

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

Dr Moran

805-743-0327

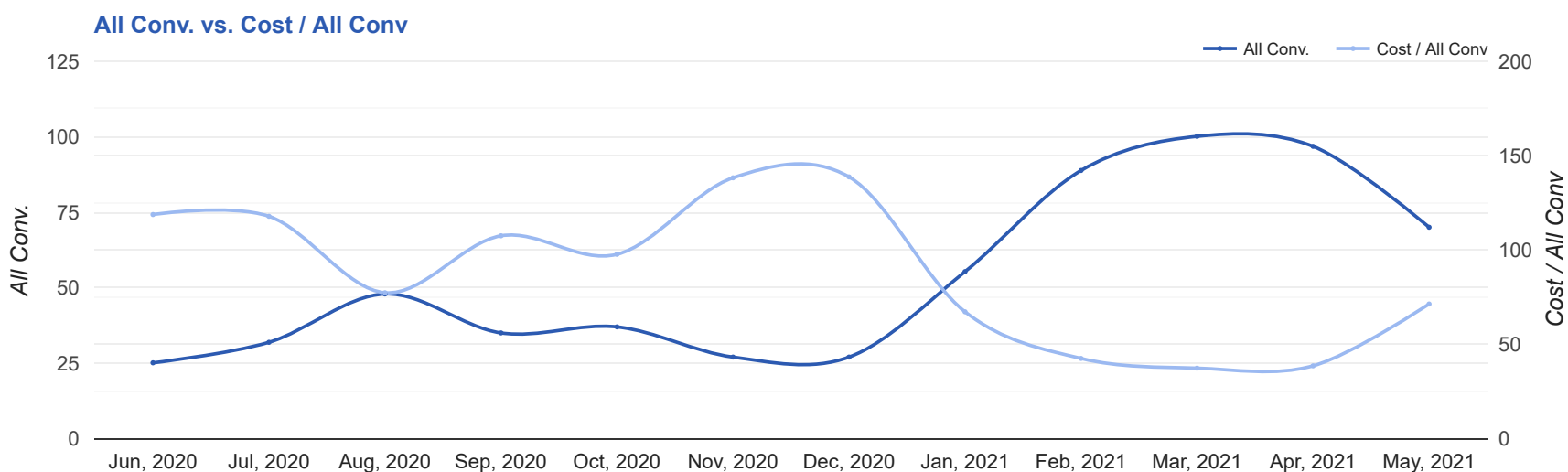
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$4,995	70	7.75%	\$71.33
↑ 34%	↓ 28%	↓ 38%	↑ 85%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	16,732	776	\$3,732.96	\$4.81	4.64%	-	12.47%	\$38.56	96.8
1 May 2021 — 31 May 2021	20,667	903	\$4,994.62	\$5.53	4.37%	-	7.75%	\$71.33	70
Change	3,935 ↑ 24%	127 ↑ 16%	\$1,261.66 ↑ 34%	\$0.72 ↑ 15%	0.27% ↓ 6%	0 ↔ -	4.72% ↓ 38%	\$32.77 ↑ 85%	26.78 ↓ 28%

# Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	96.8	12.47%	\$38.56
May '21	20,667	903	\$4,994.62	\$5.53	4.37%	-	70	7.75%	\$71.33
<b>Total</b>	<b>212,553</b>	<b>8,885</b>	<b>\$45,248.90</b>	<b>\$5.09</b>	<b>4.18%</b>	<b>-</b>	<b>642</b>	<b>7.23%</b>	<b>\$70.49</b>

# Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	10,953	528	\$3,844.85	\$7.28	4.82%	-	52.4	9.92%	\$73.38
search   beta   coolsculpting   exp reach	9,714	375	\$1,149.77	\$3.07	3.86%	-	17.6	4.7%	\$65.25

# Top Keywords - 1 May 2021 — 31 May 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting brookline	1	1	\$6.29	\$6.29	100.00%	-	4	400.00%	\$1.57
cool sculpting	339	41	\$372.22	\$9.08	12.09%	-	3	7.32%	\$124.07
coolsculpting cost	64	16	\$92.07	\$5.75	25.00%	-	2	12.50%	\$46.03
cool sculpting cost	98	27	\$195.11	\$7.23	27.55%	-	2	7.41%	\$97.56
how can i lose 80 pounds fast	1	1	\$17.65	\$17.65	100.00%	-	2	200.00%	\$8.82
dual coolsculpting near me	1	2	\$15.84	\$7.92	200.00%	-	1	50.00%	\$15.84
cool sculpting boston	5	3	\$47.07	\$15.69	60.00%	-	1	33.33%	\$47.07
coolsc	1	1	\$6.66	\$6.66	100.00%	-	1	100.00%	\$6.66
coolsculpting in massachusetts	3	3	\$23.46	\$7.82	100.00%	-	1	33.33%	\$23.46
back fat treatment	1	1	\$8.44	\$8.44	100.00%	-	1	100.00%	\$8.44

# Top Performing Ads - 1 May 2021 — 31 May 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 <a href="http://drmoran.co/">drmoran.co/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newton Centre, MA.	3,668	155	\$1,214.17	\$7.83	4.23%	-	15.4	9.92%	\$78.94
CoolSculpting in Newton Centre - May Only 50% Off 8+ Treatments - Hurry Offer Ends In <code>{=COUNTDOWN("2021/05/31 00:00:00","en-US",31)}</code> <a href="http://drmoran.co/">drmoran.co//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	666	32	\$256.91	\$8.03	4.80%	-	5.5	17.19%	\$46.71
Best CoolSculpting Deal Ever - Limited Time Offer   Apr 2021 - Our Biggest Discount Ever <a href="http://drmoran.co/">drmoran.co//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4	1	\$6.29	\$6.29	25.00%	-	4	400.00%	\$1.57
CoolSculpting® Fat Reduction - May Only 50% Off 8+ Treatments - Hurry Offer Ends In <code>{=COUNTDOWN("2021/05/31 00:00:00","en-US",31)}</code> <a href="http://drmoran.co/">drmoran.co//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	304	23	\$156.19	\$6.79	7.57%	-	4	17.39%	\$39.05
Dr. Moran Medical Aesthetics - Fat Reduction in Newton Centre - Non-Surgical Fat Reduction <a href="http://drmoran.co/">drmoran.co/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	3,214	119	\$387.14	\$3.25	3.70%	-	3.6	3.04%	\$106.94

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

## Budget Coverage

Display Impr Share

0%

-

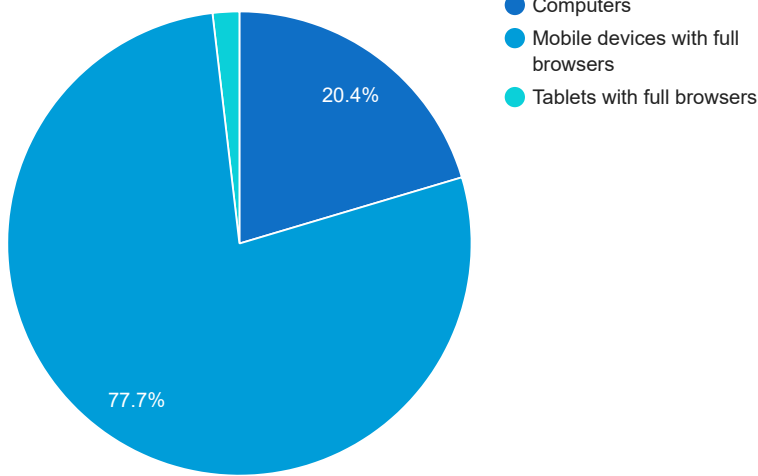
Search Impr Share

19.61%

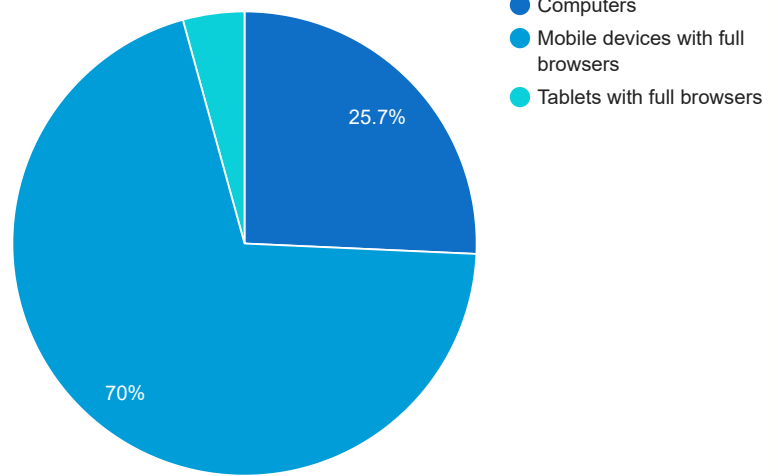
↔ 0%

## Cost and Conversions by Device

### Cost



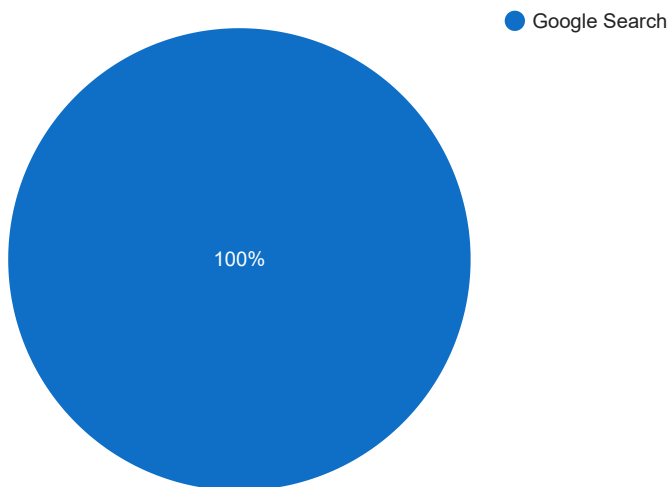
### All Conv.



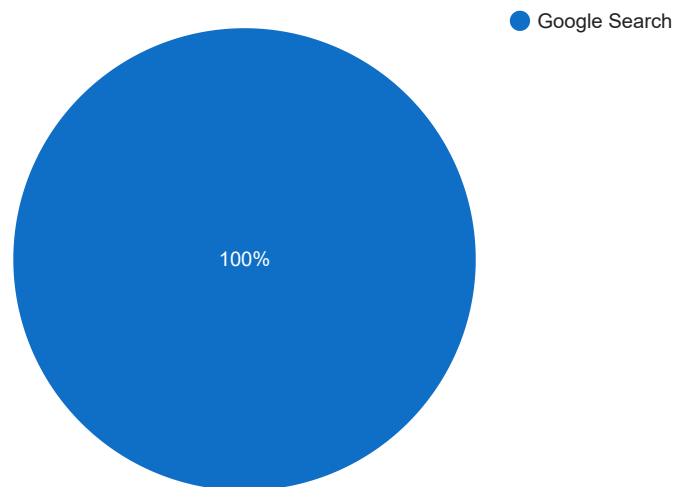
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	15,865	709	\$3,883.29	\$5.48	4.47%	-	49	6.91%	\$79.22
Computers	4,366	176	\$1,018.69	\$5.79	4.03%	-	18	10.23%	\$56.59
Tablets with full browsers	436	18	\$92.64	\$5.15	4.13%	-	3	16.67%	\$30.88

## 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	20,667	903	\$4,994.62	\$5.53	4.37%	-	70	7.75%	\$71.33

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	43.4
Click to Call	13
Phone Calls from Website	4.7
Calls from ads	4
Local actions - Directions	3
Clicks 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