

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

Dr Moran

805-743-0327

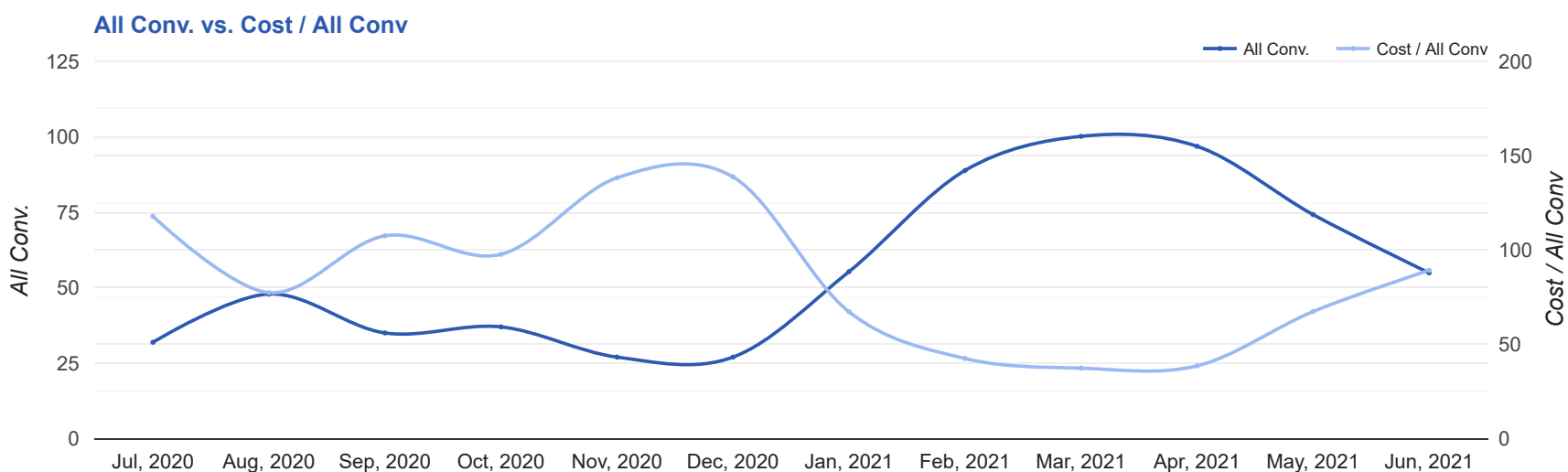
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$4,891	54.9	6.28%	\$89.17
↓ 2%	↓ 26%	↓ 24%	↑ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	20,667	903	\$4,994.62	\$5.53	4.37%	-	8.21%	\$67.34	74.2
1 Jun 2021 — 30 Jun 2021	19,229	873	\$4,891.21	\$5.60	4.54%	-	6.28%	\$89.17	54.9
Change	1,438 ↓ 7%	30 ↓ 3%	\$103.41 ↓ 2%	\$0.07 ↑ 1%	0.17% ↑ 4%	0 ↔ -	1.93% ↓ 24%	\$21.83 ↑ 32%	19.32 ↓ 26%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	74.2	8.21%	\$67.34
Jun '21	19,229	873	\$4,891.21	\$5.60	4.54%	-	54.9	6.28%	\$89.17
Total	224,491	9,286	\$47,156.34	\$5.08	4.14%	-	675.8	7.28%	\$69.78

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	10,143	472	\$3,799.86	\$8.05	4.65%	-	37.5	7.95%	\$101.30
search beta coolsculpting exp reach	9,086	401	\$1,091.35	\$2.72	4.41%	-	17.3	4.32%	\$62.97

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting cost	156	29	\$229.12	\$7.90	18.59%	-	2	6.90%	\$114.56
sonabello	1	1	\$2.46	\$2.46	100.00%	-	2	200.00%	\$1.23
coolsculpting boston	22	10	\$147.86	\$14.79	45.45%	-	2	20.00%	\$73.93
coolsculpting wellesley ma	1	2	\$35.30	\$17.65	200.00%	-	2	100.00%	\$17.65
coolsculpting elite near me	2	2	\$23.92	\$11.96	100.00%	-	1.7	85.00%	\$14.07
coolsculpting	165	14	\$130.77	\$9.34	8.48%	-	1.5	10.64%	\$87.77
cool sculptibg	2	2	\$23.05	\$11.53	100.00%	-	1	50.00%	\$23.05
same day liposuction	1	1	\$3.72	\$3.72	100.00%	-	1	100.00%	\$3.72
how much is coolsculpting	28	8	\$55.79	\$6.97	28.57%	-	1	12.50%	\$55.79
coolsculpting price	4	3	\$21.16	\$7.05	75.00%	-	1	33.33%	\$21.16

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
CoolSculpting in Newton Centre - Limited Time Offer June 2021 - Offering 50% Off 8+ Treatments drmoran.co/coolsculpting/newton_centre Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,040	47	\$351.84	\$7.49	4.52%	-	8.1	17.21%	\$43.49
Dr. Moran Medical Aesthetics - Fat Reduction in Newton Centre - Non-Surgical Fat Reduction drmoran.co/coolsculpting/newton_centre CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	3,405	120	\$332.29	\$2.77	3.52%	-	6	5.00%	\$55.38
Fat Reduction in Newton Centre - Eliminate Fat & Feel Great - Offering 50% Off 8+ Treatments drmoran.co/coolsculpting/newton_centre CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	60	7	\$19.82	\$2.83	11.67%	-	5	71.43%	\$3.96
CoolSculpting in Newton Centre - Limited Time Offer June 2021 - Our Biggest Discount Ever drmoran.co/coolsculpting/newton_centre Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,052	51	\$400.89	\$7.86	4.85%	-	4	7.84%	\$100.22
CoolSculpting in Newton Centre - Limited Time Offer June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} drmoran.co/coolsculpting/newton_centre Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,098	43	\$330.59	\$7.69	3.92%	-	3.5	8.12%	\$94.72

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

-

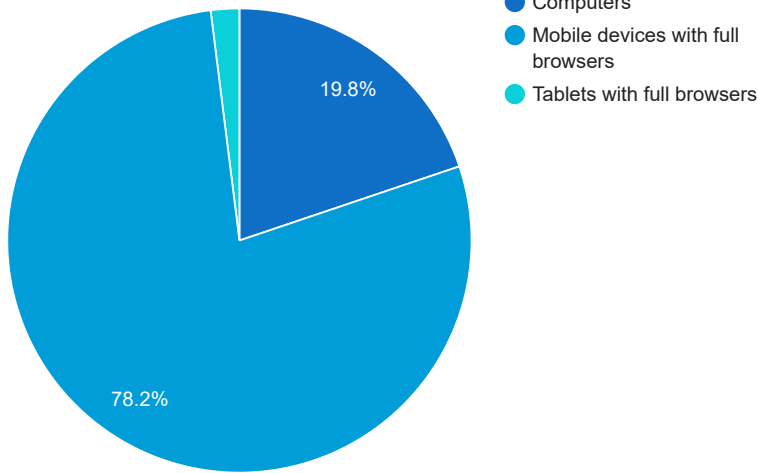
Search Impr Share

20.15%

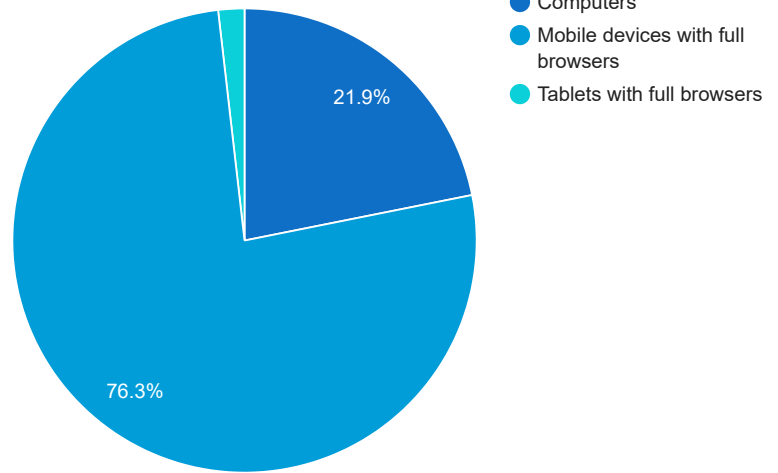
↑ 3%

Cost and Conversions by Device

Cost



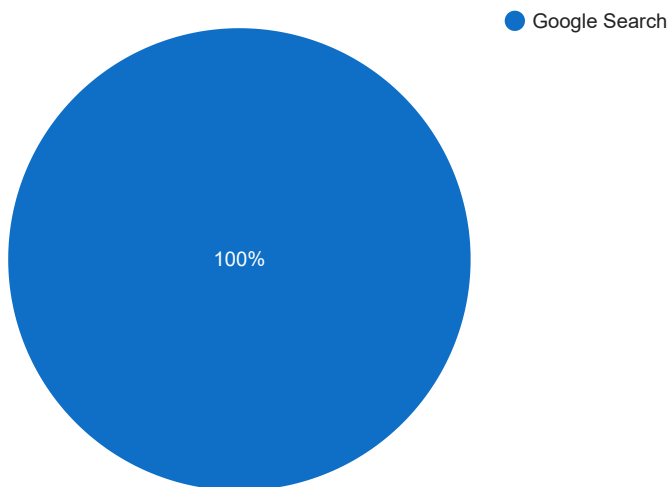
All Conv.



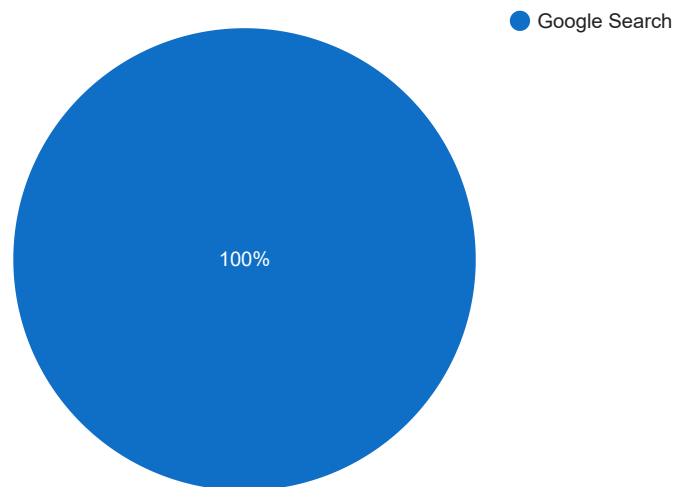
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	14,783	704	\$3,824.40	\$5.43	4.76%	-	41.9	5.94%	\$91.38
Computers	4,135	157	\$969.65	\$6.18	3.8%	-	12	7.64%	\$80.80
Tablets with full browsers	311	12	\$97.16	\$8.10	3.86%	-	1	8.33%	\$97.16

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	19,229	873	\$4,891.21	\$5.60	4.54%	-	54.9	6.28%	\$89.17

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	24
Click to Call	23.9
Phone Calls from Website	2
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 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