

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

Dr. Snyder - Laser Doc MD

354-360-1747

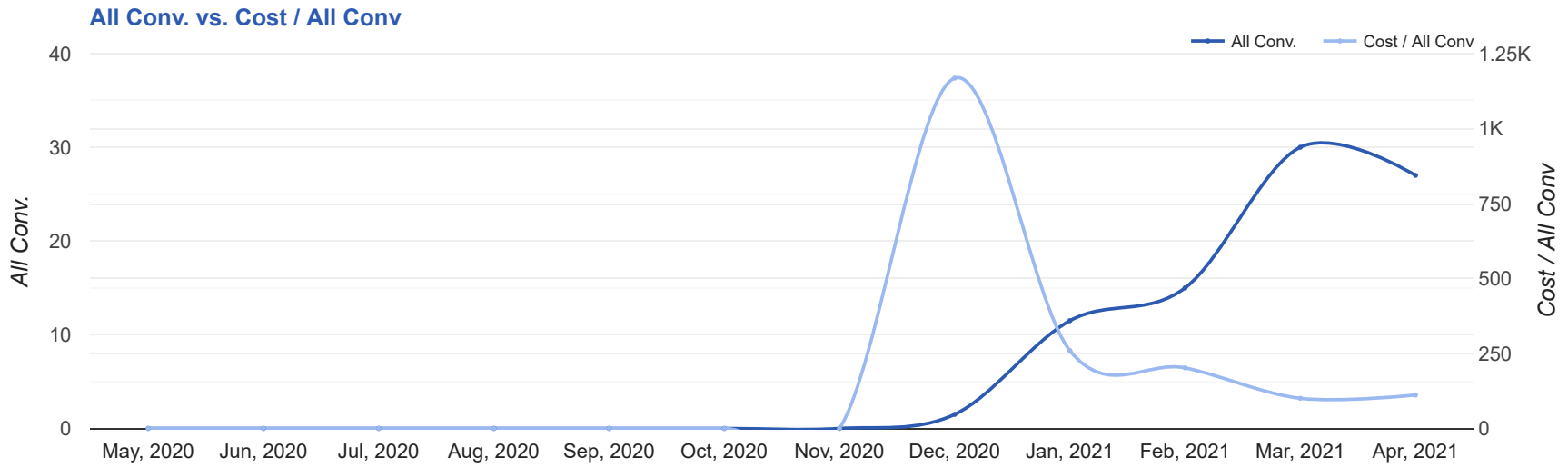
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,008	27	10.59%	\$111.42
↔ 0%	↓ 10%	↑ 4%	↑ 11%

## 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	10,429	296	\$3,014.14	\$10.18	2.84%	-	10.14%	\$100.47	30
1 Apr 2021 — 30 Apr 2021	8,490	255	\$3,008.37	\$11.80	3%	-	10.59%	\$111.42	27
Change	1,939 ↓ 19%	41 ↓ 14%	\$5.77 ↓ 0%	\$1.62 ↑ 16%	0.16% ↑ 6%	0 ↔ -	0.45% ↑ 4%	\$10.95 ↑ 11%	3 ↓ 10%

# 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
Dec '20	3,170	110	\$1,752.05	\$15.93	3.47%	-	1.5	1.36%	\$1,168.03
Jan '21	11,033	290	\$2,985.12	\$10.29	2.63%	-	11.5	3.97%	\$259.58
Feb '21	11,588	308	\$3,029.40	\$9.84	2.66%	-	15	4.87%	\$201.96
Mar '21	10,429	296	\$3,014.14	\$10.18	2.84%	-	30	10.14%	\$100.47
Apr '21	8,490	255	\$3,008.37	\$11.80	3%	-	27	10.59%	\$111.42
<b>Total</b>	<b>44,710</b>	<b>1,259</b>	<b>\$13,789.08</b>	<b>\$10.95</b>	<b>2.82%</b>	<b>-</b>	<b>85</b>	<b>6.75%</b>	<b>\$162.22</b>

## 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	5,903	194	\$1,950.20	\$10.05	3.29%	-	22	11.34%	\$88.65
search   beta   emsculpt neo	2,587	61	\$1,058.17	\$17.35	2.36%	-	5	8.2%	\$211.63

# 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
foods to eat to lose weight	3	1	\$3.34	\$3.34	33.33%	-	2	200.00%	\$1.67
laser liposuction	1	1	\$1.49	\$1.49	100.00%	-	2	200.00%	\$0.74
lipo in maryland	1	1	\$31.42	\$31.42	100.00%	-	1	100.00%	\$31.42
double chin liposuction cost	1	1	\$13.06	\$13.06	100.00%	-	1	100.00%	\$13.06
weightloss clinic	1	1	\$12.56	\$12.56	100.00%	-	1	100.00%	\$12.56
freeze stomach fat treatment	1	1	\$12.77	\$12.77	100.00%	-	1	100.00%	\$12.77
weight watchers	2	2	\$76.18	\$38.09	100.00%	-	1	50.00%	\$76.18
weight loss near me	1	1	\$15.66	\$15.66	100.00%	-	1	100.00%	\$15.66
fat melting injections	2	1	\$5.73	\$5.73	50.00%	-	1	100.00%	\$5.73
smart lipo	1	1	\$9.91	\$9.91	100.00%	-	1	100.00%	\$9.91

# 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
<a href="#">Laser Center &amp; MediSpa - Fat Reduction in Owings Mills - Non-Surgical Fat Reduction</a> <a href="#">laserdocmd.com/--</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	2,088	68	\$595.77	\$8.76	3.26%	-	4	5.88%	\$148.94
<a href="#">Laser Center &amp; MediSpa - Fat Reduction in Owings Mills - Non-Surgical Fat Reduction</a> <a href="#">laserdocmd.com/--</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	454	22	\$170.27	\$7.74	4.85%	-	4	18.18%	\$42.57
<a href="#">Emsculpt NEO in Owings Mills - Let the Fat Melt Away - New Client Specials</a> <a href="#">laserdocmd.com//</a> The All Around Best Non-Surgical Body Contouring is Emsculpt NEO. Nothing Else Compares.	40	6	\$50.80	\$8.47	15.00%	-	3	50.00%	\$16.93
<a href="#">CoolSculpting® in Owings Mills - Safe + Effective Fat Reduction - Our Biggest Discount Ever</a> <a href="#">laserdocmd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	14	2	\$14.26	\$7.13	14.29%	-	3	150.00%	\$4.75
<a href="#">Fat Reduction in Owings Mills - Eliminate Fat &amp; Feel Great - Get Rid of Unwanted Fat</a> <a href="#">laserdocmd.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	24	2	\$22.00	\$11.00	8.33%	-	2	100.00%	\$11.00

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

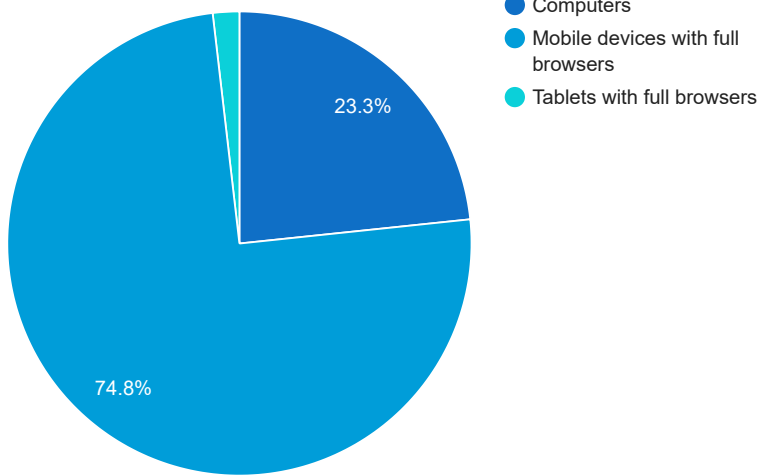
Search Impr Share

34.96%

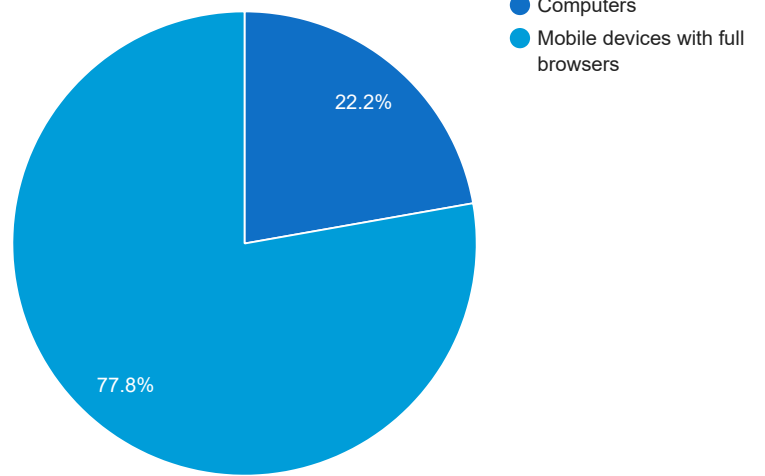
↑ 3%

## 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	6,675	208	\$2,250.88	\$10.82	3.12%	-	21	10.1%	\$107.18
Computers	1,640	46	\$702.04	\$15.26	2.8%	-	6	13.04%	\$117.01
Tablets with full browsers	175	1	\$55.45	\$55.45	0.57%	-	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	8,490	255	\$3,008.37	\$11.80	3%	-	27	10.59%	\$111.42

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	12
Click to Call	7
Local actions - Directions	1
Local actions - Website visits	4
Local actions - Other engagements	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 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