

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

Dr. Snyder - Laser Doc MD

354-360-1747

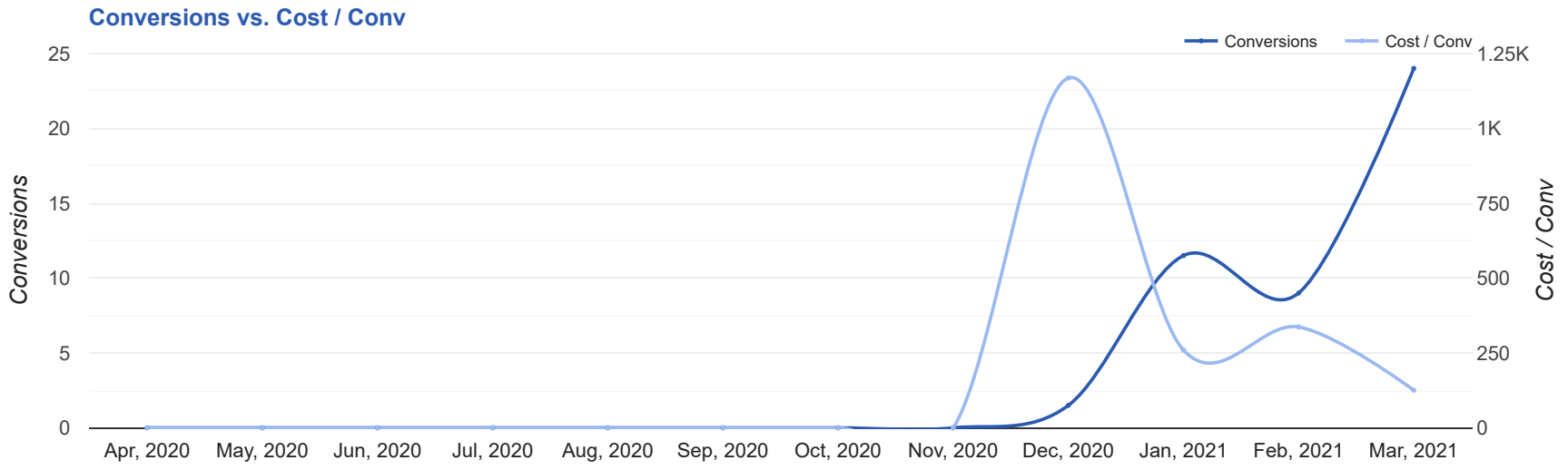
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,014	24	8.11%	\$125.59
↓ 1%	↑ 167%	↑ 178%	↓ 63%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	11,588	308	\$3,029.40	\$9.84	2.66%	-	9	2.92%	\$336.60	37.85%
1 Mar 2021 — 31 Mar 2021	10,429	296	\$3,014.14	\$10.18	2.84%	-	24	8.11%	\$125.59	34%
Change	1,159 ↓ 10%	12 ↓ 4%	\$15.26 ↓ 1%	\$0.34 ↑ 3%	0.18% ↑ 7%	0 ↔ -	15 ↑ 167%	5.19% ↑ 178%	\$211.01 ↓ 63%	3.85% ↓ 10%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Dec '20	3,170	110	\$1,752.05	\$15.93	3.47%	-	1.5	1.36%	\$1,168.03	32.15%	
Jan '21	11,033	290	\$2,985.12	\$10.29	2.63%	-	11.5	3.97%	\$259.58	31%	
Feb '21	11,588	308	\$3,029.40	\$9.84	2.66%	-	9	2.92%	\$336.60	37.85%	
Mar '21	10,429	296	\$3,014.14	\$10.18	2.84%	-	24	8.11%	\$125.59	34%	
Total	36,220	1,004	\$10,780.71	\$10.74	2.77%	-	46	4.58%	\$234.36	33.93%	

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,844	196	\$1,652.97	\$8.43	2.86%	-	16	8.16%	\$103.31	26.72%
search beta emsculpt neo	3,585	100	\$1,361.17	\$13.61	2.79%	-	8	8%	\$170.15	68.35%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

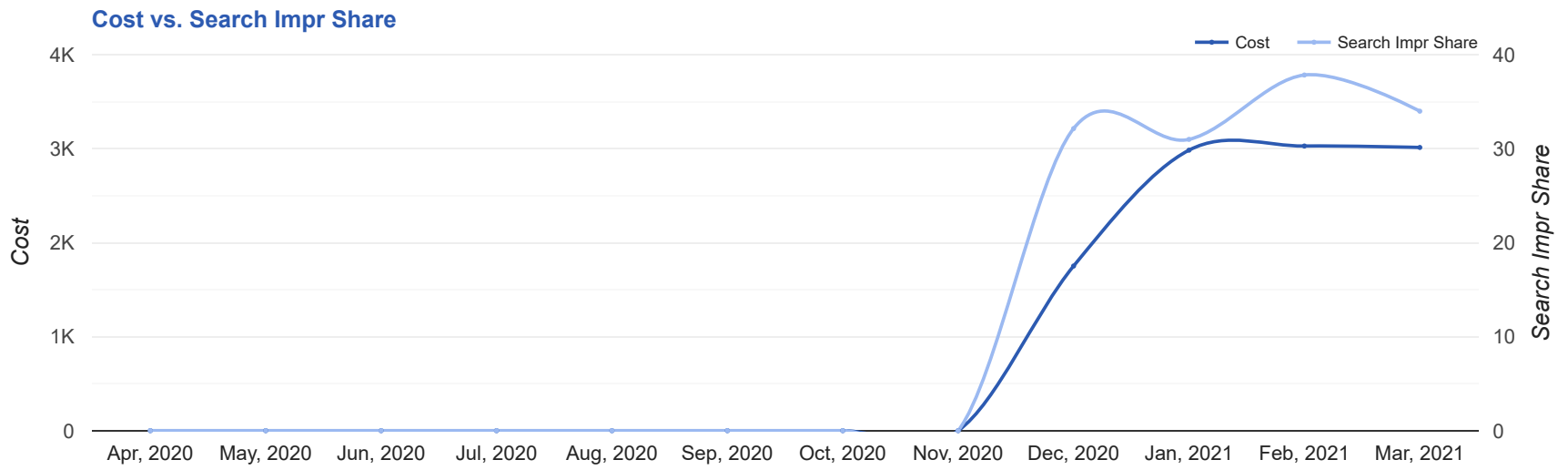
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Owings Mills - Biggest CoolSculpting® Promo laserdocmd.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Owings Mills, MD.	109	7	\$81.52	\$11.65	6.42%	-	3	42.86%	\$27.17
{Keyword:Laser Center & MediSpa} - Non-Invasive Body Contouring - Emsculpt NEO® Special laserdocmd.com// Emsculpt NEO is the Only Body Contouring Treatment that Targets Both Muscle and Fat	67	15	\$170.07	\$11.34	22.39%	-	2.5	16.67%	\$68.03
CoolSculpting® in Owings Mills - Mar Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever laserdocmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	53	1	\$13.24	\$13.24	1.89%	-	2	200.00%	\$6.62
{Keyword:Laser Center & MediSpa} - Non-Invasive Body Contouring - Emsculpt NEO® Special laserdocmd.com// Emsculpt NEO is the Only Body Contouring Treatment that Targets Both Muscle and Fat	70	6	\$101.24	\$16.87	8.57%	-	2	33.33%	\$50.62
CoolSculpting® in Owings Mills - Mar Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2021/03/31 00:00:00","en-US",31)}</code> laserdocmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	43	6	\$73.94	\$12.32	13.95%	-	2	33.33%	\$36.97

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

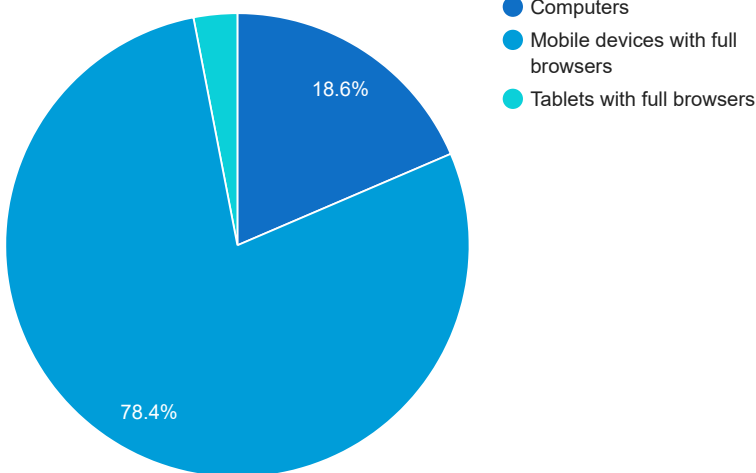
Budget Coverage



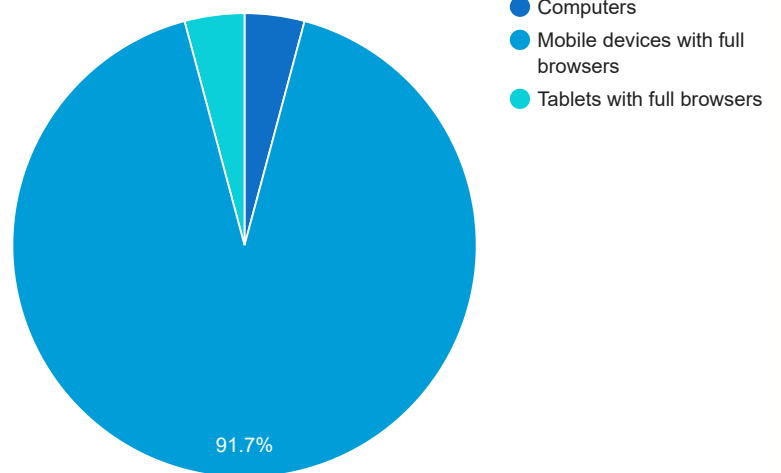
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	1,752.05	32.15
Jan, 2021	2,985.12	31
Feb, 2021	3,029.40	37.85
Mar, 2021	3,014.14	34

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	8,385	243	\$2,363.23	\$9.73	2.9%	-	22	9.05%	\$107.42
Computers	1,817	47	\$559.32	\$11.90	2.59%	-	1	2.13%	\$559.32
Tablets with full browsers	227	6	\$91.59	\$15.27	2.64%	-	1	16.67%	\$91.59

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	10,429	296	\$3,014.14	\$10.18	2.84%	-	24	8.11%	\$125.59

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	17
Click to Call	7
Local actions - Website visits	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