

**Monthly Account  
Performance Report  
1 Nov 2019 — 30 Nov 2019**

Four Seasons OBGYN

553-803-1249

# Key Performance Indicators (KPIs)

Cost

\$1,724

↓ 2%

Conv

4

↓ 20%

Conv Rate

6.45%

↑ 5%

Cost / Conv

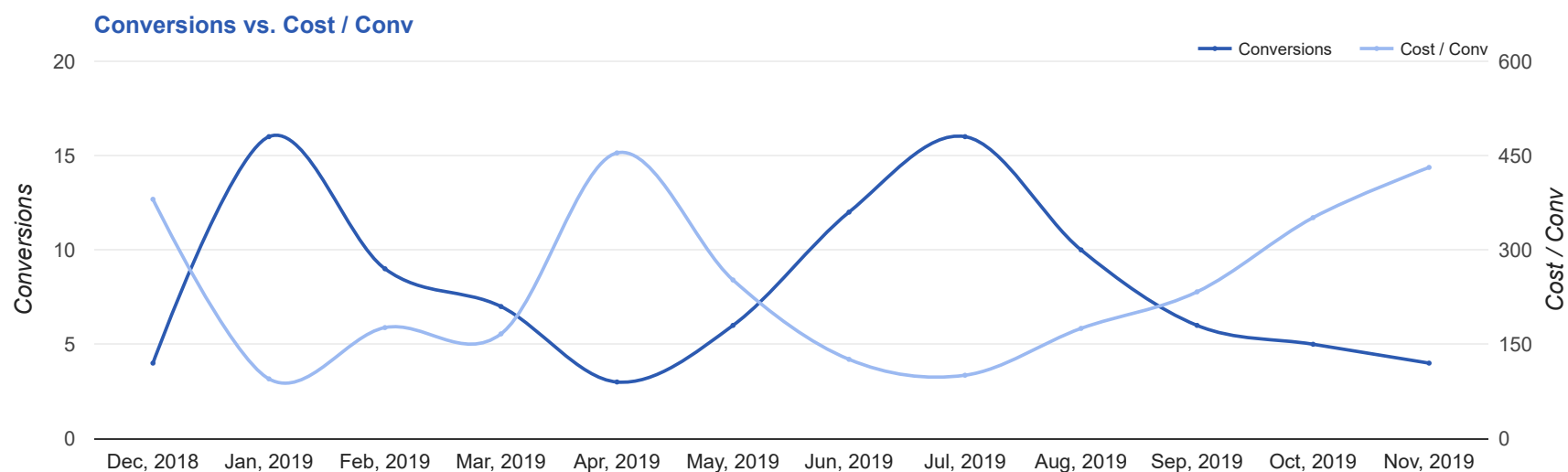
\$431.12

↑ 23%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Oct 2019 — 31 Oct 2019</b>	1,391	81	\$1,756.43	\$21.68	5.82%	-	5	6.17%	\$351.29	74.82%
<b>1 Nov 2019 — 30 Nov 2019</b>	1,028	62	\$1,724.49	\$27.81	6.03%	-	4	6.45%	\$431.12	76.8%
<b>Change</b>	363 ↓ 26%	19 ↓ 23%	\$31.94 ↓ 2%	\$6.13 ↑ 28%	0.21% ↑ 4%	--	1 ↓ 20%	0.28% ↑ 5%	\$79.83 ↑ 23%	1.98% ↑ 3%

# Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '18	1,990	109	\$1,521.84	\$13.96	5.48%	-	4	3.67%	\$380.46	55.8%
Jan '19	4,165	170	\$1,518.89	\$8.93	4.08%	-	16	9.41%	\$94.93	83.76%
Feb '19	4,073	163	\$1,588.51	\$9.75	4%	-	9	5.52%	\$176.50	71.1%
Mar '19	1,987	114	\$1,165.37	\$10.22	5.74%	-	7	6.14%	\$166.48	75.45%
Apr '19	482	35	\$1,362.49	\$38.93	7.26%	-	3	8.57%	\$454.16	80.53%
May '19	2,070	119	\$1,512.98	\$12.71	5.75%	-	6	5.04%	\$252.16	67.92%
Jun '19	4,842	309	\$1,512.26	\$4.89	6.38%	-	12	3.88%	\$126.02	69.7%
Jul '19	4,898	255	\$1,612.11	\$6.32	5.21%	-	16	6.27%	\$100.76	66.82%
Aug '19	3,083	198	\$1,752.07	\$8.85	6.42%	-	10	5.05%	\$175.21	77.83%
Sep '19	2,517	131	\$1,399.83	\$10.69	5.2%	-	6	4.58%	\$233.31	67.35%
Oct '19	1,391	81	\$1,756.43	\$21.68	5.82%	-	5	6.17%	\$351.29	74.83%
Nov '19	1,028	62	\$1,724.49	\$27.81	6.03%	-	4	6.45%	\$431.12	76.81%
<b>Total</b>	<b>32,526</b>	<b>1,746</b>	<b>\$18,427.27</b>	<b>\$10.55</b>	<b>5.37%</b>	<b>-</b>	<b>98</b>	<b>5.61%</b>	<b>\$188.03</b>	<b>71.14%</b>

# Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   alpha   coolsculpting	519	35	\$875.00	\$25.00	6.74%	-	3	8.57%	\$291.67	76.31%
search   beta   coolsculpting	509	27	\$849.49	\$31.46	5.3%	-	1	3.7%	\$849.49	77.31%

# Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

## Top Text Ads

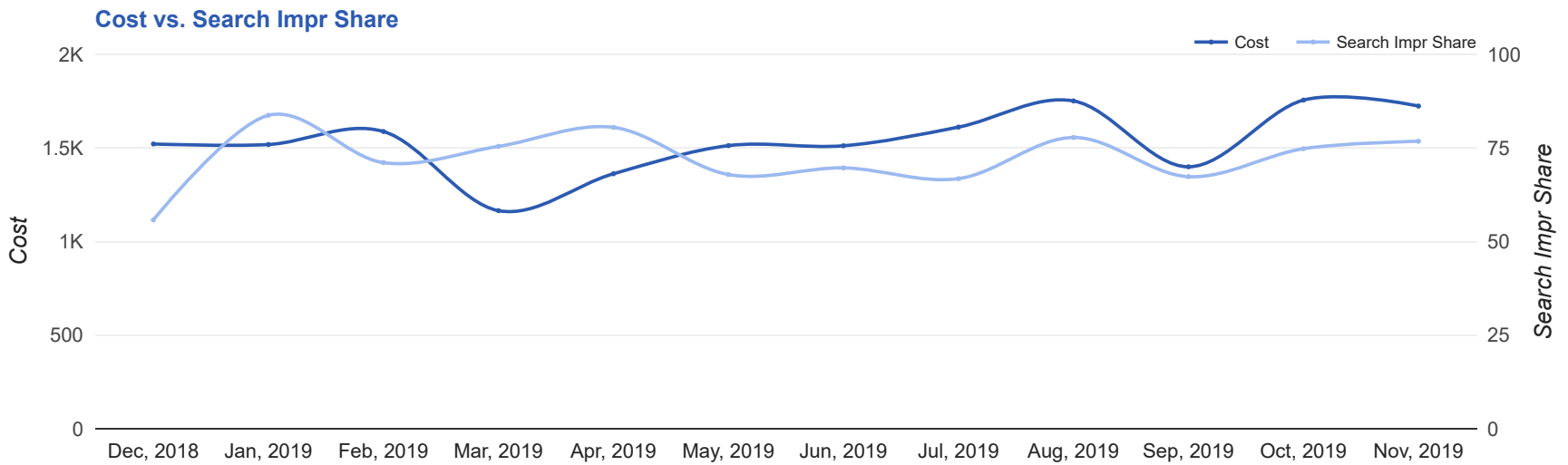
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting San Antonio - Freeze Away Stubborn Fat - Target Belly Fat Love Handles <a href="https://sculpt.fourseasonsobgyn.com/coolsculpting/">sculpt.fourseasonsobgyn.com/coolsculpting/</a> Save on CoolSculpting® - Freeze away fat without surgery. New clients save 25%	126	9	\$249.46	\$27.72	7.14%	-	1	11.11%	\$249.46
#1 Provider in San Antonio - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://sculpt.fourseasonsobgyn.com/coolsculpting/san-antonio">sculpt.fourseasonsobgyn.com/coolsculpting/san-antonio</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in San Antonio, TX. Free Consult.	112	8	\$210.83	\$26.35	7.14%	-	1	12.50%	\$210.83
What is Cool Sculpting? - Safe & Effective Fat Reduction - Freeze Away Stubborn Fat <a href="https://sculpt.fourseasonsobgyn.com/coolsculpting/">sculpt.fourseasonsobgyn.com/coolsculpting/</a> 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment.	3	2	\$53.31	\$26.66	66.67%	-	1	50.00%	\$53.31
25% Off CoolSculpting® Cost - New Client Special - Four Seasons OBGYN <a href="https://sculpt.fourseasonsobgyn.com/coolsculpting/special">sculpt.fourseasonsobgyn.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	10	2	\$45.86	\$22.93	20.00%	-	0.5	25.00%	\$91.72
{Keyword:Best Price in San Antonio} - Four Seasons OBGYN - Flexible Payment Options <a href="https://sculpt.fourseasonsobgyn.com/coolsculpting/special">sculpt.fourseasonsobgyn.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	10	1	\$10.41	\$10.41	10.00%	-	0.5	50.00%	\$20.82

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2019 — 30 Nov 2019

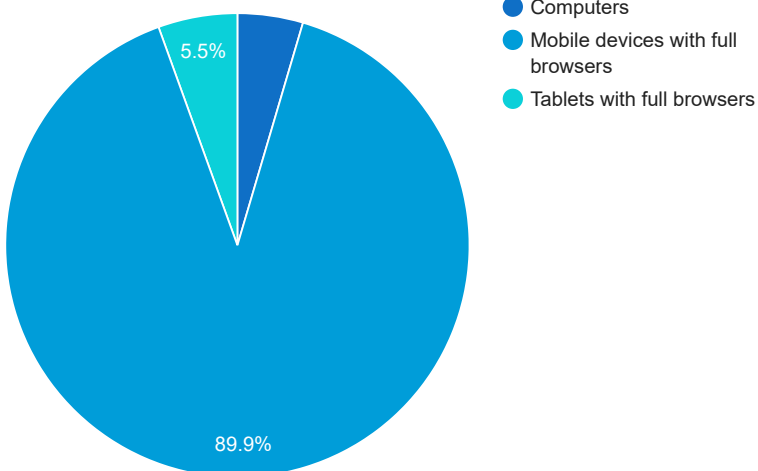
## Budget Coverage



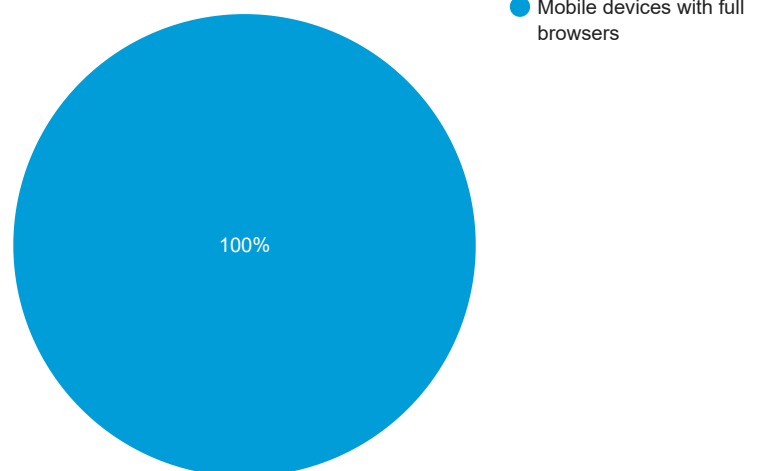
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	1,521.84	55.80
Jan, 2019	1,518.89	83.76
Feb, 2019	1,588.51	71.10
Mar, 2019	1,165.37	75.45
Apr, 2019	1,362.49	80.53
May, 2019	1,512.98	67.92
Jun, 2019	1,512.26	69.70
Jul, 2019	1,612.11	66.82
Aug, 2019	1,752.07	77.83
Sep, 2019	1,399.83	67.35
Oct, 2019	1,756.43	74.83
Nov, 2019	1,724.49	76.81

## 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	832	56	\$1,550.58	\$27.69	6.73%	-	4	7.14%	\$387.65
Tablets with full browsers	35	3	\$95.23	\$31.74	8.57%	-	0	0%	\$0.00
Computers	161	3	\$78.68	\$26.23	1.86%	-	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	1,028	62	\$1,724.49	\$27.81	6.03%	-	4	6.45%	\$431.12

# Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submission

4

CoolSculpting Lead (All Web Site Data)

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