

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Dr Moran

805-743-0327

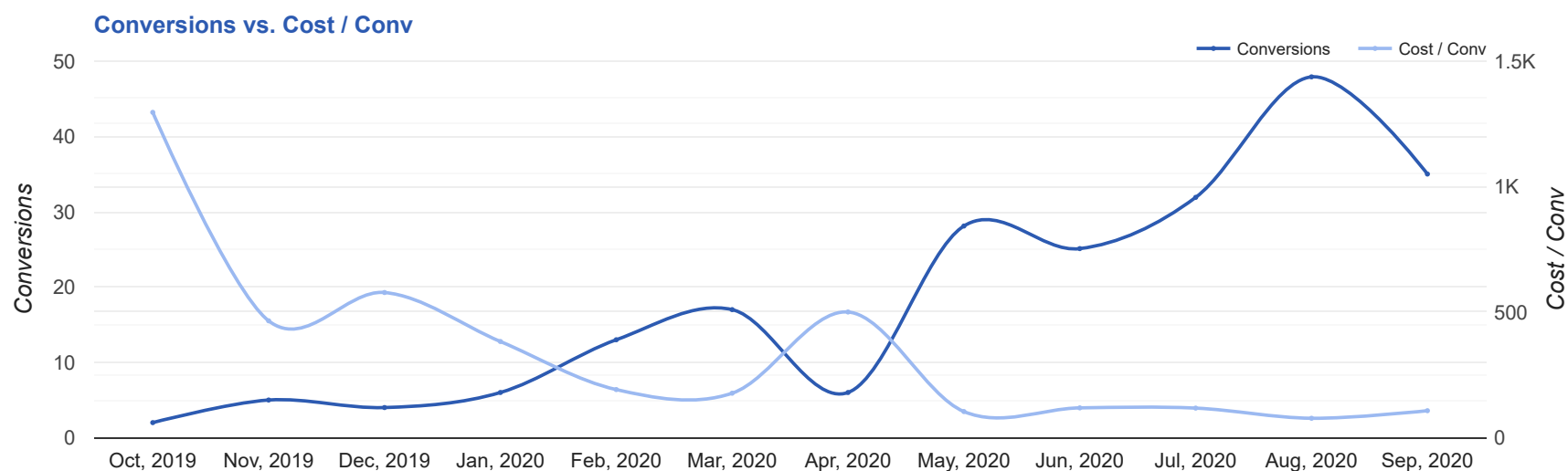
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,761	35	3.83%	\$107.47
↑ 2%	↓ 27%	↓ 22%	↑ 39%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	30,334	977	\$3,704.18	\$3.79	3.22%	-	47.9	4.9%	\$77.30	20.83%
1 Sep 2020 — 30 Sep 2020	26,780	915	\$3,761.44	\$4.11	3.42%	-	35	3.83%	\$107.47	21.94%
Change	3,554 ↓ 12%	62 ↓ 6%	\$57.26 ↑ 2%	\$0.32 ↑ 8%	0.20% ↑ 6%	--	12.92 ↓ 27%	1.07% ↓ 22%	\$30.17 ↑ 39%	1.11% ↑ 5%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	
Sep '20	26,780	915	\$3,761.44	\$4.11	3.42%	-	35	3.83%	\$107.47	21.94%	
Total	115,679	4,815	\$35,161.98	\$7.30	4.16%	-	221	4.59%	\$159.10	32.36%	

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	26,780	915	\$3,761.44	\$4.11	3.42%	-	35	3.83%	\$107.47	21.94%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

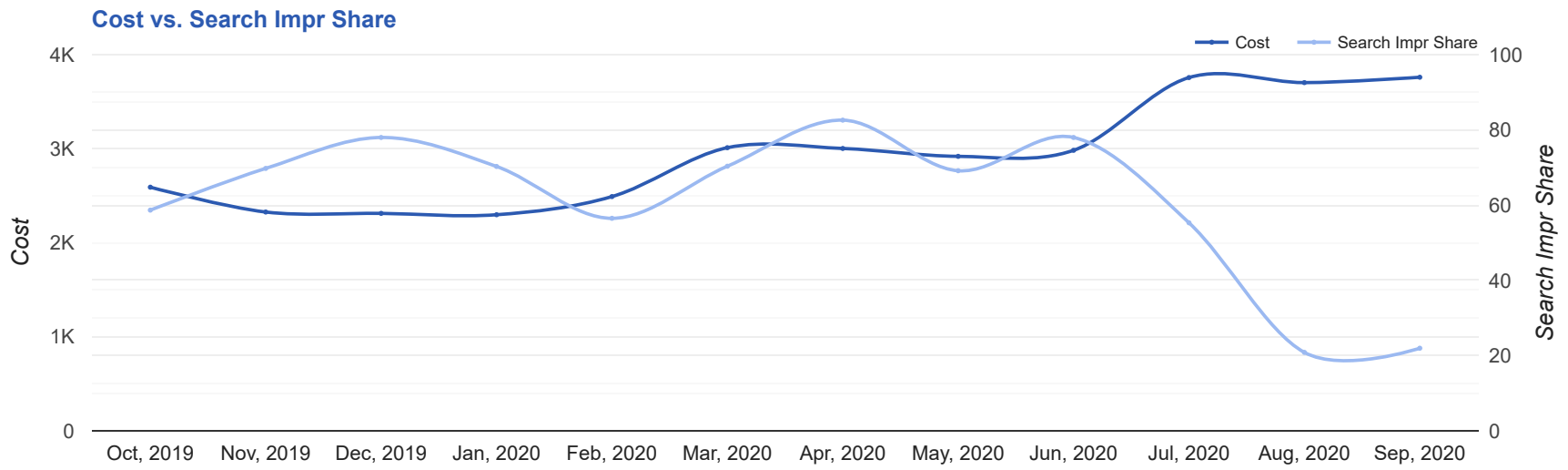
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Moran Medical Aesthetics} - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	3,797	131	\$627.09	\$4.79	3.45%	-	8	6.11%	\$78.39
Dr. Moran Medical Aesthetics - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	5,709	181	\$678.76	\$3.75	3.17%	-	7	3.87%	\$96.97
CoolSculpting in Newton Centre - Fat Reduction Treatment - Flexible Payment Options drmoran.co// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5,307	106	\$426.81	\$4.03	2.00%	-	6	5.66%	\$71.14
{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	6,496	277	\$1,039.16	\$3.75	4.26%	-	5	1.81%	\$207.83
{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	1,182	76	\$349.84	\$4.60	6.43%	-	4	5.26%	\$87.46

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

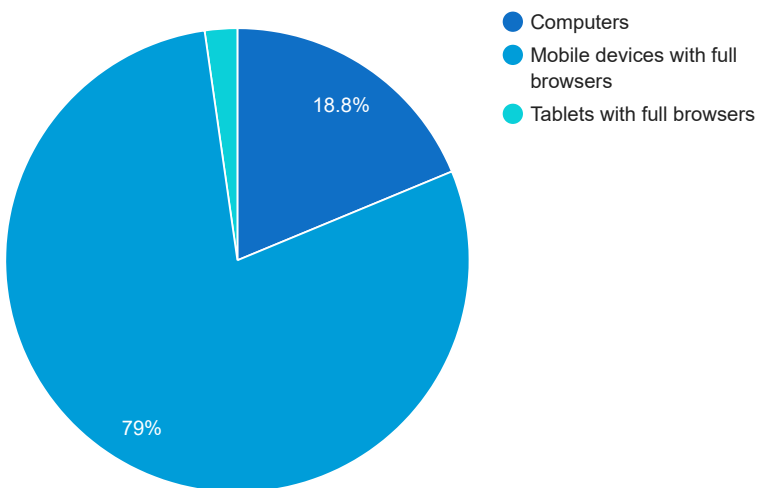
Budget Coverage



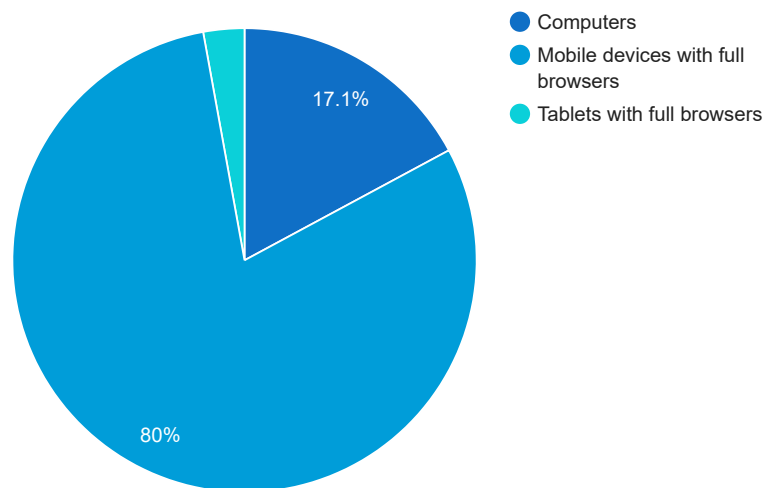
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	2,591.23	58.68
Nov, 2019	2,326.94	69.78
Dec, 2019	2,312.55	78.01
Jan, 2020	2,298.17	70.30
Feb, 2020	2,491.31	56.50
Mar, 2020	3,011.61	70.36
Apr, 2020	3,003.34	82.62
May, 2020	2,919.50	69.16
Jun, 2020	2,983.77	78.01
Jul, 2020	3,757.94	55.31
Aug, 2020	3,704.18	20.83
Sep, 2020	3,761.44	21.94

Cost and Conversions by Device

Cost



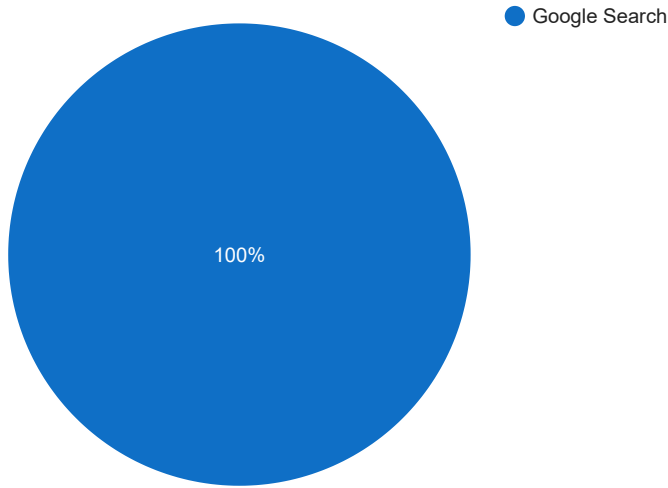
Conversions



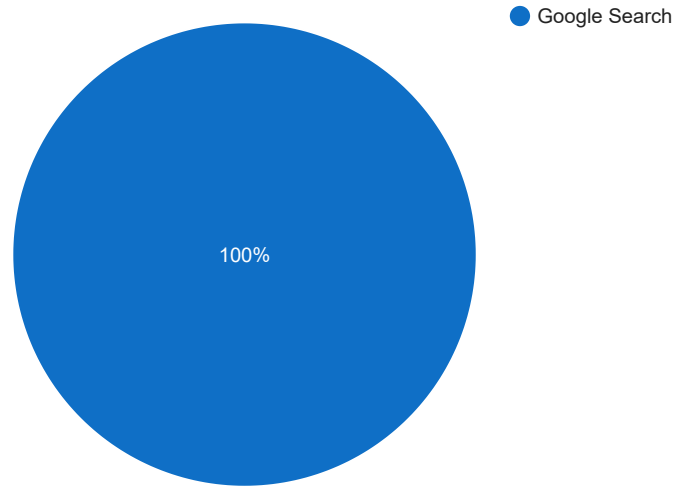
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	20,362	736	\$2,970.88	\$4.04	3.61%	-	28	3.8%	\$106.10
Computers	5,749	155	\$705.39	\$4.55	2.7%	-	6	3.87%	\$117.57
Tablets with full browsers	669	24	\$85.17	\$3.55	3.59%	-	1	4.17%	\$85.17

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	26,780	915	\$3,761.44	\$4.11	3.42%	-	35	3.83%	\$107.47

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	31
Phone Calls from Website	2
Calls from ads	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