

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

Dr Moran

805-743-0327

Key Performance Indicators (KPIs)

Cost

\$3,731

↑ 3%

Conv

27

↓ 27%

Conv Rate

3.69%

↓ 45%

Cost / Conv

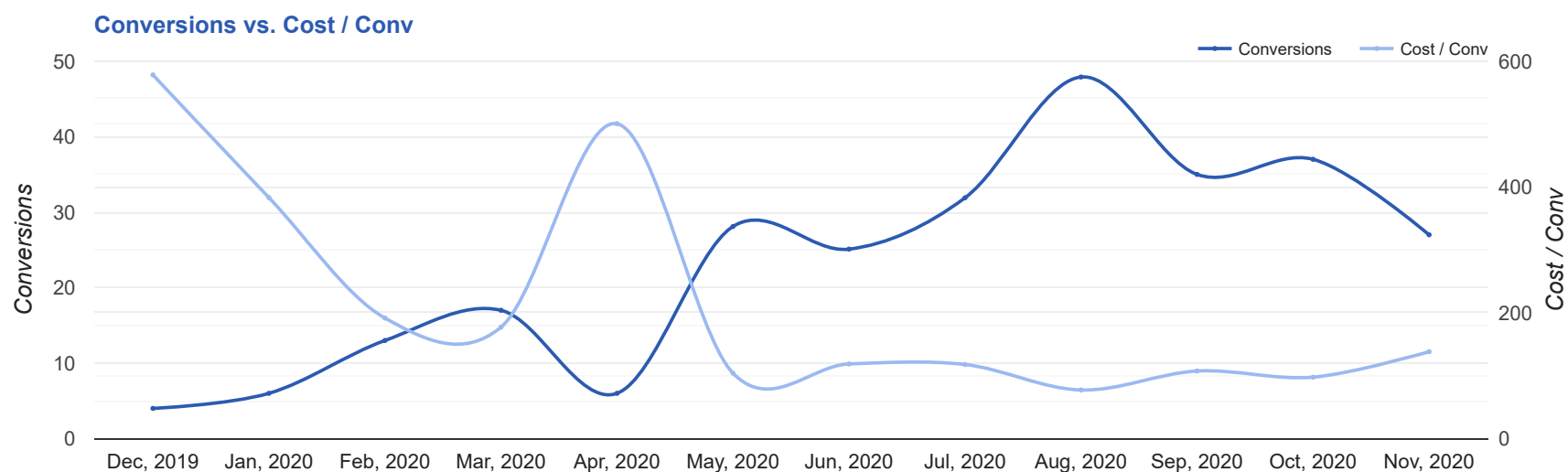
\$138.19

↑ 42%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	12,046	549	\$3,613.45	\$6.58	4.56%	-	37	6.74%	\$97.66	42.44%
1 Nov 2020 — 30 Nov 2020	19,247	732	\$3,731.01	\$5.10	3.8%	-	27	3.69%	\$138.19	21.86%
Change	7,201 ↑ 60%	183 ↑ 33%	\$117.56 ↑ 3%	\$1.48 ↓ 22%	0.76% ↓ 17%	--	10 ↓ 27%	3.05% ↓ 45%	\$40.53 ↑ 42%	20.58% ↓ 48%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	42.44%
Nov '20	19,247	732	\$3,731.01	\$5.10	3.8%	-	27	3.69%	\$138.19	21.86%
Total	138,994	5,821	\$37,588.27	\$6.46	4.19%	-	278	4.78%	\$135.21	30.15%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting exp reach	13,496	452	\$1,865.20	\$4.13	3.35%	-	14	3.1%	\$133.23	17.06%
search beta coolsculpting	5,751	280	\$1,865.81	\$6.66	4.87%	-	13	4.64%	\$143.52	64.31%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

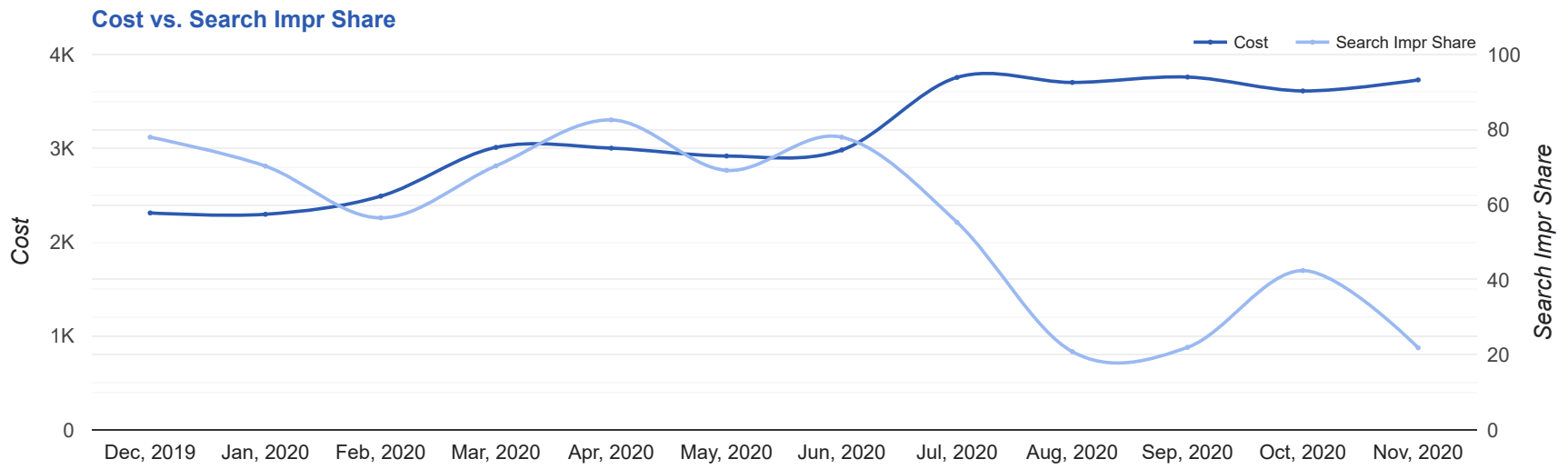
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Moran Medical Aesthetics} - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	2,703	132	\$655.30	\$4.96	4.88%	-	8	6.06%	\$81.91
{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	3,869	153	\$1,069.41	\$6.99	3.95%	-	6	3.92%	\$178.24
Dr. Moran Medical Aesthetics - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	6,781	239	\$850.00	\$3.56	3.52%	-	5	2.09%	\$170.00
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.	226	16	\$97.72	\$6.11	7.08%	-	2	12.50%	\$48.86
{Keyword:Dr. Moran Medical Aesthetics} - New Client Special - Target Belly Fat Love Handles drmoran.co/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	129	29	\$131.36	\$4.53	22.48%	-	1.8	6.03%	\$75.06

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

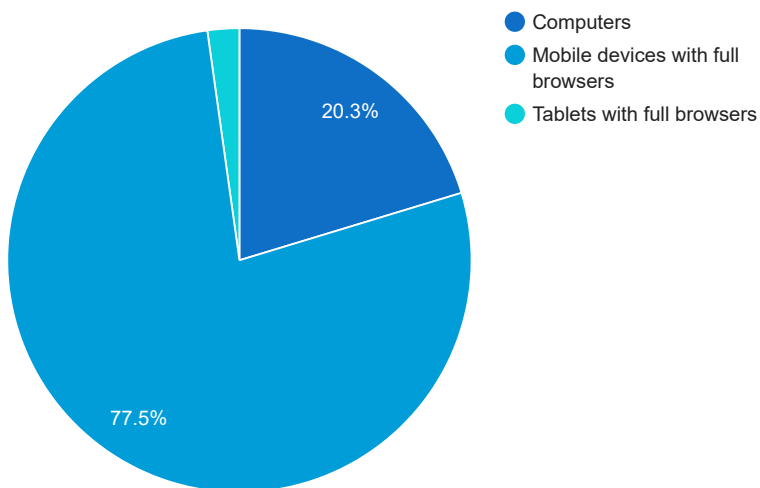
Budget Coverage



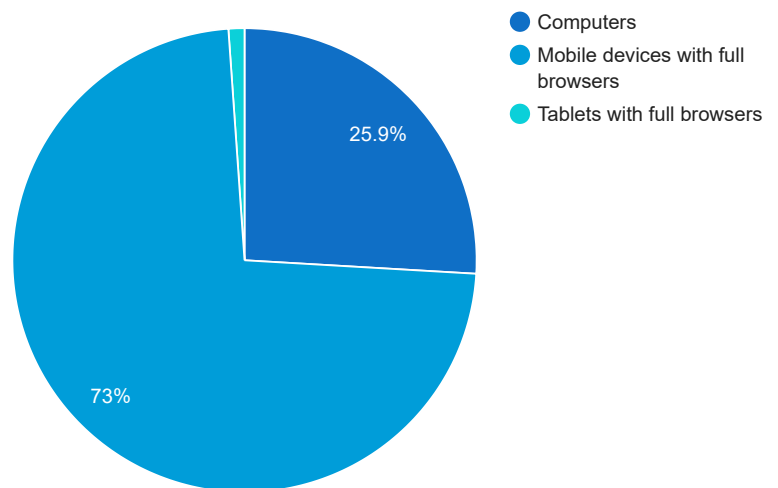
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	2,312.55	78.01
Jan, 2020	2,298.17	70.30
Feb, 2020	2,491.31	56.50
Mar, 2020	3,011.61	70.36
Apr, 2020	3,003.34	82.62
May, 2020	2,919.50	69.16
Jun, 2020	2,983.77	78.01
Jul, 2020	3,757.94	55.31
Aug, 2020	3,704.18	20.83
Sep, 2020	3,761.44	21.98
Oct, 2020	3,613.45	42.44
Nov, 2020	3,731.01	21.86

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	14,712	579	\$2,890.69	\$4.99	3.94%	-	19.7	3.41%	\$146.51
Computers	4,159	134	\$757.74	\$5.65	3.22%	-	7	5.22%	\$108.25
Tablets with full browsers	376	19	\$82.58	\$4.35	5.05%	-	0.3	1.42%	\$305.85

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	19,247	732	\$3,731.01	\$5.10	3.8%	-	27	3.69%	\$138.19

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	24
Click to Call	2
Phone Calls from Website	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