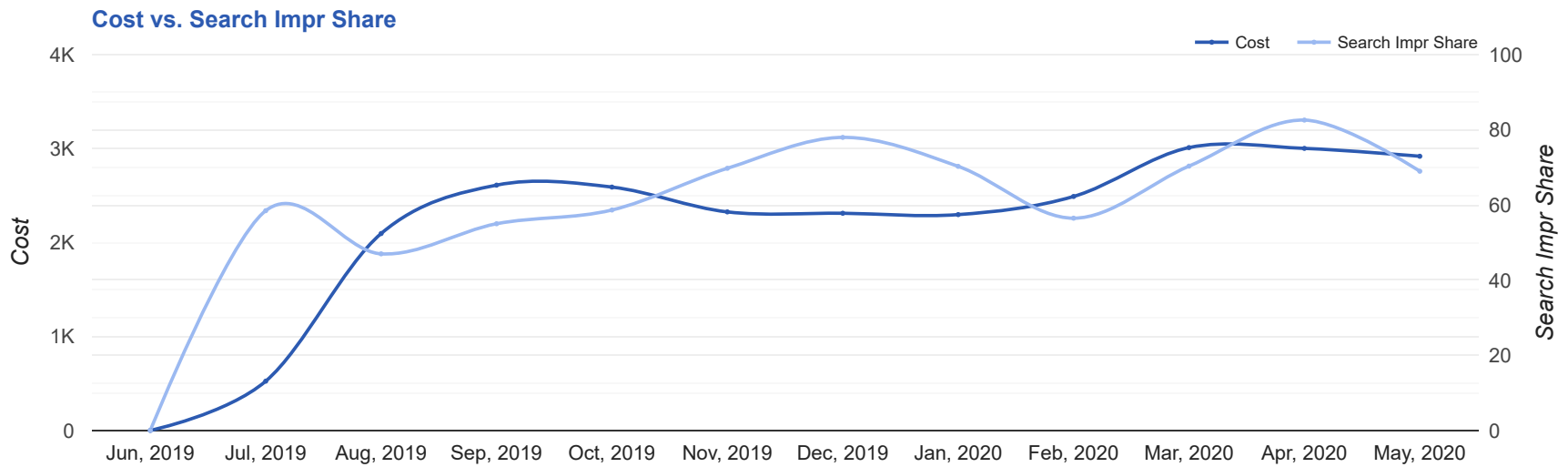
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Newton Centre - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® drmoran.co/coolsculpting/newton-centre #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Consult.	1,742	101	\$626.28	\$6.20	5.80%	-	8.6	8.50%	\$72.99
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available drmoran.co/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,056	70	\$634.95	\$9.07	6.63%	-	4.3	6.17%	\$146.98
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.	646	80	\$433.75	\$5.42	12.38%	-	4.3	5.31%	\$102.06
CoolSculpting in Newton Centre - Fat Reduction Treatment - Free Virtual Consultation drmoran.co/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,008	63	\$415.32	\$6.59	6.25%	-	3.2	5.08%	\$129.79
25% Off All CoolSculpting® - Virtual Consultation Available - Top Provider in Newton Centre drmoran.co/coolsculpting/ Best CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre. Free Virtual Consult	445	20	\$200.68	\$10.03	4.49%	-	2.3	11.25%	\$89.19

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2020 — 31 May 2020

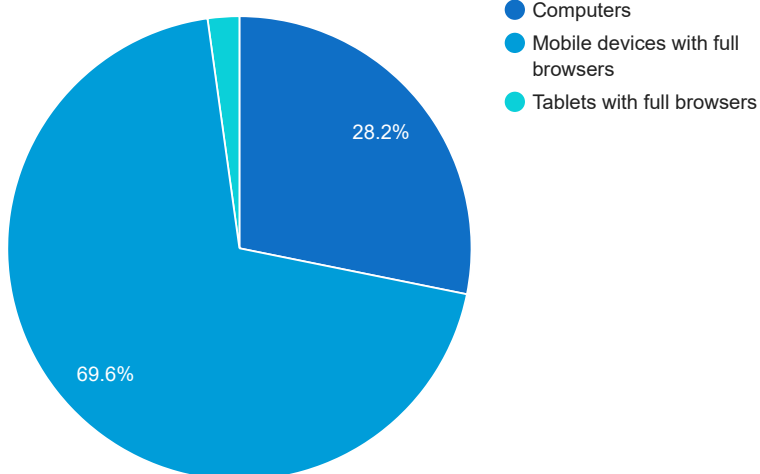
Budget Coverage



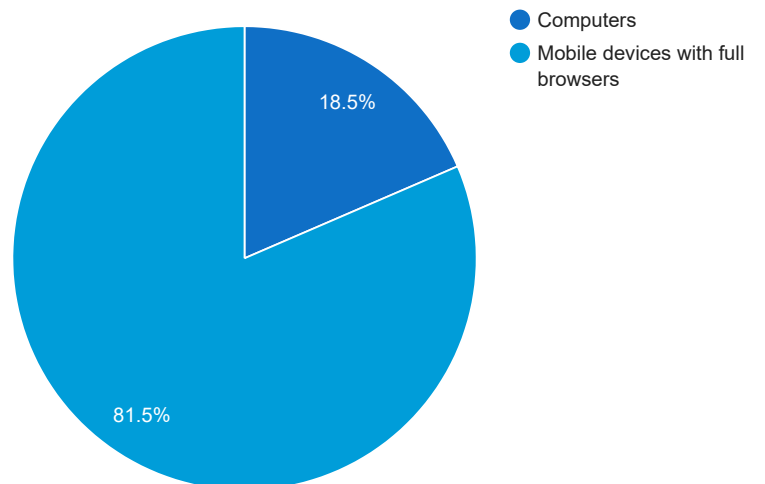
DATE	COST	SEARCH IMPR SHARE
Jun, 2019	0	0
Jul, 2019	524.72	58.50
Aug, 2019	2,096.53	47.01
Sep, 2019	2,611.84	55.02
Oct, 2019	2,591.23	58.68
Nov, 2019	2,326.94	69.78
Dec, 2019	2,312.55	78.01
Jan, 2020	2,298.17	70.30
Feb, 2020	2,491.31	56.50
Mar, 2020	3,011.61	70.36
Apr, 2020	3,003.34	82.62
May, 2020	2,919.50	69

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	4,529	310	\$2,032.69	\$6.56	6.84%	-	22	7.1%	\$92.40
Computers	1,437	97	\$822.57	\$8.48	6.75%	-	5	5.15%	\$164.51
Tablets with full browsers	116	15	\$64.24	\$4.28	12.93%	-	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	6,082	422	\$2,919.50	\$6.92	6.94%	-	27	6.4%	\$108.13

Conversion Types - 1 May 2020 — 31 May 2020

CONVERSION TYPE

CONV

Form Submission

27

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