

**Monthly Account  
Performance Report  
1 Nov 2020 — 30 Nov 2020**

Eltra Self - Newton

645-128-8501

# Key Performance Indicators (KPIs)

Cost

\$4,418

↑ 13%

Conv

38.6

↓ 12%

Conv Rate

4.02%

↓ 32%

Cost / Conv

\$114.45

↑ 29%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Oct 2020 — 31 Oct 2020</b>	19,197	750	\$3,910.54	\$5.21	3.91%	-	44	5.87%	\$88.84	21.23%
<b>1 Nov 2020 — 30 Nov 2020</b>	23,283	961	\$4,417.91	\$4.60	4.13%	-	38.6	4.02%	\$114.45	24.13%
<b>Change</b>	4,086 ↑ 21%	211 ↑ 28%	\$507.37 ↑ 13%	\$0.61 ↓ 12%	0.22% ↑ 6%	--	5.42 ↓ 12%	1.85% ↓ 32%	\$25.61 ↑ 29%	2.90% ↑ 14%

# Performance by Month - 1 Dec 2019 — 30 Nov 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%	-	44	5.87%	\$88.84	21.23%
Nov '20	23,283	961	\$4,417.91	\$4.60	4.13%	-	38.6	4.02%	\$114.45	24.13%
<b>Total</b>	45,769	1,779	\$8,928.45	\$5.02	3.89%	-	88	4.95%	\$101.46	23.26%

## Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	9,935	490	\$993.13	\$2.03	4.93%	-	18.6	3.8%	\$53.39	21.5%
search   beta   coolsculpting	2,401	123	\$1,478.52	\$12.02	5.12%	-	8	6.5%	\$184.82	74.49%
search   beta   blepharoplasty	2,310	100	\$464.68	\$4.65	4.33%	-	7	7%	\$66.38	22.76%
search   beta   coolsculpting   exp reach	8,637	248	\$1,481.58	\$5.97	2.87%	-	5	2.02%	\$296.32	23.89%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

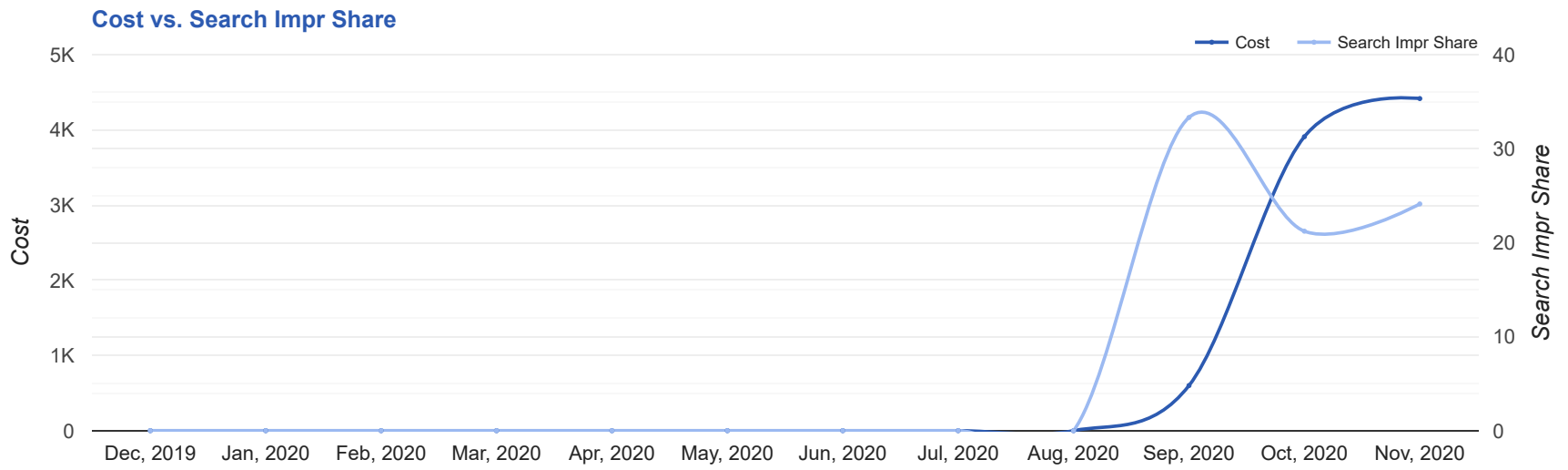
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Eltra Self} - Dermal Fillers in Florham Park - Smooth Wrinkles Restore Volume <a href="https://go.eltraself.com/dermal_fillers/">go.eltraself.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Florham Park, NJ	4,697	263	\$536.34	\$2.04	5.60%	-	13	4.94%	\$41.26
Top Eyelid Surgeon - Dr. Neigel & Dr. Richard, M.D - Repair Sagging Droopy Eyelids <a href="https://go.eltraself.com/">go.eltraself.com/</a> Dr Neigel Specializes in Blepharoplasty. Upper Eye Lid Surgery. See Before and After Pics.	199	8	\$41.39	\$5.17	4.02%	-	3.5	43.75%	\$11.83
{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	1,494	64	\$146.65	\$2.29	4.28%	-	3	4.69%	\$48.88
CoolSculpting® in Florham Park - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="https://go.eltraself.com/">go.eltraself.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	251	9	\$90.14	\$10.02	3.59%	-	2	22.22%	\$45.07
CoolSculpting® in Florham Park - Freeze Away Stubborn Fat - Our Biggest Discount Ever <a href="https://go.eltraself.com/">go.eltraself.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	36	4	\$43.44	\$10.86	11.11%	-	2	50.00%	\$21.72

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

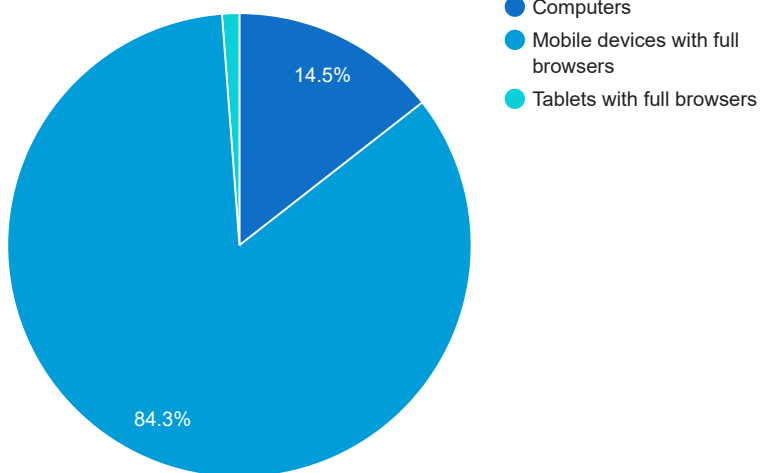
## Budget Coverage



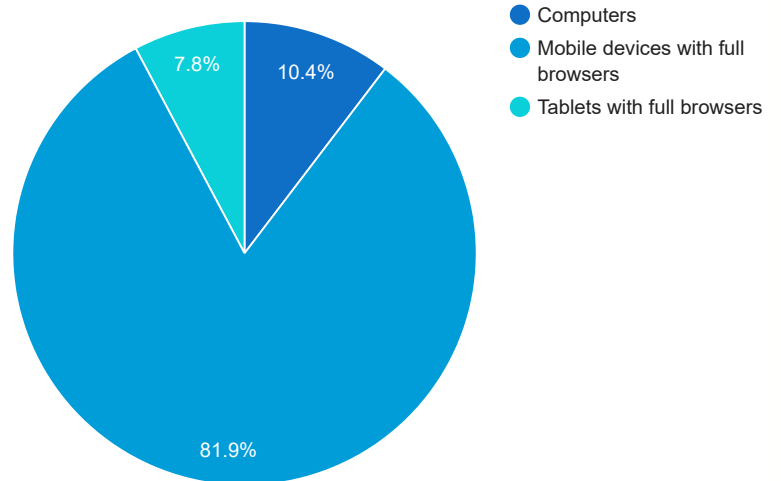
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	600	33.33
Oct, 2020	3,910.54	21.23
Nov, 2020	4,417.91	24.13

## Cost and Conversions by Device

### Cost



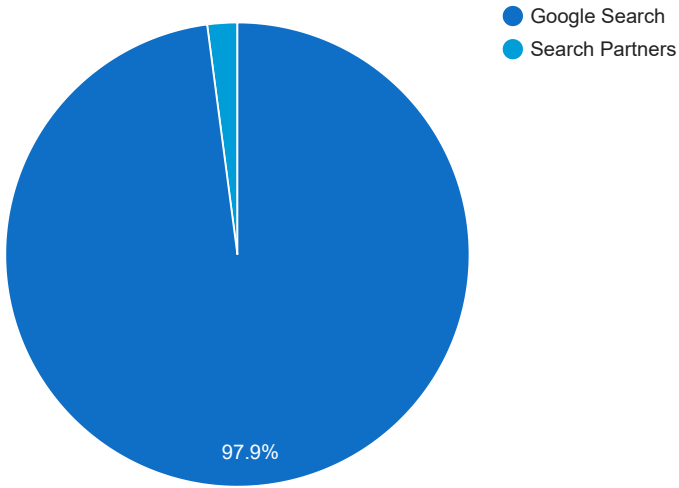
### Conversions



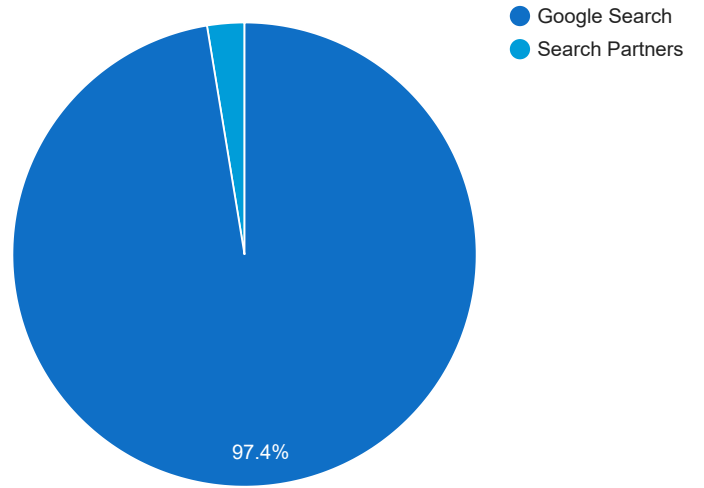
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	19,494	839	\$3,726.36	\$4.44	4.3%	-	31.6	3.77%	\$117.92
Computers	3,367	110	\$638.40	\$5.80	3.27%	-	4	3.64%	\$159.60
Tablets with full browsers	422	12	\$53.15	\$4.43	2.84%	-	3	25%	\$17.72

### 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	23,066	943	\$4,325.74	\$4.59	4.09%	-	37.6	3.99%	\$115.05
Search partners	217	18	\$92.17	\$5.12	8.29%	-	1	5.56%	\$92.17

# Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Google Ads - Click to Call

29

Submit lead form

9.6

## 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