

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

Dr Moran

805-743-0327

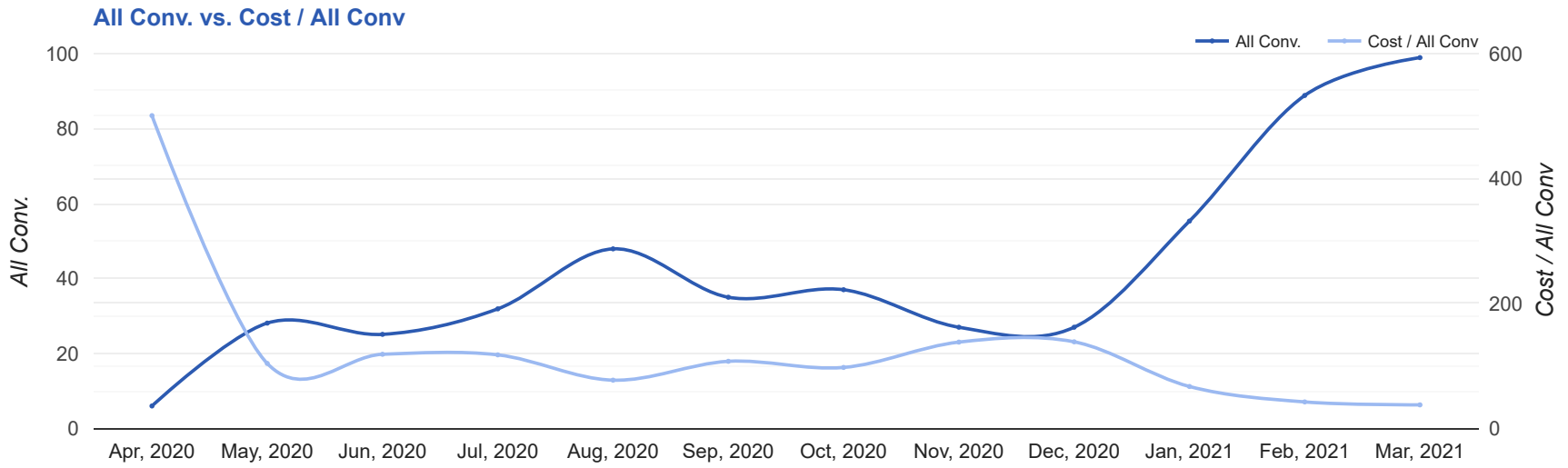
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,736	98.9	12.27%	\$37.78
↓ 1%	↑ 11%	↑ 12%	↓ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	17,986	810	\$3,771.80	\$4.66	4.5%	-	10.96%	\$42.48	88.8
1 Mar 2021 — 31 Mar 2021	15,783	806	\$3,735.53	\$4.63	5.11%	-	12.27%	\$37.78	98.9
Change	2,203 ↓ 12%	4 ↓ 0%	\$36.27 ↓ 1%	\$0.03 ↓ 1%	0.61% ↑ 14%	0 ↔ -	1.31% ↑ 12%	\$4.70 ↓ 11%	10.09 ↑ 11%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Apr '20	4,144	232	\$3,003.34	\$12.95	5.6%	-	6	2.59%	\$500.56
May '20	6,082	422	\$2,919.50	\$6.92	6.94%	-	28.1	6.65%	\$104.08
Jun '20	7,291	472	\$2,983.77	\$6.32	6.47%	-	25.1	5.32%	\$118.73
Jul '20	11,406	556	\$3,757.94	\$6.76	4.87%	-	31.9	5.74%	\$117.80
Aug '20	30,334	977	\$3,704.18	\$3.79	3.22%	-	47.9	4.9%	\$77.30
Sep '20	26,780	915	\$3,761.44	\$4.11	3.42%	-	35	3.83%	\$107.47
Oct '20	12,046	549	\$3,613.45	\$6.58	4.56%	-	37	6.74%	\$97.66
Nov '20	19,247	732	\$3,731.01	\$5.10	3.8%	-	27	3.69%	\$138.19
Dec '20	15,343	616	\$3,744.10	\$6.08	4.01%	-	27	4.38%	\$138.67
Jan '21	18,938	773	\$3,718.10	\$4.81	4.08%	-	55.3	7.16%	\$67.20
Feb '21	17,986	810	\$3,771.80	\$4.66	4.5%	-	88.8	10.96%	\$42.48
Mar '21	15,783	806	\$3,735.53	\$4.63	5.11%	-	98.9	12.27%	\$37.78
Total	185,380	7,860	\$42,444.16	\$5.40	4.24%	-	508	6.46%	\$83.55

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	10,582	557	\$2,955.53	\$5.31	5.26%	-	82.7	14.85%	\$35.73
search beta coolsculpting exp reach	5,201	249	\$780.00	\$3.13	4.79%	-	16.2	6.49%	\$48.27

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	43	9	\$52.64	\$5.85	20.93%	-	13	144.44%	\$4.05
coolsculpting cost	97	38	\$166.42	\$4.38	39.18%	-	6.7	17.55%	\$24.95
coolsculpting reviews boston	1	1	\$0.86	\$0.86	100.00%	-	5	500.00%	\$0.17
top rated coolsculpting near me	2	3	\$10.83	\$3.61	150.00%	-	4	133.33%	\$2.71
coolsculpting newton ma	4	6	\$53.54	\$8.92	150.00%	-	4	66.67%	\$13.38
cool sculpting cost	61	30	\$136.02	\$4.53	49.18%	-	3.3	11.10%	\$40.85
smartlipo near me	3	2	\$6.02	\$3.01	66.67%	-	3	150.00%	\$2.01
body sculpting near me	7	6	\$30.04	\$5.01	85.71%	-	2	33.33%	\$15.02
cool sculpting	180	28	\$171.51	\$6.13	15.56%	-	2	7.14%	\$85.75
best coolsculpting boston	3	3	\$18.51	\$6.17	100.00%	-	1	33.33%	\$18.51

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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.	2,515	128	\$711.68	\$5.56	5.09%	-	14.6	11.41%	\$48.71
[Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	125	6	\$42.05	\$7.01	4.80%	-	10.3	172.17%	\$4.07
CoolSculpting® Fat Reduction - Mar Only 50% Off 8+ Treatments - Our Biggest Discount Ever drmoran.co// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newton Centre, MA	176	9	\$73.49	\$8.17	5.11%	-	7	77.78%	\$10.50
CoolSculpting in Newton Centre - Limited Time Offer Mar 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/03/31 00:00:00","en-US",31)} drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	191	18	\$107.43	\$5.97	9.42%	-	5	27.78%	\$21.49
CoolSculpting in Newton Centre - Limited Time Offer Mar 2021 - Our Biggest Discount Ever drmoran.co// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	207	13	\$65.48	\$5.04	6.28%	-	5	38.46%	\$13.10

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

-

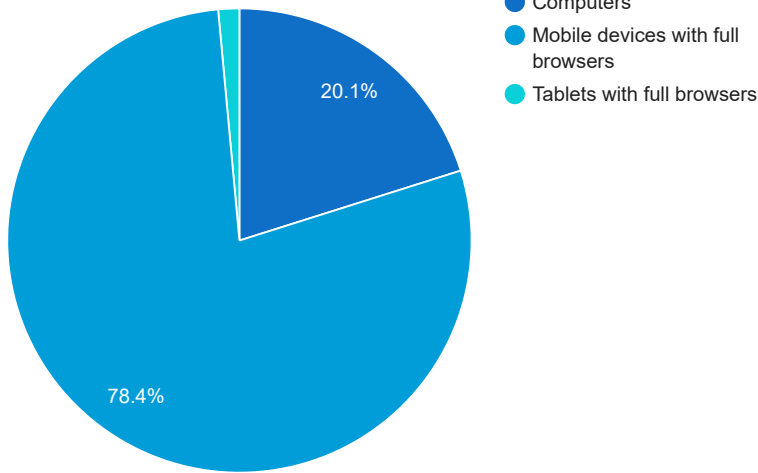
Search Impr Share

19.5%

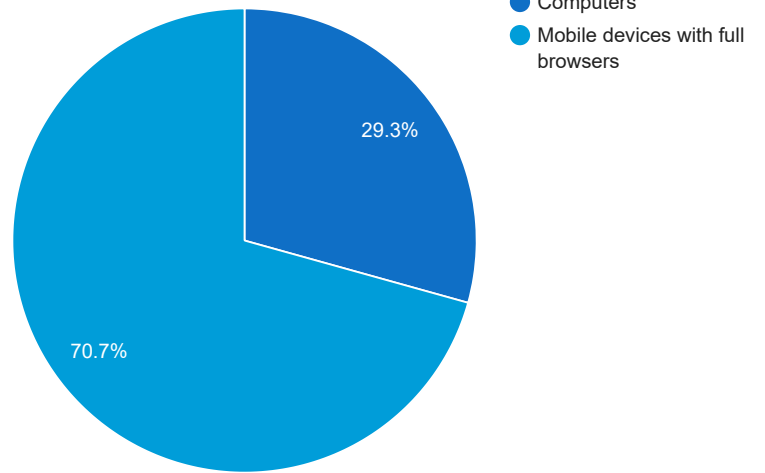
↑ 2%

Cost and Conversions by Device

Cost



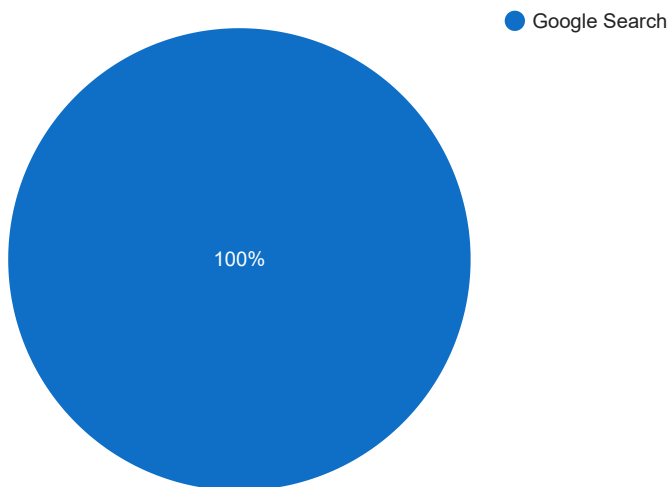
All Conv.



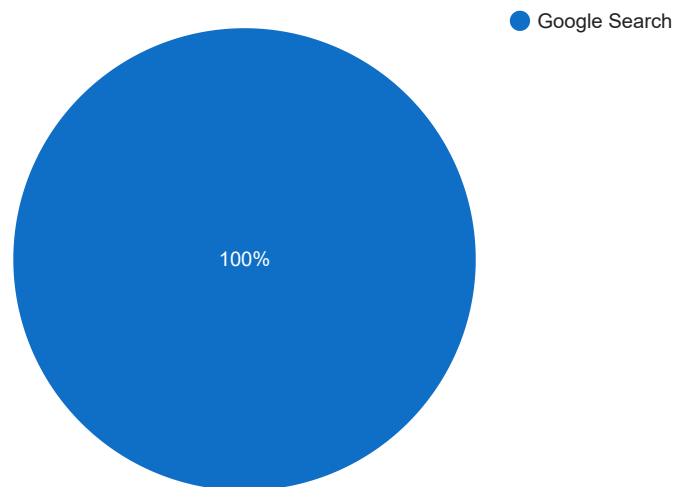
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	11,890	631	\$2,928.80	\$4.64	5.31%	-	69.9	11.07%	\$41.91
Computers	3,650	162	\$751.95	\$4.64	4.44%	-	29	17.9%	\$25.93
Tablets with full browsers	243	13	\$54.78	\$4.21	5.35%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	15,783	806	\$3,735.53	\$4.63	5.11%	-	98.9	12.27%	\$37.78

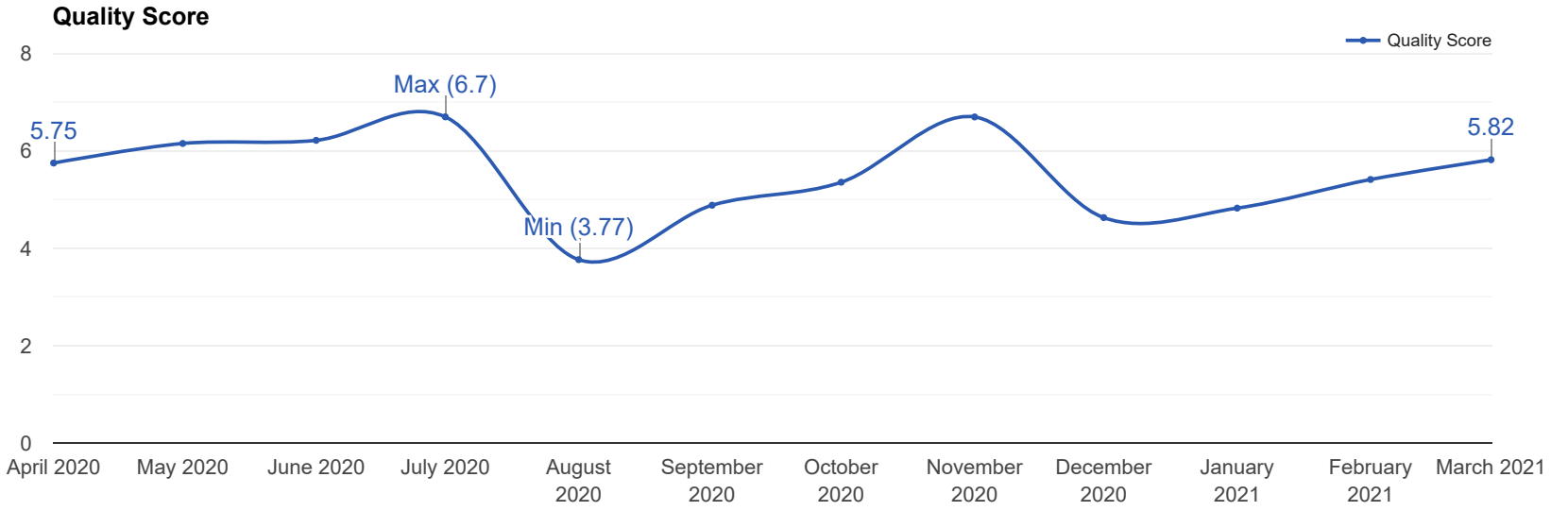
Account Health - Quality Score

Current Quality Score

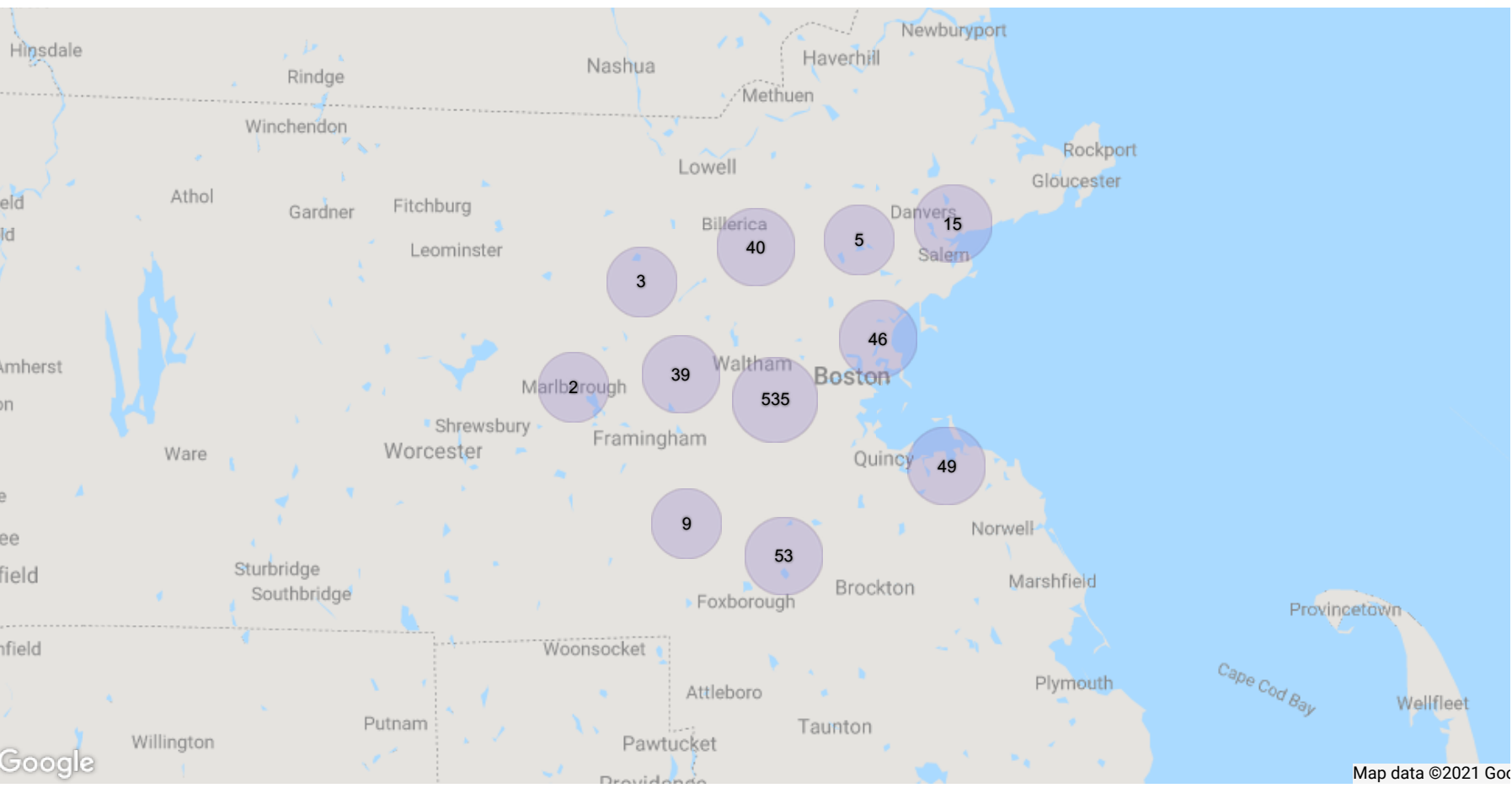
6.8

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Google

Map data ©2021 Google

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Form Submission	38.9
Click to Call	12
Phone Calls from Website	3
Calls from ads	2
Local actions - Website visits	15
Local actions - Directions	15
Local actions - Other engagements	10
Clicks to call	3

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