

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Eltra Self - Newton

645-128-8501

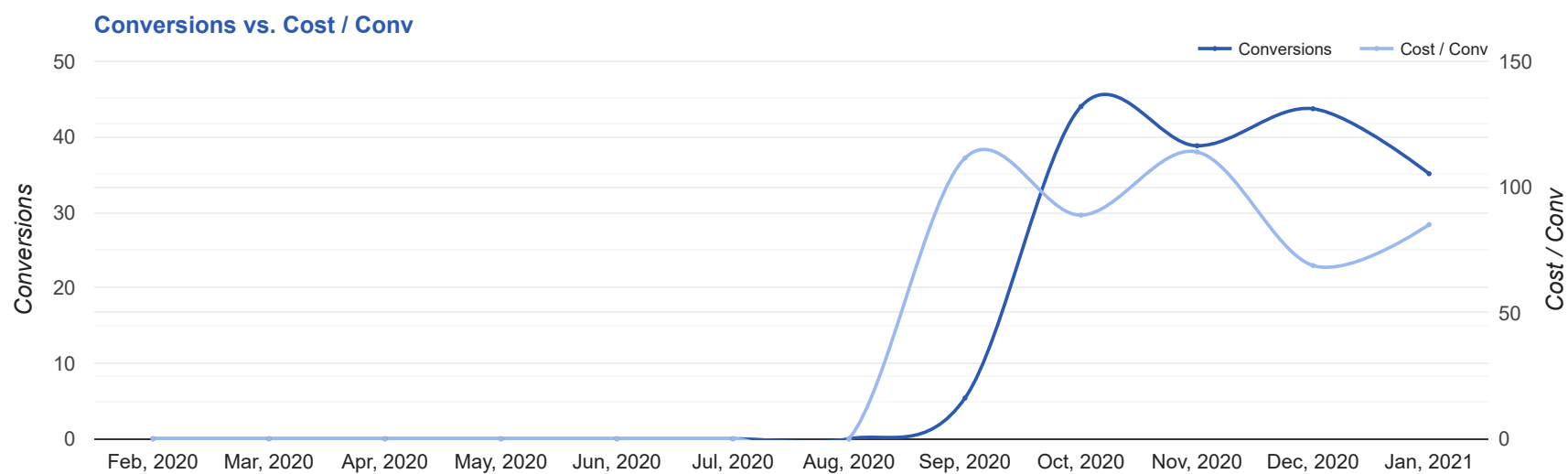
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,988	35.1	3.66%	\$85.09
↓ 1%	↓ 20%	↓ 31%	↑ 24%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	16,717	828	\$3,008.85	\$3.63	4.95%	-	43.7	5.28%	\$68.82	20.75%
1 Jan 2021 — 31 Jan 2021	18,734	960	\$2,987.59	\$3.11	5.12%	-	35.1	3.66%	\$85.09	21.48%
Change	2,017 ↑ 12%	132 ↑ 16%	\$21.26 ↓ 1%	\$0.52 ↓ 14%	0.17% ↑ 3%	--	8.61 ↓ 20%	1.62% ↓ 31%	\$16.27 ↑ 24%	0.73% ↑ 4%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



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%	-	43.7	5.28%	\$68.82	20.75%	
Jan '21	18,734	960	\$2,987.59	\$3.11	5.12%	-	35.1	3.66%	\$85.09	21.48%	
Total	81,220	3,567	\$14,924.89	\$4.18	4.39%	-	167	4.68%	\$89.37	22.26%	

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta blepharoplasty	4,547	244	\$496.90	\$2.04	5.37%	-	17.7	7.26%	\$28.06	15.84%
search beta coolsculpting	3,519	182	\$1,492.65	\$8.20	5.17%	-	9.4	5.16%	\$158.96	72.79%
search beta dermal fillers	10,668	534	\$998.04	\$1.87	5.01%	-	8	1.5%	\$124.76	20.59%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

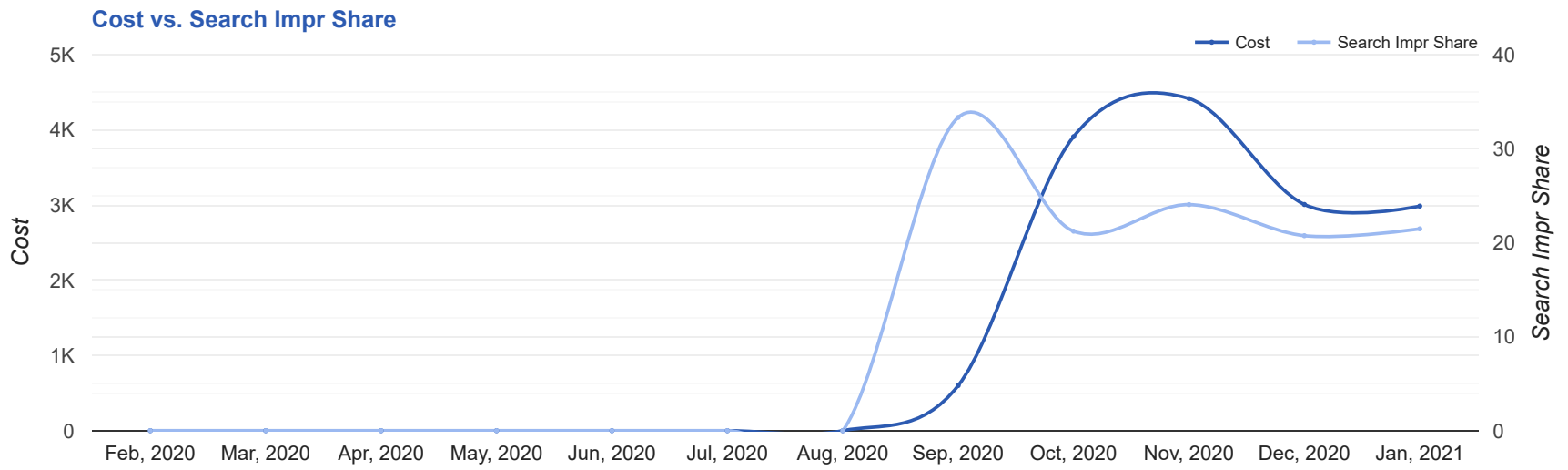
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Blepharoplasty Eyelid Surgery - Look Naturally Younger - Repair Sagging, Droopy Eyelids go.eltraself.com/ --/ -- Blepharoplasty Corrects Droopy or Puffy Eyelids For a Younger, Rejuvenated Appearance.	1,784	102	\$191.87	\$1.88	5.72%	-	5.4	5.28%	\$35.60
{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	5,055	271	\$517.46	\$1.91	5.36%	-	4	1.48%	\$129.37
Blepharoplasty Eyelid Surgery - Look Naturally Younger - Repair Sagging, Droopy Eyelids go.eltraself.com/ --/ -- Blepharoplasty Corrects Droopy or Puffy Eyelids For a Younger, Rejuvenated Appearance.	1,146	68	\$127.32	\$1.87	5.93%	-	3.9	5.69%	\$32.90
{Keyword:Eltra Self} - Dermal Fillers in Florham Park - Smooth Wrinkles Restore Volume go.eltraself.com/restylane/ -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,374	64	\$118.61	\$1.85	4.66%	-	3	4.69%	\$39.54
Dr. Neigel & Dr. Richard, M.D - Specializing in Eyelid Surgery - Best Blepharoplasty New Jersey go.eltraself.com// Eyelid Surgery Repairs Drooping or Sagging Eyelids & Reduces Puffiness and Under Eye Bags.	737	23	\$78.80	\$3.43	3.12%	-	3	13.04%	\$26.27

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

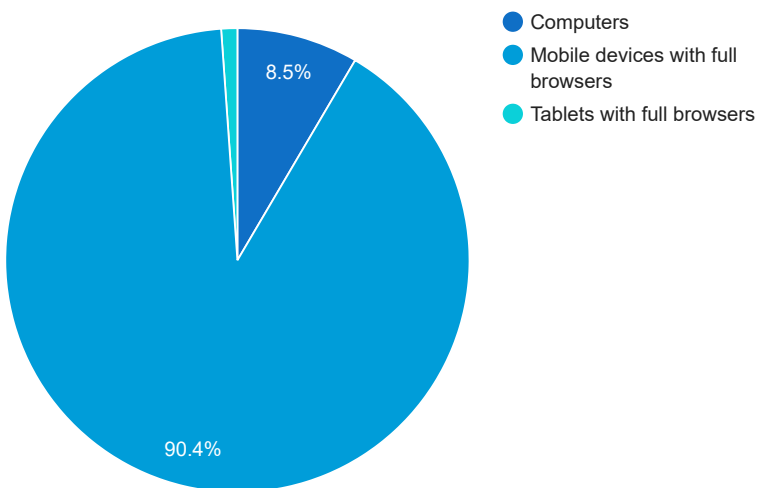
Budget Coverage



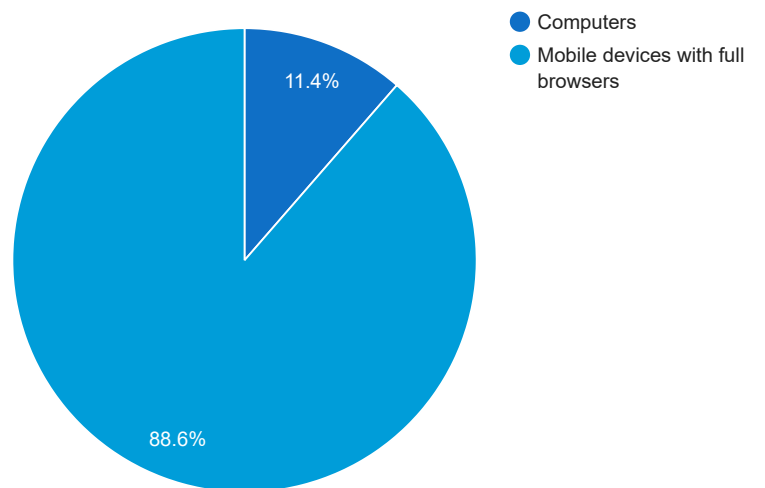
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	600	33.33
Oct, 2020	3,910.54	21.23
Nov, 2020	4,417.91	24.06
Dec, 2020	3,008.85	20.75
Jan, 2021	2,987.59	21.48

Cost and Conversions by Device

Cost



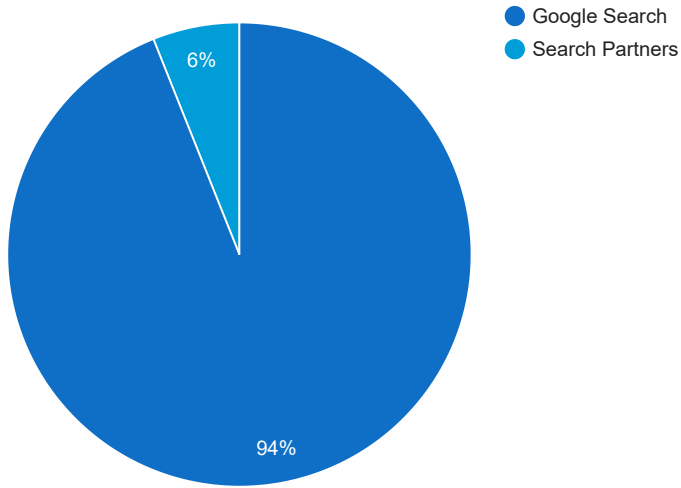
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	16,163	858	\$2,701.05	\$3.15	5.31%	-	31.1	3.63%	\$86.82
Computers	2,277	85	\$253.02	\$2.98	3.73%	-	4	4.71%	\$63.26
Tablets with full browsers	294	17	\$33.52	\$1.97	5.78%	-	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	18,173	911	\$2,807.02	\$3.08	5.01%	-	35.1	3.85%	\$79.95
Search partners	561	49	\$180.57	\$3.69	8.73%	-	0	0%	\$0.00

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	31.1
Google Ads - Click to Call	3
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