

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

Eltra Self - Newton

645-128-8501

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,911	43.6	5.82%	\$89.65
↑ 552%	↑ 708%	↓ 26%	↓ 20%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	3,289	68	\$600.00	\$8.82	2.07%	-	5.4	7.91%	\$111.52	33.33%
1 Oct 2020 — 31 Oct 2020	19,197	750	\$3,910.54	\$5.21	3.91%	-	43.6	5.82%	\$89.65	21.22%
<b>Change</b>	15,908 ↑ 484%	682 ↑ 1,003%	\$3,310.54 ↑ 552%	\$3.61 ↓ 41%	1.84% ↑ 89%	--	38.24 ↑ 708%	2.09% ↓ 26%	\$21.87 ↓ 20%	12.11% ↓ 36%

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Sep '20	3,289	68	\$600.00	\$8.82	2.07%	-	5.4	7.91%	\$111.52	33.33%
Oct '20	19,197	750	\$3,910.54	\$5.21	3.91%	-	43.6	5.82%	\$89.65	21.22%
<b>Total</b>	22,486	818	\$4,510.54	\$5.51	3.64%	-	49	5.99%	\$92.05	22.41%

## Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	8,262	240	\$2,916.12	\$12.15	2.9%	-	27.6	11.51%	\$105.58	18.73%
search   beta   dermal fillers	10,935	510	\$994.42	\$1.95	4.66%	-	16	3.14%	\$62.15	23.57%

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

## Top Text Ads

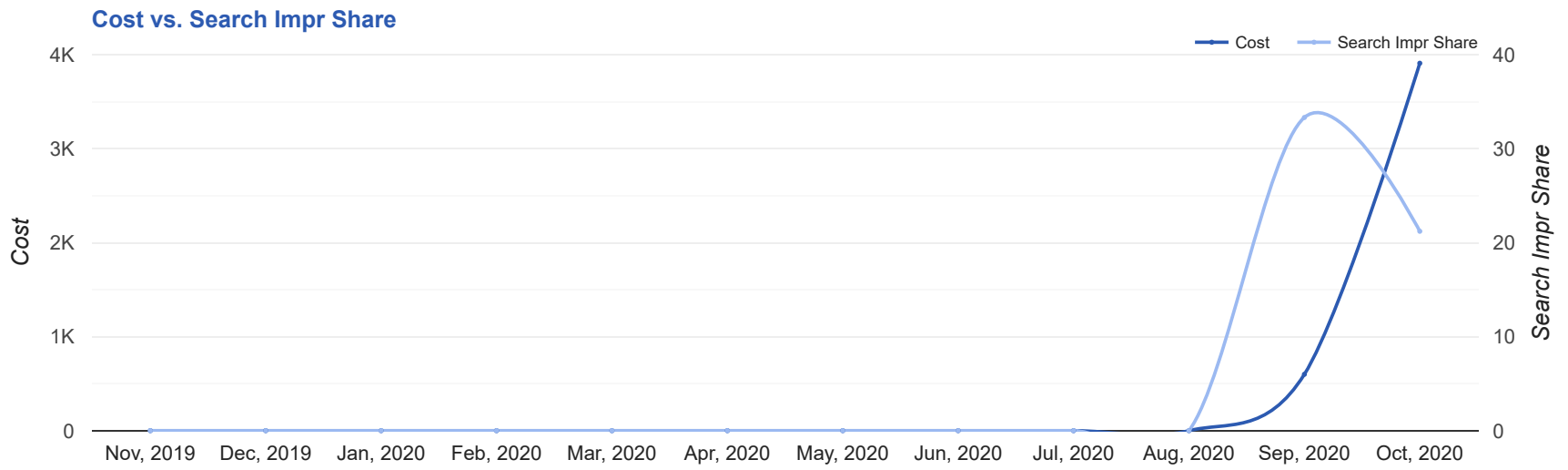
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Eltra Self} - Dermal Fillers in Florham Park - Smooth Wrinkles Restore Volume <a href="https://go.eltraself.com/dermal_fillers/">go.eltraself.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Florham Park, NJ	5,312	269	\$500.53	\$1.86	5.06%	-	8	2.97%	\$62.57
{Keyword:Eltra Self} - Dermal Fillers in Florham Park - Look Younger & More Energized <a href="https://go.eltraself.com/dermal_fillers/">go.eltraself.com/dermal_fillers/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	1,580	70	\$168.33	\$2.40	4.43%	-	8	11.43%	\$21.04
CoolSculpting® in Florham Park - \$1,000 Off October Special - Flexible Payment Options <a href="https://go.eltraself.com/">go.eltraself.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	652	20	\$455.01	\$22.75	3.07%	-	5.6	28.10%	\$80.96
2020 Coolsculpting Discount - \$1,000 Off October Special - Flexible Payment Options <a href="https://go.eltraself.com/">go.eltraself.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	318	13	\$143.92	\$11.07	4.09%	-	3.7	28.23%	\$39.22
CoolSculpting® Deal \$1000 Off - Fat Reduction Treatment - Top Provider in Florham Park <a href="https://go.eltraself.com/">go.eltraself.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	60	4	\$19.40	\$4.85	6.67%	-	3	75.00%	\$6.47

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

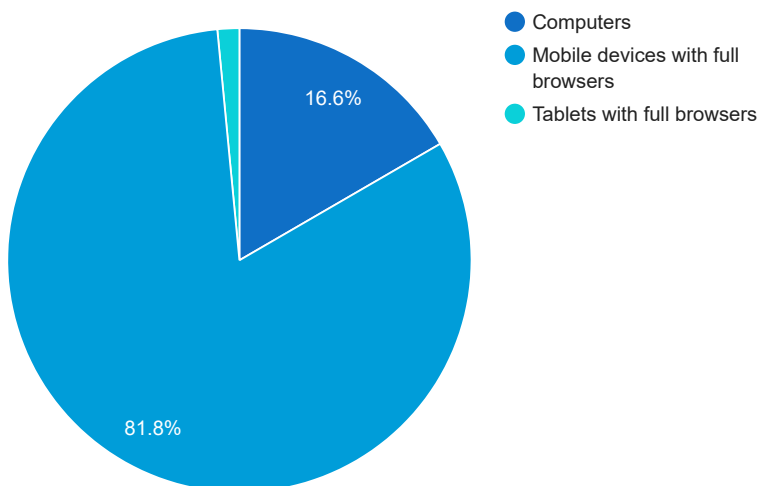
## Budget Coverage



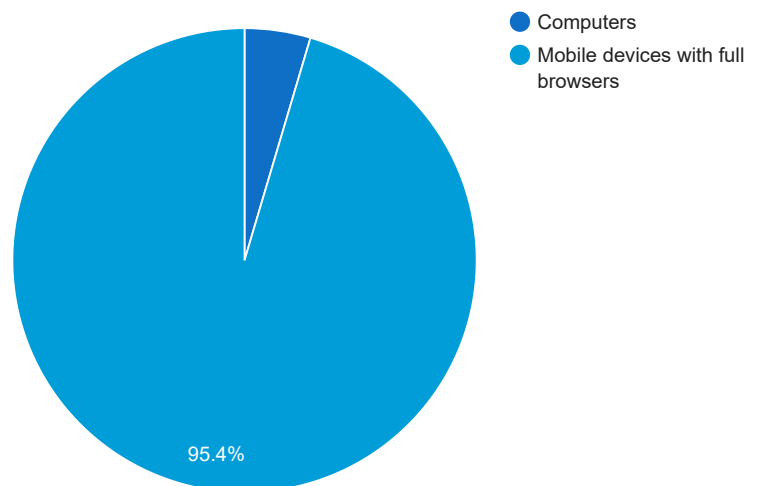
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	600	33.33
Oct, 2020	3,910.54	21.22

## 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	15,594	657	\$3,200.45	\$4.87	4.21%	-	41.6	6.33%	\$76.90
Computers	3,283	83	\$650.59	\$7.84	2.53%	-	2	2.41%	\$325.30
Tablets with full browsers	320	10	\$59.50	\$5.95	3.13%	-	0	0%	\$0.00

### 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	19,197	750	\$3,910.54	\$5.21	3.91%	-	43.6	5.82%	\$89.65

# Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	25.6
Google Ads - Click to Call	17
Call From Ads (SQDM)	1
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