

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

Dr Moran

805-743-0327

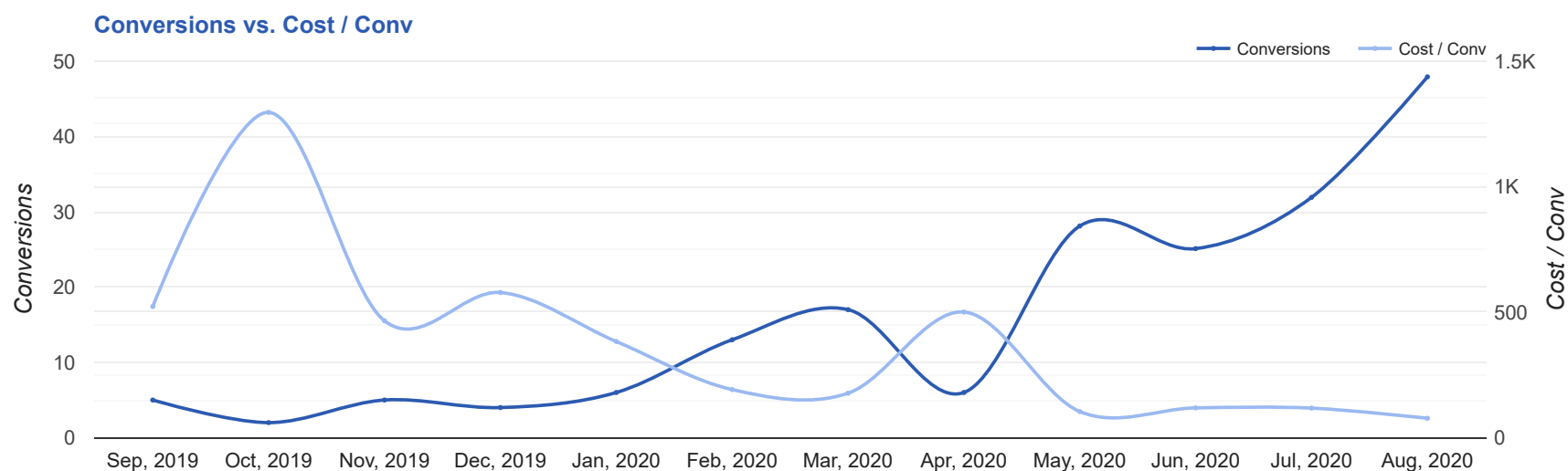
Key Performance Indicators (KPIs)

| | | | |
|---------|-------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$3,704 | 47.9 | 4.9% | \$77.30 |
| ↓ 1% | ↑ 50% | ↓ 15% | ↓ 34% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|------------------|--------------|-----------------|-----------------|----------------|---------|----------------|----------------|------------------|----------------------|
| 1 Jul 2020 — 31 Jul 2020 | 11,406 | 556 | \$3,757.94 | \$6.76 | 4.87% | - | 31.9 | 5.74% | \$117.80 | 55.31% |
| 1 Aug 2020 — 31 Aug 2020 | 30,334 | 977 | \$3,704.18 | \$3.79 | 3.22% | - | 47.9 | 4.9% | \$77.30 | 20.83% |
| Change | 18,928 ↑ 166% | 421 ↑ 76% | \$53.76 ↓ 1% | \$2.97 ↓ 44% | 1.65% ↓ 34% | -- | 16.02 ↑ 50% | 0.84% ↓ 15% | \$40.50 ↓ 34% | 34.48% ↓ 62% |

Performance by Month - 1 Sep 2019 — 31 Aug 2020



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|---------------|--------------|--------------------|---------------|--------------|----------|------------|--------------|-----------------|---------------|
| | | | | | | | | | | IMPR SHARE |
| 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% | - | 31.9 | 5.74% | \$117.80 | 55.31% |
| Aug '20 | 30,334 | 977 | \$3,704.18 | \$3.79 | 3.22% | - | 47.9 | 4.9% | \$77.30 | 20.83% |
| Total | 99,165 | 4,291 | \$34,012.38 | \$7.93 | 4.33% | - | 191 | 4.45% | \$178.08 | 39.03% |

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 30,334 | 977 | \$3,704.18 | \$3.79 | 3.22% | - | 47.9 | 4.9% | \$77.30 | 20.83% |

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

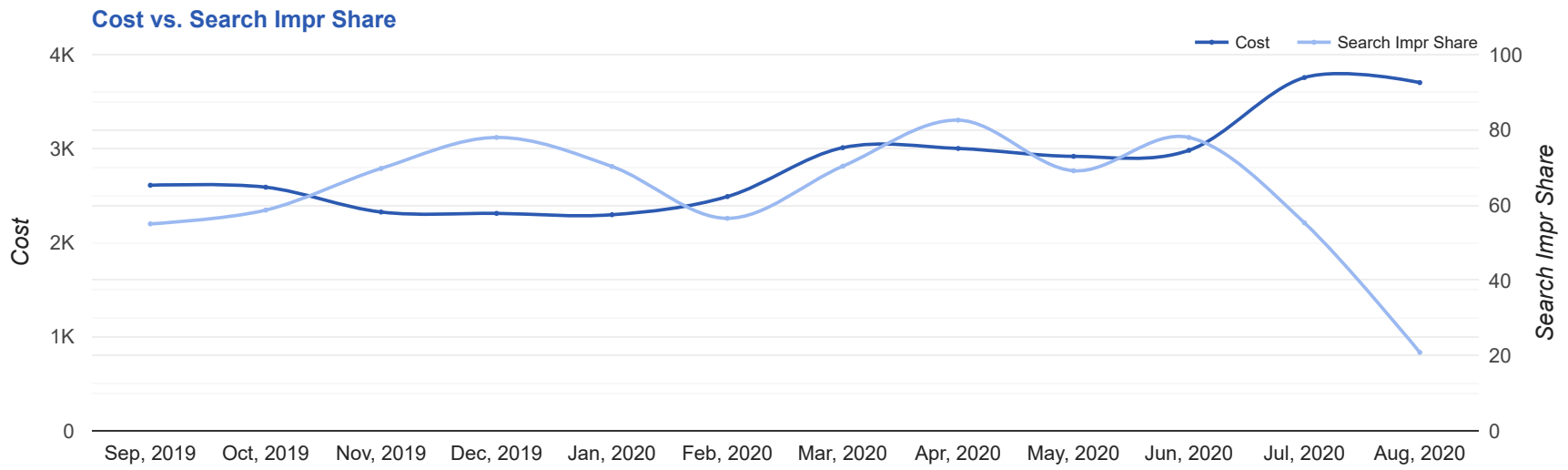
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|----------|---------|-------|---------|------|-----------|-------------|
| {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 | 6,000 | 279 | \$978.43 | \$3.51 | 4.65% | - | 10 | 3.58% | \$97.84 |
| Dr. Moran Medical Aesthetics - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation | 7,755 | 230 | \$768.91 | \$3.34 | 2.97% | - | 10 | 4.35% | \$76.89 |
| {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 | 3,019 | 116 | \$588.66 | \$5.07 | 3.84% | - | 8.9 | 7.69% | \$65.99 |
| CoolSculpting in Newton Centre - Fat Reduction Treatment - Flexible Payment Options drmoran.co// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 5,308 | 98 | \$378.70 | \$3.86 | 1.85% | - | 7 | 7.14% | \$54.10 |
| CoolSculpting Deal \$1000 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. | 2,517 | 38 | \$140.61 | \$3.70 | 1.51% | - | 5 | 13.16% | \$28.12 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

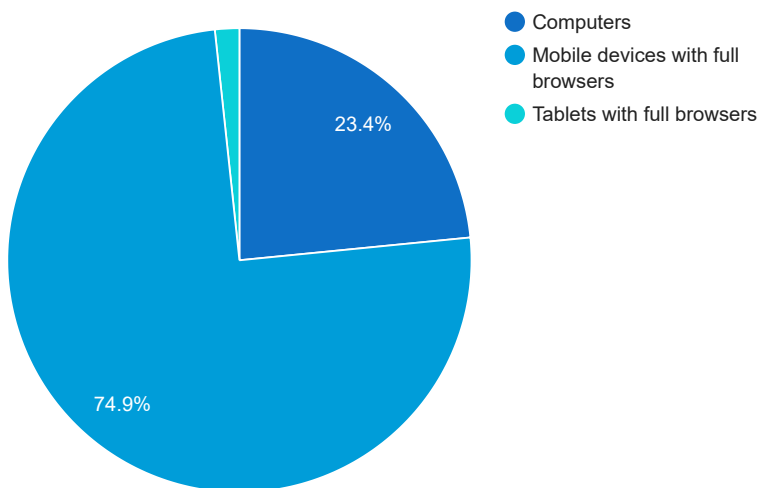
Budget Coverage



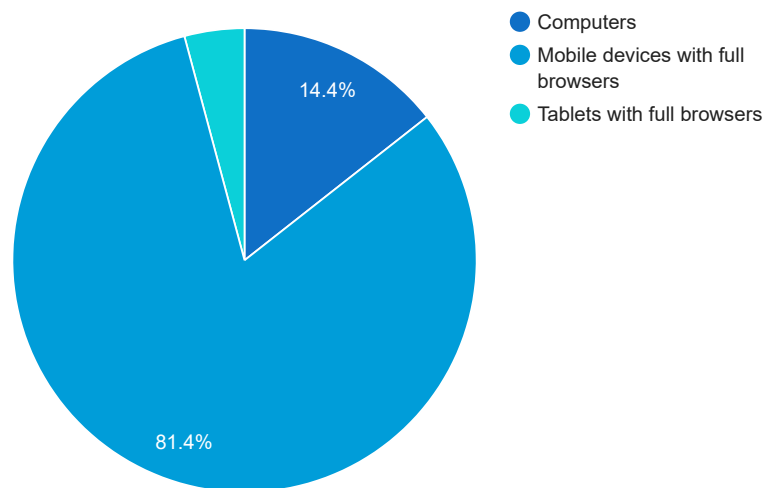
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Sep, 2019 | 2,611.84 | 55.02 |
| Oct, 2019 | 2,591.23 | 58.68 |
| Nov, 2019 | 2,326.94 | 69.78 |
| Dec, 2019 | 2,312.55 | 78.01 |
| Jan, 2020 | 2,298.17 | 70.30 |
| Feb, 2020 | 2,491.31 | 56.50 |
| Mar, 2020 | 3,011.61 | 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 | 55.31 |
| Aug, 2020 | 3,704.18 | 20.83 |

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 | 23,073 | 774 | \$2,773.31 | \$3.58 | 3.35% | - | 39 | 5.04% | \$71.11 |
| Computers | 6,454 | 184 | \$868.05 | \$4.72 | 2.85% | - | 6.9 | 3.76% | \$125.44 |
| Tablets with full browsers | 807 | 19 | \$62.82 | \$3.31 | 2.35% | - | 2 | 10.53% | \$31.41 |

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 | 30,334 | 977 | \$3,704.18 | \$3.79 | 3.22% | - | 47.9 | 4.9% | \$77.30 |

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Form Submission

46.9

Calls from ads

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