

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Dr Moran

805-743-0327

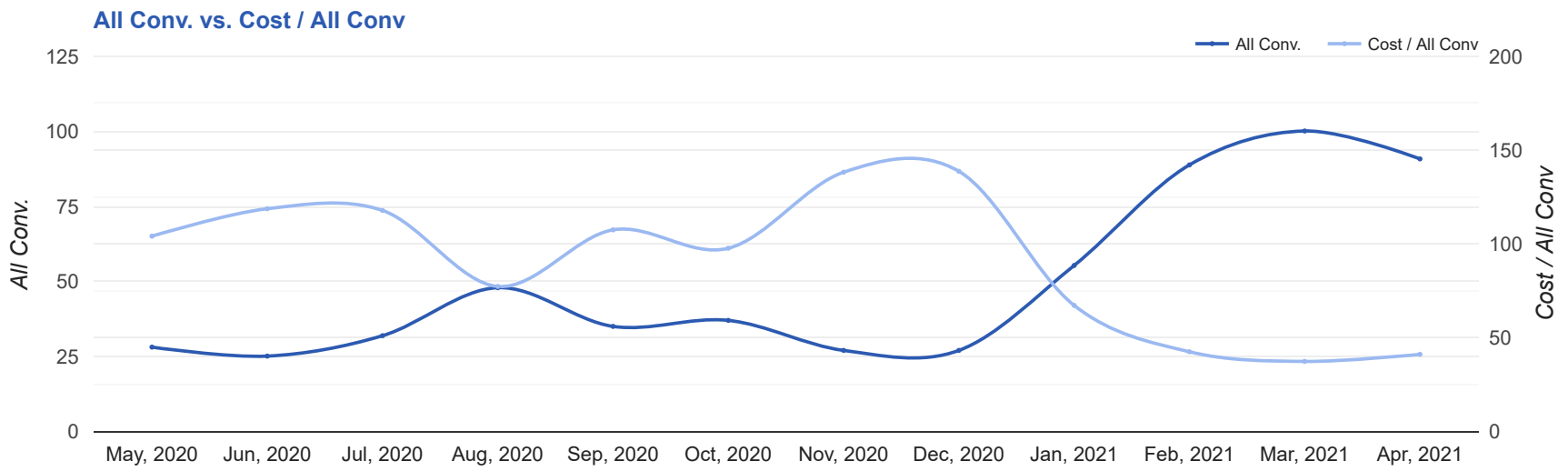
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,733	90.8	11.7%	\$41.10
↔ 0%	↓ 9%	↓ 6%	↑ 10%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	15,783	806	\$3,735.53	\$4.63	5.11%	-	12.41%	\$37.33	100.1
1 Apr 2021 — 30 Apr 2021	16,732	776	\$3,732.96	\$4.81	4.64%	-	11.7%	\$41.10	90.8
Change	949 ↑ 6%	30 ↓ 4%	\$2.57 ↓ 0%	\$0.18 ↑ 4%	0.47% ↓ 9%	0 ↔ -	0.71% ↓ 6%	\$3.77 ↑ 10%	9.24 ↓ 9%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	100.1	12.41%	\$37.33
Apr '21	16,732	776	\$3,732.96	\$4.81	4.64%	-	90.8	11.7%	\$41.10
Total	197,968	8,404	\$43,173.78	\$5.14	4.25%	-	594	7.07%	\$72.68

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	10,686	519	\$2,957.96	\$5.70	4.86%	-	74.8	14.42%	\$39.53
search beta coolsculpting exp reach	6,046	257	\$775.00	\$3.02	4.25%	-	16	6.23%	\$48.44

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	363	38	\$211.72	\$5.57	10.47%	-	9.5	25.00%	\$22.29
coolsculpting	134	20	\$114.60	\$5.73	14.93%	-	3.5	17.50%	\$32.74
body sculpting near me	13	9	\$67.18	\$7.46	69.23%	-	3	33.33%	\$22.39
coolsculpting cost	39	17	\$74.53	\$4.38	43.59%	-	3	17.65%	\$24.84
cool sculpting cost	43	24	\$133.09	\$5.55	55.81%	-	3	12.50%	\$44.36
best intermittent fasting for weight loss	1	1	\$3.66	\$3.66	100.00%	-	1	100.00%	\$3.66
trisculpt	1	1	\$7.01	\$7.01	100.00%	-	1	100.00%	\$7.01
how much is neck coolsculpting	1	1	\$0.87	\$0.87	100.00%	-	1	100.00%	\$0.87
coolsculpting prices	1	2	\$8.22	\$4.11	200.00%	-	1	50.00%	\$8.22
cost of cool sculpting	2	2	\$6.46	\$3.23	100.00%	-	1	50.00%	\$6.46

Top Performing Ads - 1 Apr 2021 — 30 Apr 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.	4,140	185	\$1,090.77	\$5.90	4.47%	-	31.9	17.23%	\$34.21
CoolSculpting in Newton Centre - Limited Time Offer Apr 2021 - Offering 50% Off 8+ Treatments drmoran.co/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	270	20	\$103.76	\$5.19	7.41%	-	5	25.00%	\$20.75
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	2,054	75	\$211.77	\$2.82	3.65%	-	5	6.67%	\$42.35
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	1,421	101	\$311.39	\$3.08	7.11%	-	4	3.96%	\$77.85
CoolSculpting in Newton Centre - Limited Time Offer Apr 2021 - Our Biggest Discount Ever drmoran.co/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	260	12	\$87.81	\$7.32	4.62%	-	3.5	29.17%	\$25.09

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

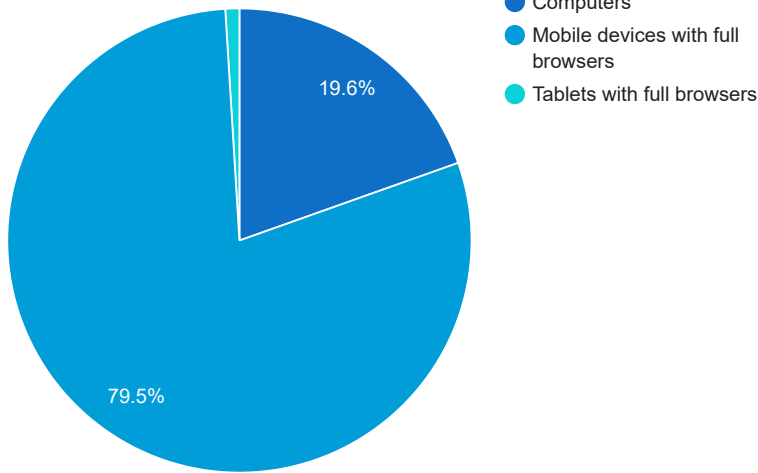
Search Impr Share

19.67%

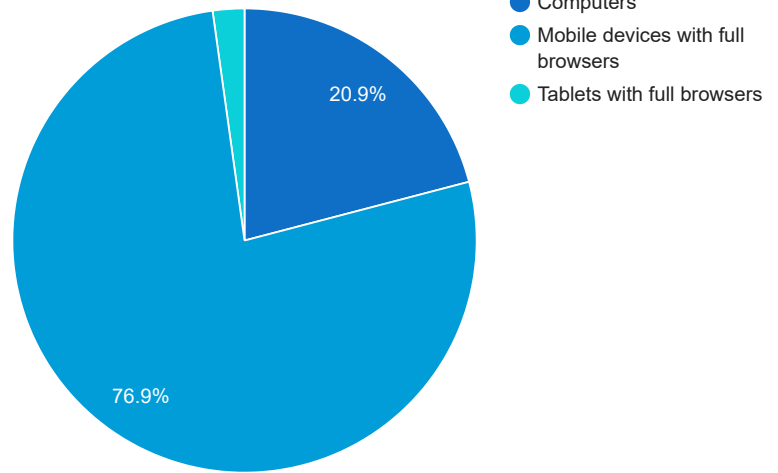
↑ 2%

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	12,765	609	\$2,965.99	\$4.87	4.77%	-	69.8	11.46%	\$42.48
Computers	3,667	153	\$730.58	\$4.78	4.17%	-	19	12.42%	\$38.45
Tablets with full browsers	300	14	\$36.39	\$2.60	4.67%	-	2	14.29%	\$18.20

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	16,732	776	\$3,732.96	\$4.81	4.64%	-	90.8	11.7%	\$41.10

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	55
Click to Call	21.8
Calls from ads	6
Phone Calls from Website	5
Clicks to call	2
Local actions - Directions	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