

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

Dr Moran

805-743-0327

Key Performance Indicators (KPIs)

Cost

\$3,744

↔ 0%

Conv

25

↓ 7%

Conv Rate

4.06%

↑ 10%

Cost / Conv

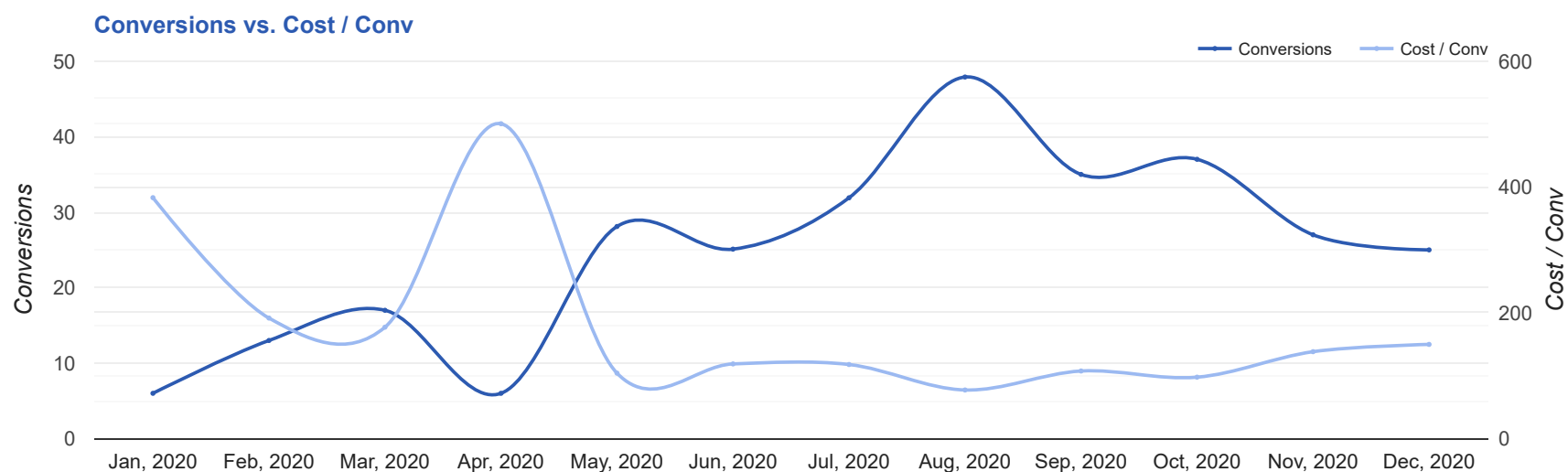
\$149.76

↑ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	19,247	732	\$3,731.01	\$5.10	3.8%	-	27	3.69%	\$138.19	21.68%
1 Dec 2020 — 31 Dec 2020	15,343	616	\$3,744.10	\$6.08	4.01%	-	25	4.06%	\$149.76	18.79%
Change	3,904 ↓ 20%	116 ↓ 16%	\$13.09 ↑ 0%	\$0.98 ↑ 19%	0.21% ↑ 6%	--	2 ↓ 7%	0.37% ↑ 10%	\$11.57 ↑ 8%	2.89% ↓ 13%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	21.68%
Dec '20	15,343	616	\$3,744.10	\$6.08	4.01%	-	25	4.06%	\$149.76	18.79%
Total	150,713	6,252	\$39,019.82	\$6.24	4.15%	-	299	4.78%	\$130.50	27.97%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,857	274	\$2,619.96	\$9.56	4.68%	-	19	6.93%	\$137.89	65.27%
search beta coolsculpting exp reach	9,486	342	\$1,124.14	\$3.29	3.61%	-	6	1.75%	\$187.36	13.02%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

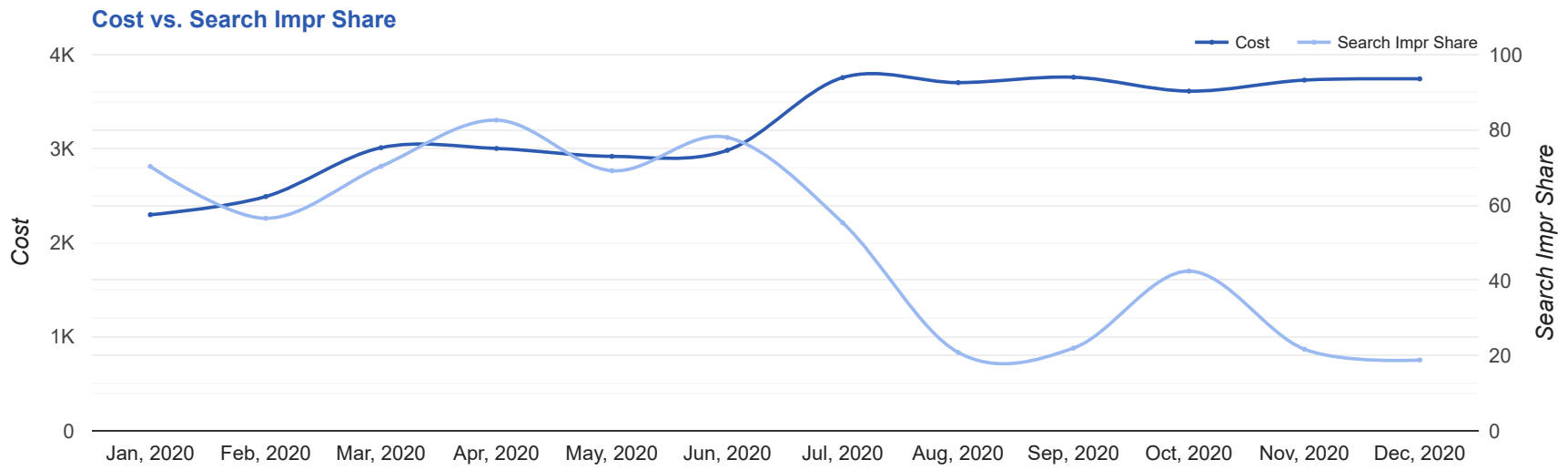
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Moran Medical Aesthetics} - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	729	37	\$268.60	\$7.26	5.08%	-	3	8.11%	\$89.53
CoolSculpting® Fat Reduction - CoolSculpting in Newton Centre - Biggest CoolSculpting® Promo drmoran.co/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newton Centre, MA.	921	33	\$296.62	\$8.99	3.58%	-	2	6.06%	\$148.31
CoolSculpting in Newton Centre - Limited Time Offer Dec 2020 - Our Biggest Discount Ever drmoran.co/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	99	9	\$68.08	\$7.56	9.09%	-	2	22.22%	\$34.04
Dr. Moran Medical Aesthetics - CoolSculpting in Newton Centre - Fat Reduction Treatment drmoran.co/ --/ -- Leading CoolSculpting Provider in Newton Centre, MA. Schedule a Free Consultation	1,397	61	\$176.33	\$2.89	4.37%	-	2	3.28%	\$88.17
CoolSculpting in Newton Centre - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2020/12/31 00:00:00","en-US",31)}</code> drmoran.co/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	588	20	\$265.61	\$13.28	3.40%	-	1.3	6.65%	\$199.71

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

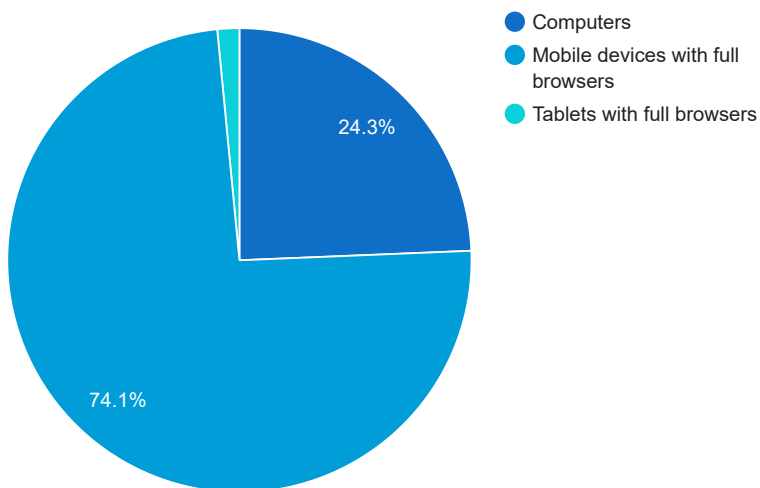
Budget Coverage



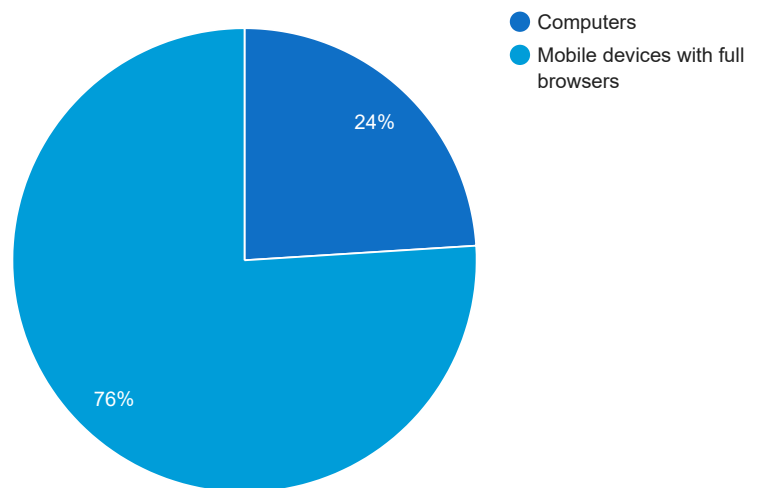
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	2,298.17	70.30
Feb, 2020	2,491.31	56.50
Mar, 2020	3,011.61	70.36
Apr, 2020	3,003.34	82.62
May, 2020	2,919.50	69.16
Jun, 2020	2,983.77	78.01
Jul, 2020	3,757.94	55.31
Aug, 2020	3,704.18	20.83
Sep, 2020	3,761.44	21.98
Oct, 2020	3,613.45	42.44
Nov, 2020	3,731.01	21.68
Dec, 2020	3,744.10	18.79

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	11,875	485	\$2,775.26	\$5.72	4.08%	-	19	3.92%	\$146.07
Computers	3,193	118	\$911.65	\$7.73	3.7%	-	6	5.08%	\$151.94
Tablets with full browsers	275	13	\$57.19	\$4.40	4.73%	-	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	15,343	616	\$3,744.10	\$6.08	4.01%	-	25	4.06%	\$149.76

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	17
Calls from ads	3
Phone Calls from Website	3
Click to Call	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