

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

Eltra Self - Newton

645-128-8501

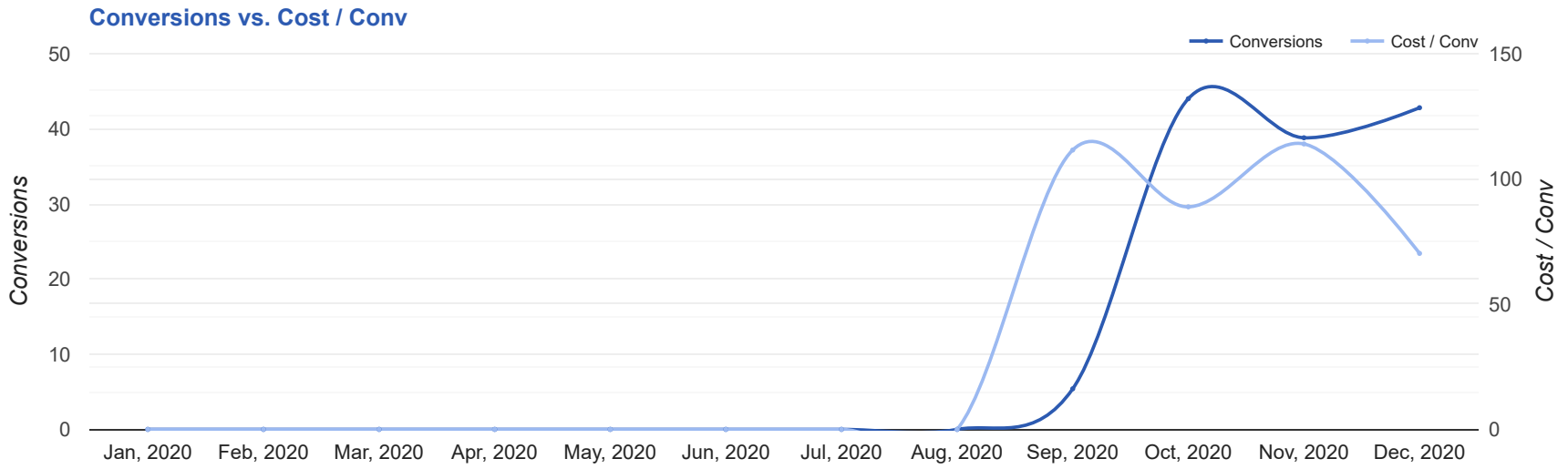
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,009	42.8	5.17%	\$70.25
↓ 32%	↑ 10%	↑ 28%	↓ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	23,283	961	\$4,417.91	\$4.60	4.13%	-	38.8	4.03%	\$113.95	24.06%
1 Dec 2020 — 31 Dec 2020	16,717	828	\$3,008.85	\$3.63	4.95%	-	42.8	5.17%	\$70.25	20.75%
Change	6,566 ↓ 28%	133 ↓ 14%	\$1,409.06 ↓ 32%	\$0.97 ↓ 21%	0.82% ↑ 20%	--	4.06 ↑ 10%	1.14% ↑ 28%	\$43.70 ↓ 38%	3.31% ↓ 14%

Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	38.8	4.03%	\$113.95	24.06%	
Dec '20	16,717	828	\$3,008.85	\$3.63	4.95%	-	42.8	5.17%	\$70.25	20.75%	
Total	62,486	2,607	\$11,937.30	\$4.58	4.17%	-	131	5.02%	\$91.12	22.51%	

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,352	129	\$1,466.44	\$11.37	5.48%	-	14	10.85%	\$104.75	69.7%
search beta blepharoplasty	3,690	200	\$472.25	\$2.36	5.42%	-	13.8	6.92%	\$34.15	14.19%
search beta dermal fillers	10,101	479	\$954.17	\$1.99	4.74%	-	13	2.71%	\$73.40	21.14%
search beta coolsculpting exp reach	574	20	\$115.99	\$5.80	3.48%	-	2	10%	\$58.00	21.46%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

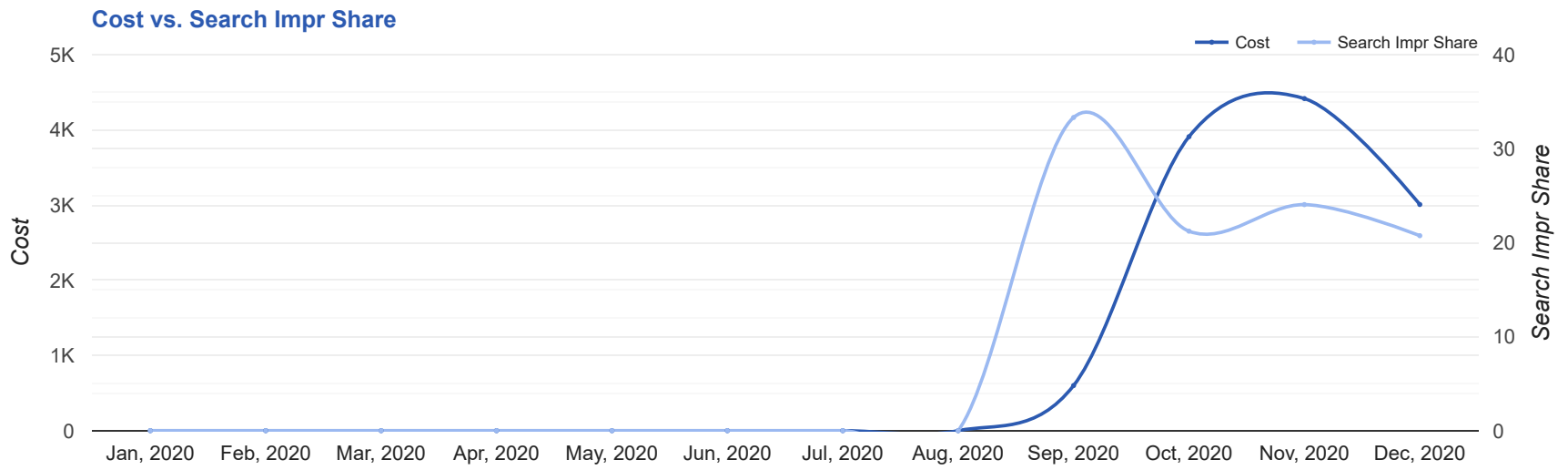
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Blepharoplasty Eyelid Surgery - Look Naturally Younger - Repair Sagging, Droopy Eyelids go.eltraself.com/ --/ -- Blepharoplasty Corrects Droopy or Puffy Eyelids For a Younger, Rejuvenated Appearance.	1,616	107	\$237.39	\$2.22	6.62%	-	7.8	7.32%	\$30.32
{Keyword:Eltra Self} - Dermal Fillers in Florham Park - Smooth Wrinkles Restore Volume go.eltraself.com/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Florham Park, NJ	5,375	287	\$581.90	\$2.03	5.34%	-	7	2.44%	\$83.25
Blepharoplasty Eyelid Surgery - Look Naturally Younger - Repair Sagging, Droopy Eyelids go.eltraself.com/ --/ -- Blepharoplasty Corrects Droopy or Puffy Eyelids For a Younger, Rejuvenated Appearance.	1,020	42	\$105.73	\$2.52	4.12%	-	3	7.14%	\$35.24
{Keyword:Eltra Self} - Dermal Fillers in Florham Park - Look Younger & More Energized go.eltraself.com/dermal_fillers/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	1,528	52	\$107.42	\$2.07	3.40%	-	3	5.77%	\$35.81
Huge CoolSculpting Promotion - Freeze Away Stubborn Fat - Our Biggest Discount Ever go.eltraself.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	8	2	\$14.31	\$7.16	25.00%	-	2	100.00%	\$7.16

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

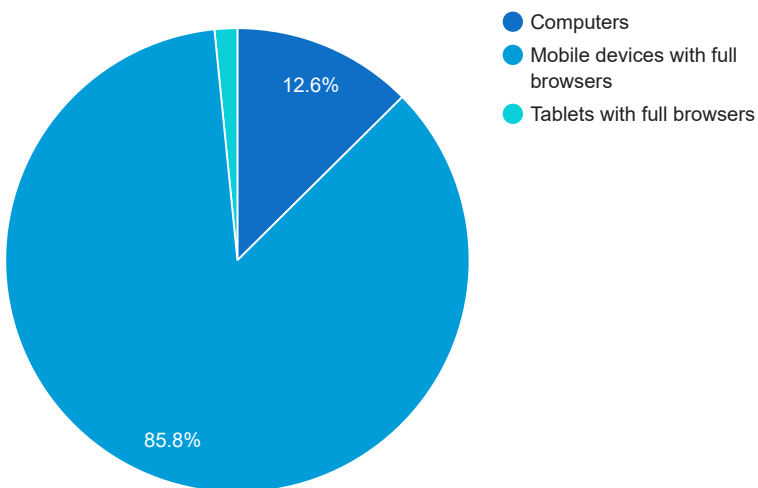
Budget Coverage



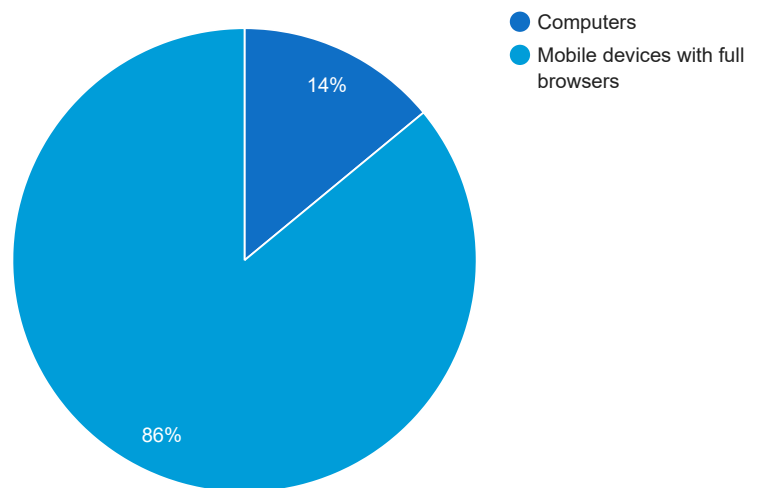
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	600	33.33
Oct, 2020	3,910.54	21.23
Nov, 2020	4,417.91	24.06
Dec, 2020	3,008.85	20.75

Cost and Conversions by Device

Cost



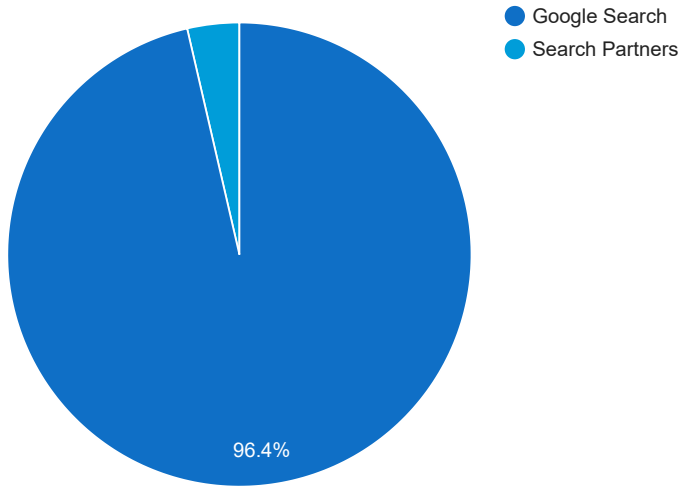
Conversions



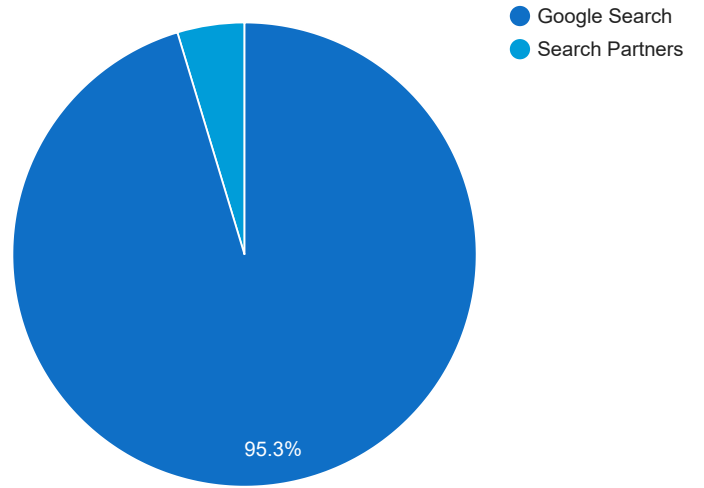
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	13,892	727	\$2,582.79	\$3.55	5.23%	-	36.8	5.07%	\$70.13
Computers	2,470	85	\$378.38	\$4.45	3.44%	-	6	7.06%	\$63.06
Tablets with full browsers	355	16	\$47.68	\$2.98	4.51%	-	0	0%	\$0.00

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	16,466	805	\$2,899.98	\$3.60	4.89%	-	40.8	5.07%	\$71.03
Search partners	251	23	\$108.87	\$4.73	9.16%	-	2	8.7%	\$54.43

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	32.8
Google Ads - Click to Call	9
Call From Ads (SQDM)	1

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