

**Monthly Account  
Performance Report  
1 Jan 2020 — 31 Jan 2020**

Elite Aesthetics

792-853-9864

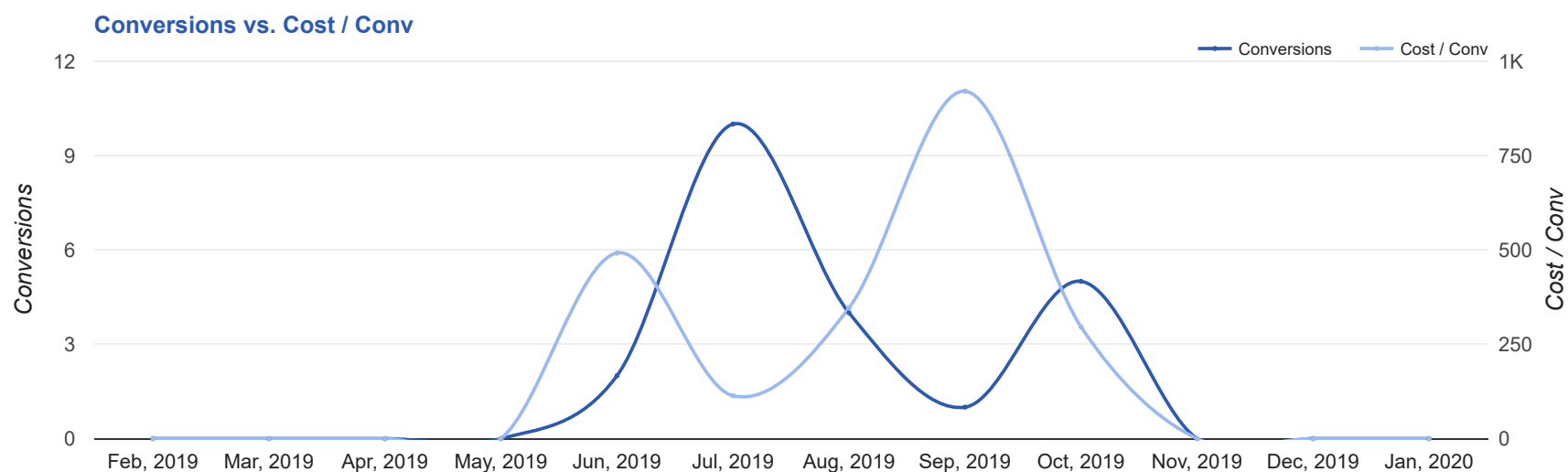
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$0	0	0%	\$0.00
-	-	-	-

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jan 2020 — 31 Jan 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Change	0 ↔ -	0 ↔ -	\$0.00 ↔ -	\$0.00 ↔ -	0% ↔ -	0 ↔ -	0 ↔ -	0% ↔ -	\$0.00 ↔ -	0% ↔ -

# Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
May '19	652	18	\$90.29	\$5.02	2.76%	-	0	0%	\$0.00	43.64%
Jun '19	2,470	134	\$983.46	\$7.34	5.43%	-	2	1.49%	\$491.73	57.5%
Jul '19	1,498	94	\$1,136.36	\$12.09	6.28%	-	10	10.64%	\$113.64	69.16%
Aug '19	1,404	79	\$1,386.05	\$17.54	5.63%	-	4	5.06%	\$346.51	83.33%
Sep '19	729	33	\$920.38	\$27.89	4.53%	-	1	3.03%	\$920.38	81.54%
Oct '19	1,984	74	\$1,480.50	\$20.01	3.73%	-	5	6.76%	\$296.10	79.08%
Nov '19	224	9	\$94.33	\$10.48	4.02%	-	0	0%	\$0.00	72.26%
<b>Total</b>	8,961	441	\$6,091.37	\$13.81	4.92%	-	22	4.99%	\$276.88	67.11%

# Campaign Summary - 1 Jan 2020 — 31 Jan 2020

No Data Found for this account

## Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

### Top Text Ads

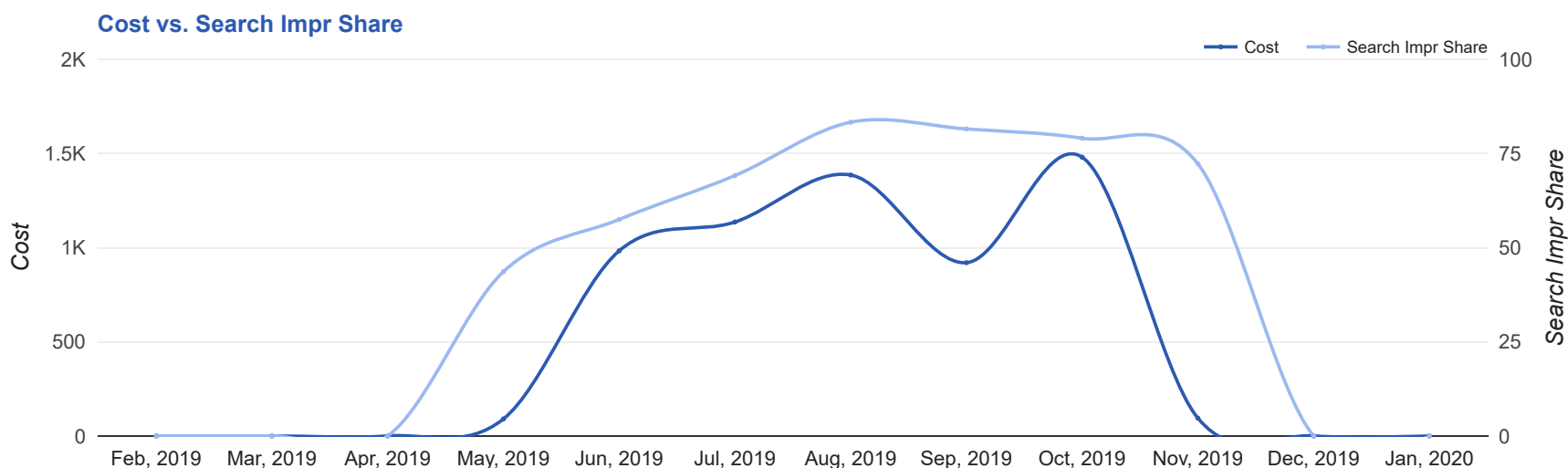
No Data Found for this account

### Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2020 — 31 Jan 2020

## Budget Coverage



DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	90.29	43.64
Jun, 2019	983.46	57.50
Jul, 2019	1,136.36	69.16
Aug, 2019	1,386.05	83.33
Sep, 2019	920.38	81.54
Oct, 2019	1,480.50	79.08
Nov, 2019	94.33	72.26
Dec, 2019	0	0
Jan, 2020	0	0

## Cost and Conversions by Device

No Data Found for this account

## Cost and Conversions by Network (Search vs. Display)

No Data Found for this account

# Conversion Types - 1 Jan 2020 — 31 Jan 2020

No Data Found for this account

## 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