

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

Dr Moran

805-743-0327

Key Performance Indicators (KPIs)

Cost

\$3,758

↑ 26%

Conv

31.8

↑ 27%

Conv Rate

5.72%

↑ 8%

Cost / Conv

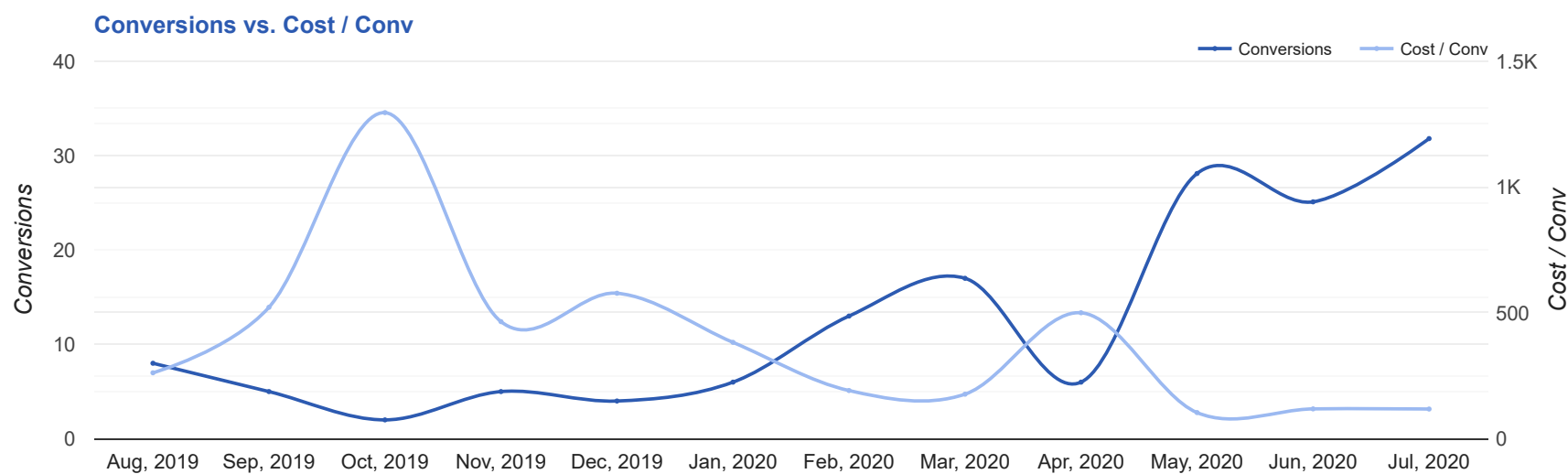
\$118.14

↔ 0%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	7,291	472	\$2,983.77	\$6.32	6.47%	-	25.1	5.32%	\$118.73	78.01%
1 Jul 2020 — 31 Jul 2020	11,406	556	\$3,757.94	\$6.76	4.87%	-	31.8	5.72%	\$118.14	65.16%
Change	4,115 ↑ 56%	84 ↑ 18%	\$774.17 ↑ 26%	\$0.44 ↑ 7%	1.60% ↓ 25%	--	6.68 ↑ 27%	0.40% ↑ 8%	\$0.59 ↓ 0%	12.85% ↓ 16%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	28.1	6.65%	\$104.08	69.16%
Jun '20	7,291	472	\$2,983.77	\$6.32	6.47%	-	25.1	5.32%	\$118.73	78.01%
Jul '20	11,406	556	\$3,757.94	\$6.76	4.87%	-	31.8	5.72%	\$118.14	65.16%
Total	77,933	3,677	\$32,404.73	\$8.81	4.72%	-	151	4.11%	\$214.62	62.49%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	11,406	556	\$3,757.94	\$6.76	4.87%	-	31.8	5.72%	\$118.14	65.16%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

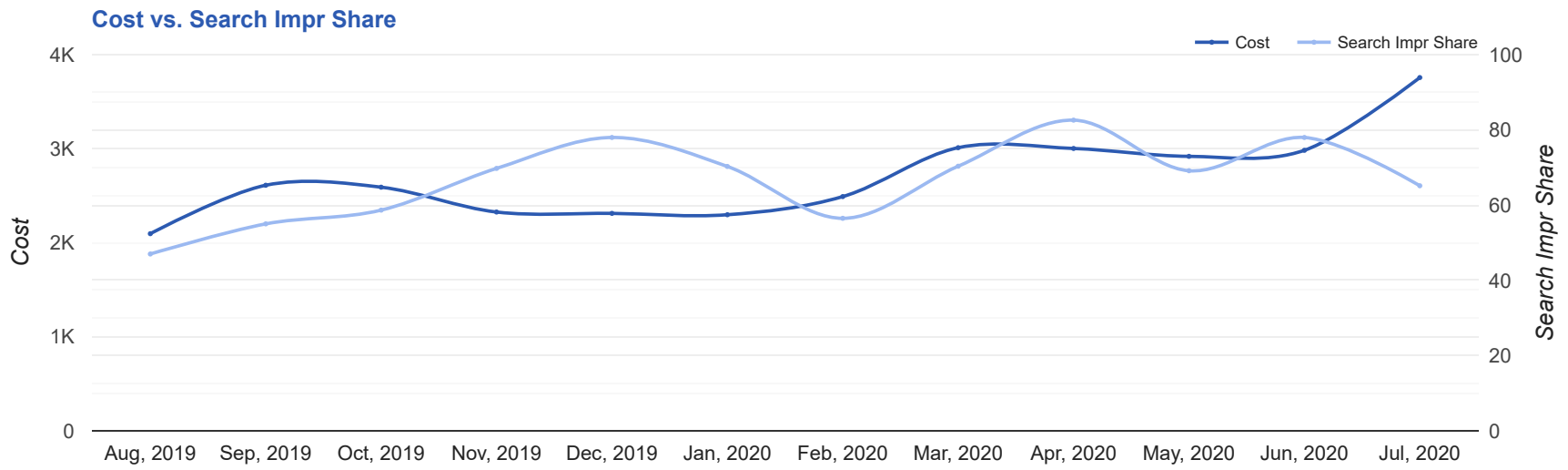
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Moran Medical Aesthetics} - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	4,142	201	\$1,437.58	\$7.15	4.85%	-	16.2	8.04%	\$88.90
{Keyword:Dr. Moran Medical Aesthetics} - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	1,111	86	\$395.28	\$4.60	7.74%	-	5.2	5.99%	\$76.75
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Newton Centre drmoran.co/ CoolSculpting Deal. Freeze Fat. Top Provider in Newton Centre, MA. Free Virtual Consult.	468	22	\$218.83	\$9.95	4.70%	-	3	13.64%	\$72.94
CoolSculpting in Newton Centre - Fat Reduction Treatment - Flexible Payment Options drmoran.co/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	682	28	\$177.14	\$6.33	4.11%	-	2	7.14%	\$88.57
Body Sculpting - CoolSculpting in Newton Centre - Non-Surgical Fat Reduction drmoran.co/ Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	79	9	\$29.96	\$3.33	11.39%	-	2	22.22%	\$14.98

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

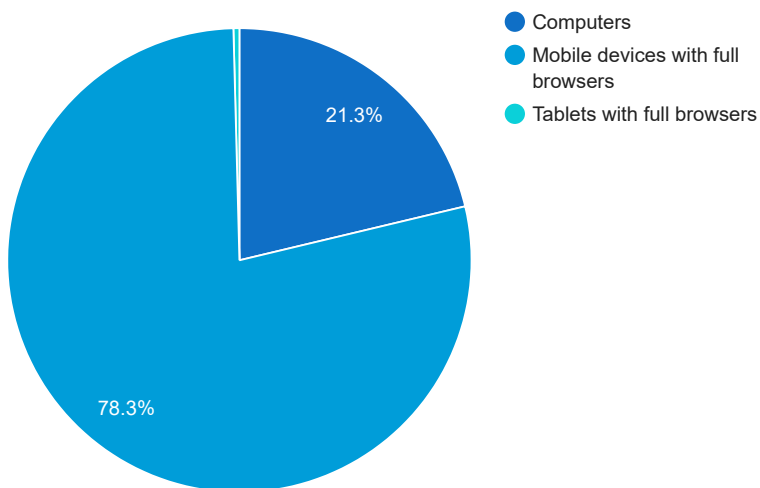
Budget Coverage



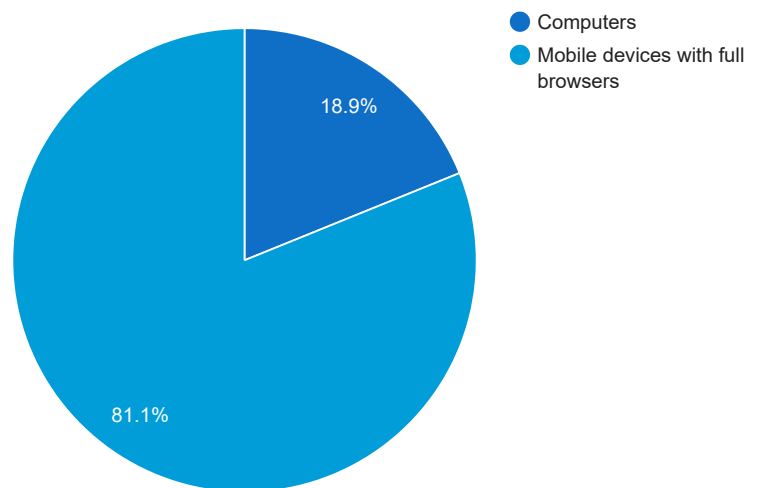
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	2,096.53	47.01
Sep, 2019	2,611.84	55.02
Oct, 2019	2,591.23	58.68
Nov, 2019	2,326.94	69.78
Dec, 2019	2,312.55	78.01
Jan, 2020	2,298.17	70.30
Feb, 2020	2,491.31	56.50
Mar, 2020	3,011.61	70.36
Apr, 2020	3,003.34	82.62
May, 2020	2,919.50	69.16
Jun, 2020	2,983.77	78.01
Jul, 2020	3,757.94	65.16

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	8,514	448	\$2,943.28	\$6.57	5.26%	-	25.8	5.76%	\$114.04
Computers	2,709	104	\$799.13	\$7.68	3.84%	-	6	5.77%	\$133.19
Tablets with full browsers	183	4	\$15.53	\$3.88	2.19%	-	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	11,406	556	\$3,757.94	\$6.76	4.87%	-	31.8	5.72%	\$118.14

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submission

29.8

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