

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

Dr Moran

805-743-0327

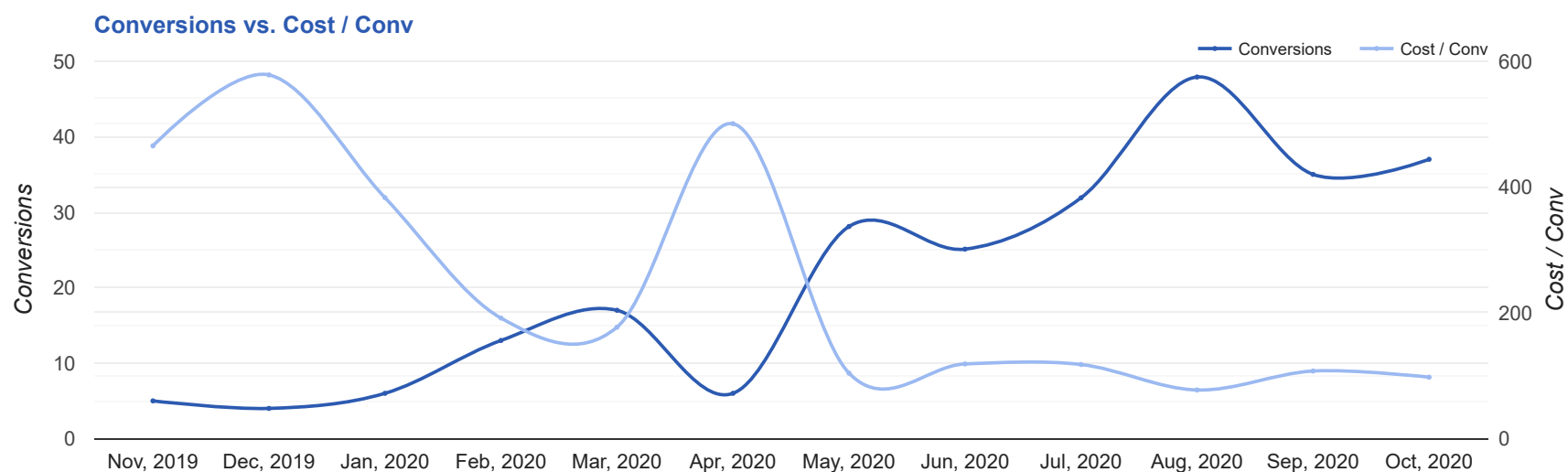
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,613	37	6.74%	\$97.66
↓ 4%	↑ 6%	↑ 76%	↓ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	26,780	915	\$3,761.44	\$4.11	3.42%	-	35	3.83%	\$107.47	21.98%
1 Oct 2020 — 31 Oct 2020	12,046	549	\$3,613.45	\$6.58	4.56%	-	37	6.74%	\$97.66	42.26%
Change	14,734 ↓ 55%	366 ↓ 40%	\$147.99 ↓ 4%	\$2.47 ↑ 60%	1.14% ↑ 33%	--	2 ↑ 6%	2.91% ↑ 76%	\$9.81 ↓ 9%	20.28% ↑ 92%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	21.98%
Oct '20	12,046	549	\$3,613.45	\$6.58	4.56%	-	37	6.74%	\$97.66	42.26%
Total	123,173	5,236	\$36,184.20	\$6.91	4.25%	-	256	4.89%	\$141.34	32.58%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	12,046	549	\$3,613.45	\$6.58	4.56%	-	37	6.74%	\$97.66	42.26%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

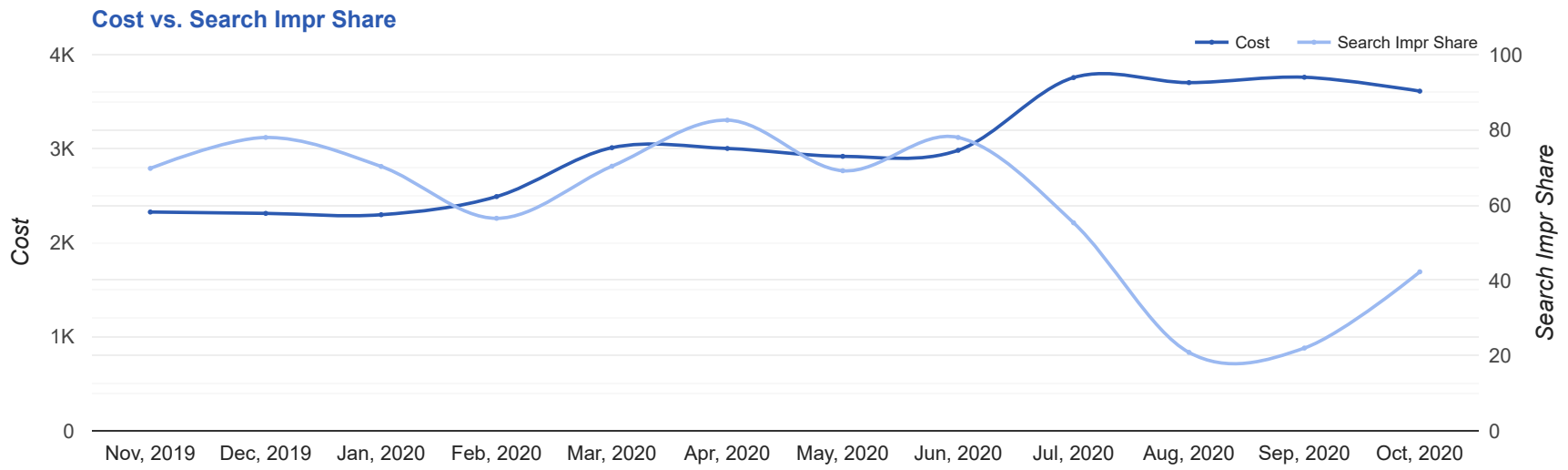
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Moran Medical Aesthetics} - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	6,014	268	\$2,084.90	\$7.78	4.46%	-	19	7.09%	\$109.73
{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	1,576	98	\$562.22	\$5.74	6.22%	-	5.5	5.61%	\$102.22
{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	1,231	51	\$205.11	\$4.02	4.14%	-	5	9.80%	\$41.02
{Keyword:Dr. Moran Medical Aesthetics} - New Client Special - 25 Off Coolsculpting Cost drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	79	12	\$74.17	\$6.18	15.19%	-	1	8.33%	\$74.17
Non-Surgical Lipo Alternative - Freeze Fat Away - CoolSculpting in Newton Centre drmoran.co// Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	57	2	\$6.09	\$3.04	3.51%	-	1	50.00%	\$6.09

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

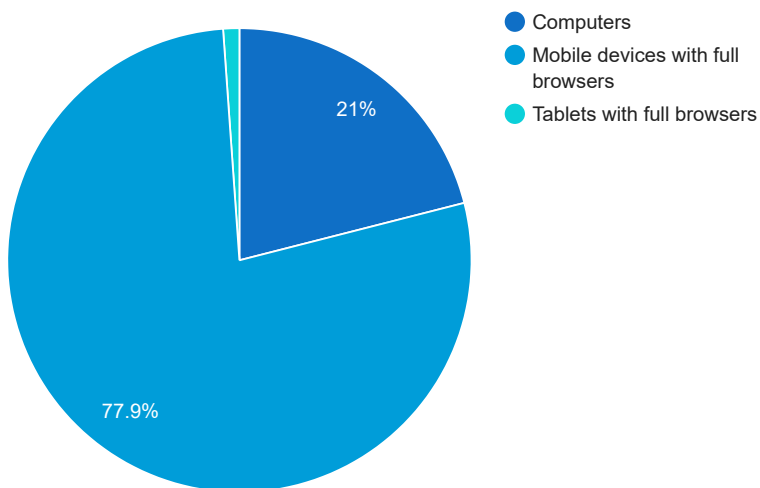
Budget Coverage



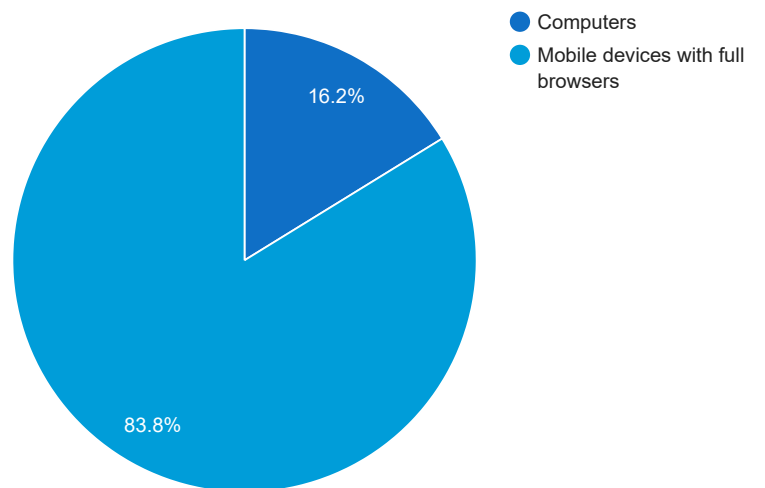
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	2,326.94	69.78
Dec, 2019	2,312.55	78.01
Jan, 2020	2,298.17	70.30
Feb, 2020	2,491.31	56.50
Mar, 2020	3,011.61	70.36
Apr, 2020	3,003.34	82.62
May, 2020	2,919.50	69.16
Jun, 2020	2,983.77	78.01
Jul, 2020	3,757.94	55.31
Aug, 2020	3,704.18	20.83
Sep, 2020	3,761.44	21.98
Oct, 2020	3,613.45	42.26

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	9,205	438	\$2,813.21	\$6.42	4.76%	-	31	7.08%	\$90.75
Computers	2,634	105	\$759.61	\$7.23	3.99%	-	6	5.71%	\$126.60
Tablets with full browsers	207	6	\$40.63	\$6.77	2.9%	-	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	12,046	549	\$3,613.45	\$6.58	4.56%	-	37	6.74%	\$97.66

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	30
Click to Call	3
Phone Calls from Website	3
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 page 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