

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Dr Moran

805-743-0327

Key Performance Indicators (KPIs)

Cost

\$3,772

↑ 1%

Conv

41.7

↑ 29%

Conv Rate

5.14%

↑ 23%

Cost / Conv

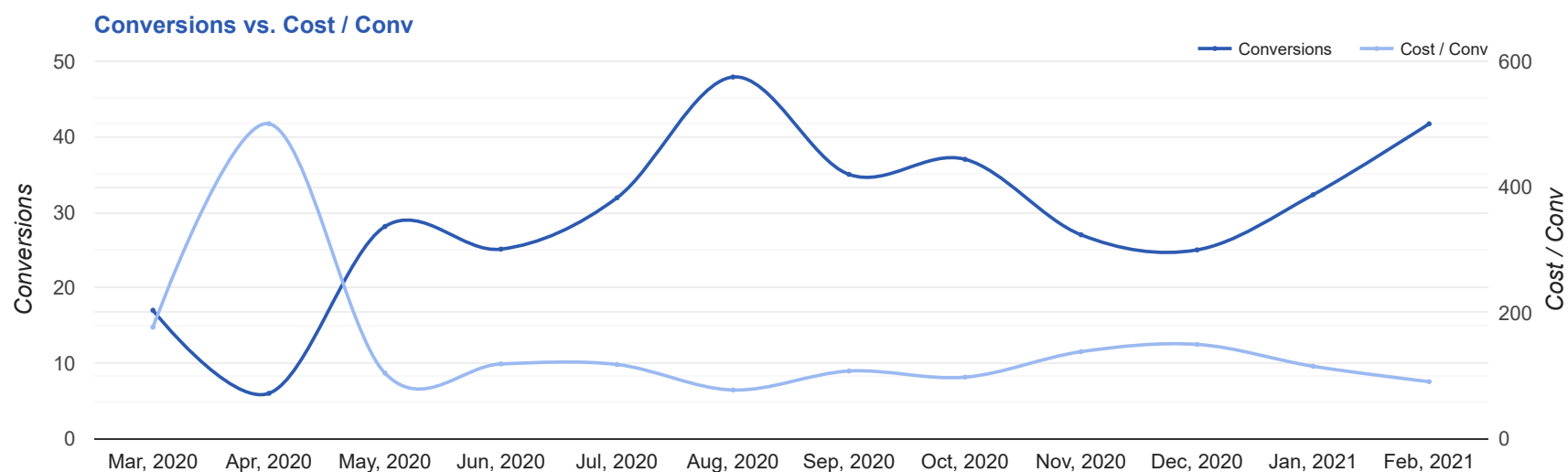
\$90.52

↓ 21%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	18,938	773	\$3,718.10	\$4.81	4.08%	-	32.3	4.18%	\$115.00	17.83%
1 Feb 2021 — 28 Feb 2021	17,986	810	\$3,771.80	\$4.66	4.5%	-	41.7	5.14%	\$90.52	19.12%
Change	952 ↓ 5%	37 ↑ 5%	\$53.70 ↑ 1%	\$0.15 ↓ 3%	0.42% ↑ 10%	--	9.34 ↑ 29%	0.96% ↑ 23%	\$24.48 ↓ 21%	1.29% ↑ 7%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	32.3	4.18%	\$115.00	17.83%
Feb '21	17,986	810	\$3,771.80	\$4.66	4.5%	-	41.7	5.14%	\$90.52	19.12%
Total	175,496	7,307	\$41,720.24	\$5.71	4.16%	-	354	4.84%	\$117.85	24.41%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,107	438	\$2,712.64	\$6.19	4.81%	-	31.7	7.23%	\$85.65	67.83%
search beta coolsculpting exp reach	8,879	372	\$1,059.16	\$2.85	4.19%	-	10	2.69%	\$105.92	10.99%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

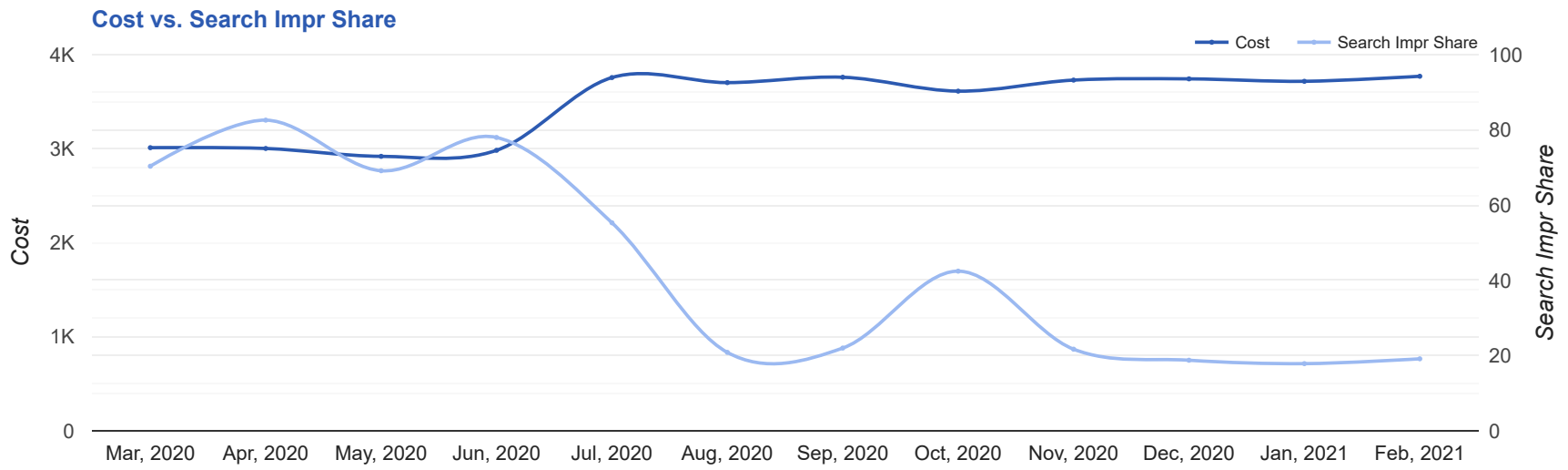
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - Feb Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/02/28 00:00:00","en-US",31)} drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	229	12	\$105.02	\$8.75	5.24%	-	4	33.33%	\$26.25
Dr. Moran Medical Aesthetics - Fat Reduction in Newton Centre - Non-Surgical Fat Reduction drmoran.co/--/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,597	99	\$272.38	\$2.75	6.20%	-	4	4.04%	\$68.09
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.	1,432	67	\$469.06	\$7.00	4.68%	-	3.3	4.93%	\$142.14
CoolSculpting in Newton Centre - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	835	29	\$208.42	\$7.19	3.47%	-	2.9	10.10%	\$71.13
CoolSculpting in Newton Centre - Limited Time Offer Feb 2021 - 25% Off All CoolSculpting drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	193	9	\$62.40	\$6.93	4.66%	-	2	22.22%	\$31.20

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

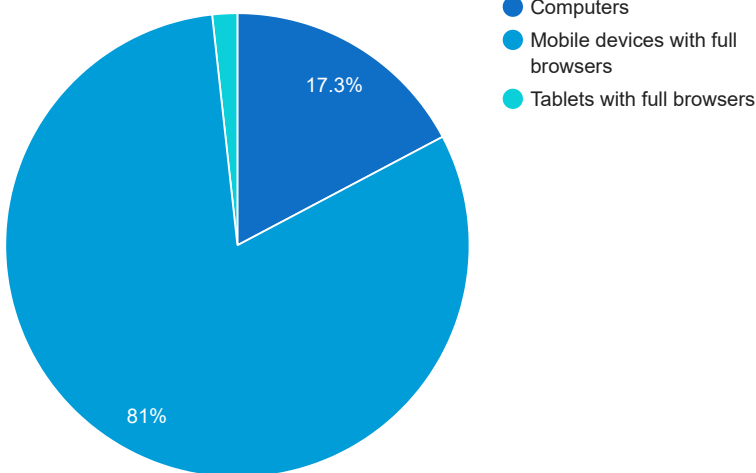
Budget Coverage



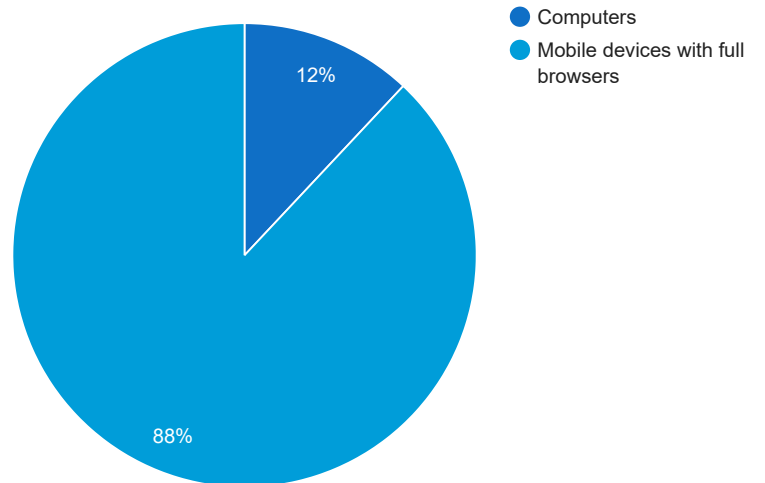
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	3,011.61	70.36
Apr, 2020	3,003.34	82.62
May, 2020	2,919.50	69.16
Jun, 2020	2,983.77	78.01
Jul, 2020	3,757.94	55.31
Aug, 2020	3,704.18	20.83
Sep, 2020	3,761.44	21.98
Oct, 2020	3,613.45	42.44
Nov, 2020	3,731.01	21.68
Dec, 2020	3,744.10	18.74
Jan, 2021	3,718.10	17.83
Feb, 2021	3,771.80	19.12

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	13,992	659	\$3,055.06	\$4.64	4.71%	-	36.7	5.56%	\$83.31
Computers	3,687	138	\$651.02	\$4.72	3.74%	-	5	3.62%	\$130.20
Tablets with full browsers	307	13	\$65.72	\$5.06	4.23%	-	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	17,986	810	\$3,771.80	\$4.66	4.5%	-	41.7	5.14%	\$90.52

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	31.9
Click to Call	6.7
Calls from ads	2
Phone Calls from Website	1
Local actions - Directions	0
Local actions - Other engagements	0
Local actions - Website visits	0
Clicks to call	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