

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Dr Moran

805-743-0327

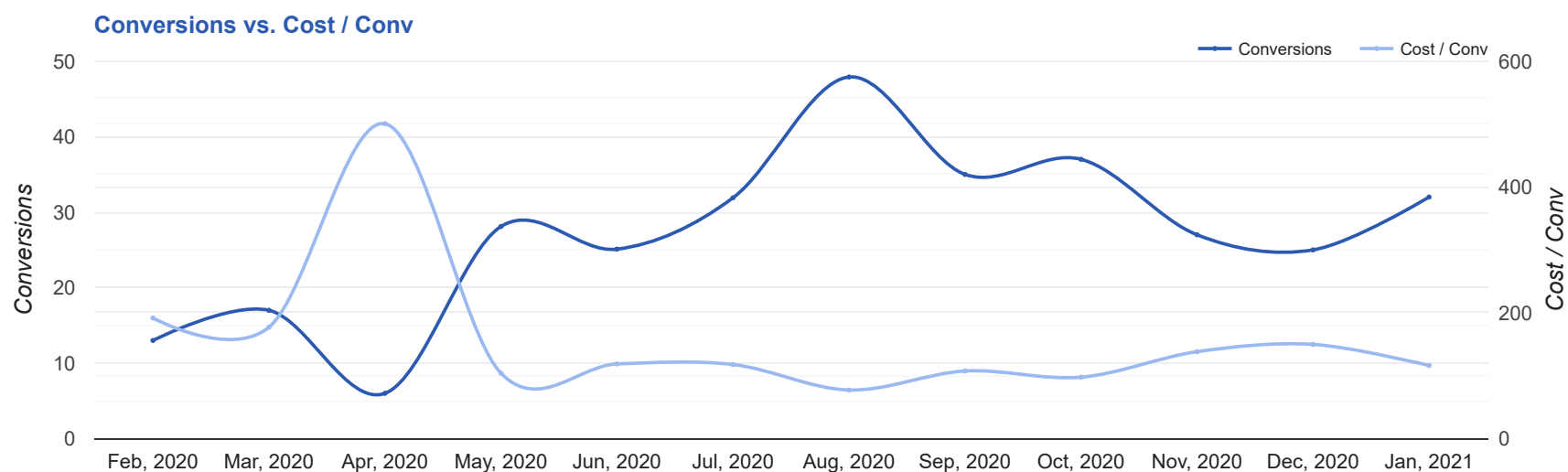
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,718	32	4.14%	\$116.19
↓ 1%	↑ 28%	↑ 2%	↓ 22%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	15,343	616	\$3,744.10	\$6.08	4.01%	-	25	4.06%	\$149.76	18.74%
1 Jan 2021 — 31 Jan 2021	18,938	773	\$3,718.10	\$4.81	4.08%	-	32	4.14%	\$116.19	17.76%
Change	3,595 ↑ 23%	157 ↑ 25%	\$26.00 ↓ 1%	\$1.27 ↓ 21%	0.07% ↑ 2%	--	7 ↑ 28%	0.08% ↑ 2%	\$33.57 ↓ 22%	0.98% ↓ 5%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	18.74%
Jan '21	18,938	773	\$3,718.10	\$4.81	4.08%	-	32	4.14%	\$116.19	17.76%
Total	166,309	6,887	\$40,439.75	\$5.87	4.14%	-	325	4.72%	\$124.43	25.95%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,884	396	\$2,597.36	\$6.56	4.46%	-	23	5.81%	\$112.93	69.28%
search beta coolsculpting exp reach	10,054	377	\$1,120.74	\$2.97	3.75%	-	9	2.39%	\$124.53	10.74%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

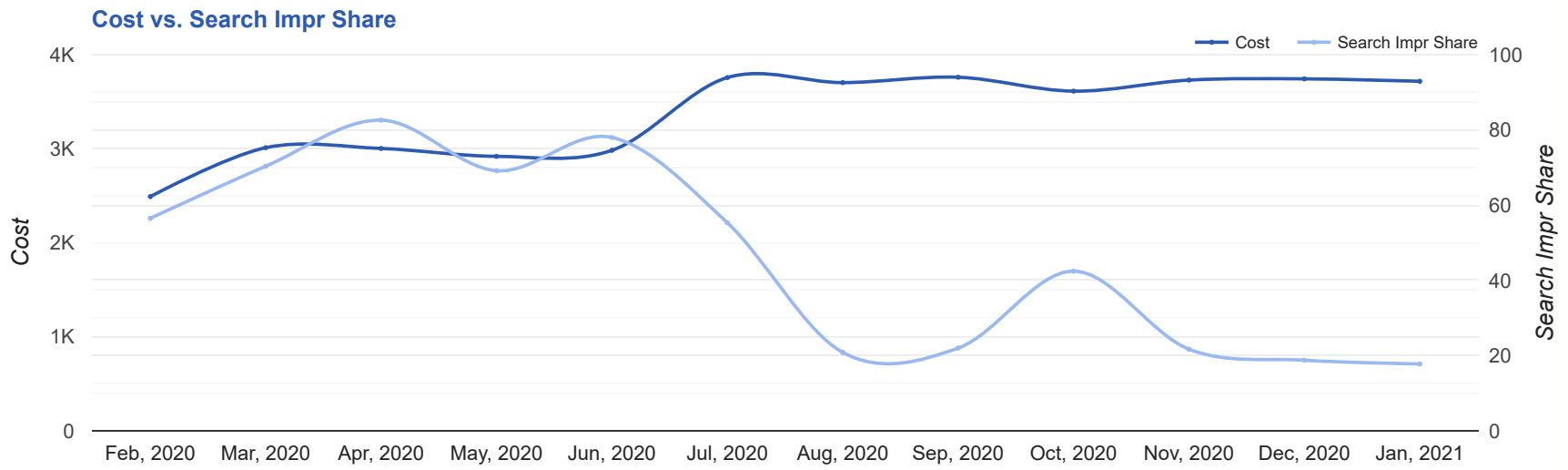
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Newton Centre - Jan Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/01/31 00:00:00","en-US",31)} drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	950	22	\$146.98	\$6.68	2.32%	-	3	13.64%	\$48.99
CoolSculpting in Newton Centre - Limited Time Offer Jan 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/01/31 00:00:00","en-US",31)} drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	70	9	\$47.55	\$5.28	12.86%	-	2	22.22%	\$23.77
CoolSculpting in Newton Centre - Limited Time Offer Jan 2021 - 25% Off All CoolSculpting drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	296	17	\$109.33	\$6.43	5.74%	-	2	11.76%	\$54.66
CoolSculpting in Newton Centre - Limited Time Offer Jan 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/01/31 00:00:00","en-US",31)} drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	235	9	\$60.14	\$6.68	3.83%	-	2	22.22%	\$30.07
Dr. Moran Medical Aesthetics - Freezing Fat Really Works - Freeze Away Body Fat drmoran.co// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	37	2	\$11.48	\$5.74	5.41%	-	2	100.00%	\$5.74

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

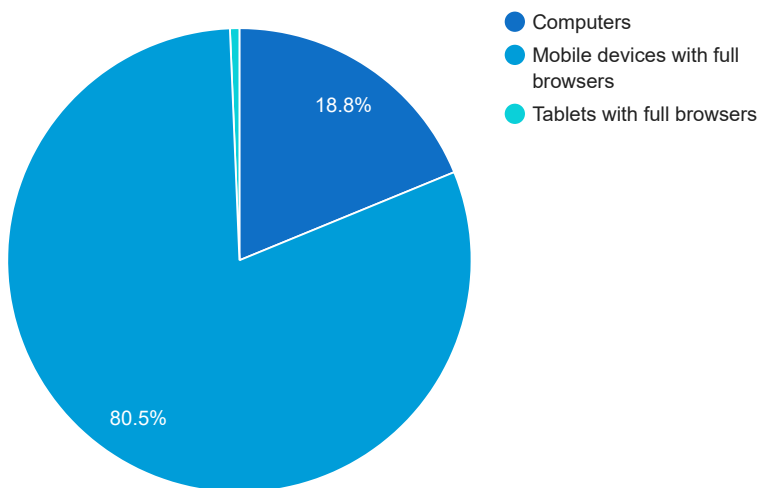
Budget Coverage



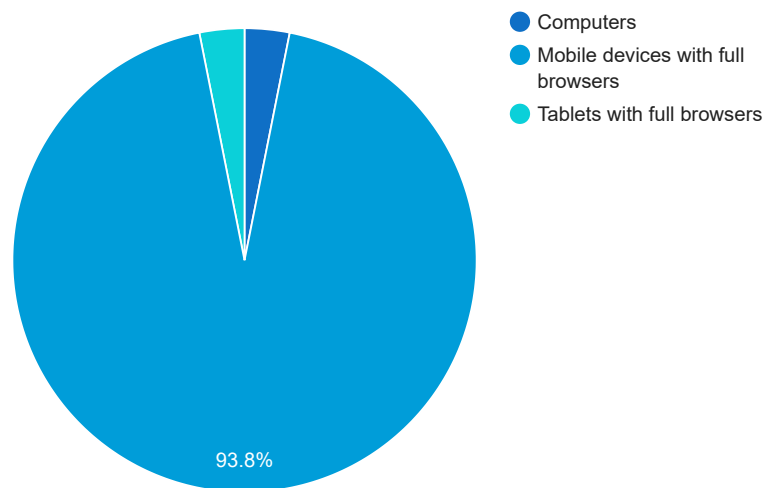
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	2,491.31	56.50
Mar, 2020	3,011.61	70.36
Apr, 2020	3,003.34	82.62
May, 2020	2,919.50	69.16
Jun, 2020	2,983.77	78.01
Jul, 2020	3,757.94	55.31
Aug, 2020	3,704.18	20.83
Sep, 2020	3,761.44	21.98
Oct, 2020	3,613.45	42.44
Nov, 2020	3,731.01	21.68
Dec, 2020	3,744.10	18.74
Jan, 2021	3,718.10	17.76

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	14,677	624	\$2,994.66	\$4.80	4.25%	-	30	4.81%	\$99.82
Computers	3,961	143	\$699.10	\$4.89	3.61%	-	1	0.7%	\$699.10
Tablets with full browsers	300	6	\$24.34	\$4.06	2%	-	1	16.67%	\$24.34

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	18,938	773	\$3,718.10	\$4.81	4.08%	-	32	4.14%	\$116.19

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	28
Calls from ads	2
Click to Call	1
Phone Calls from Website	1
Local actions - Directions	0
Local actions - Website visits	0

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