

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

Island Laser

590-531-5768

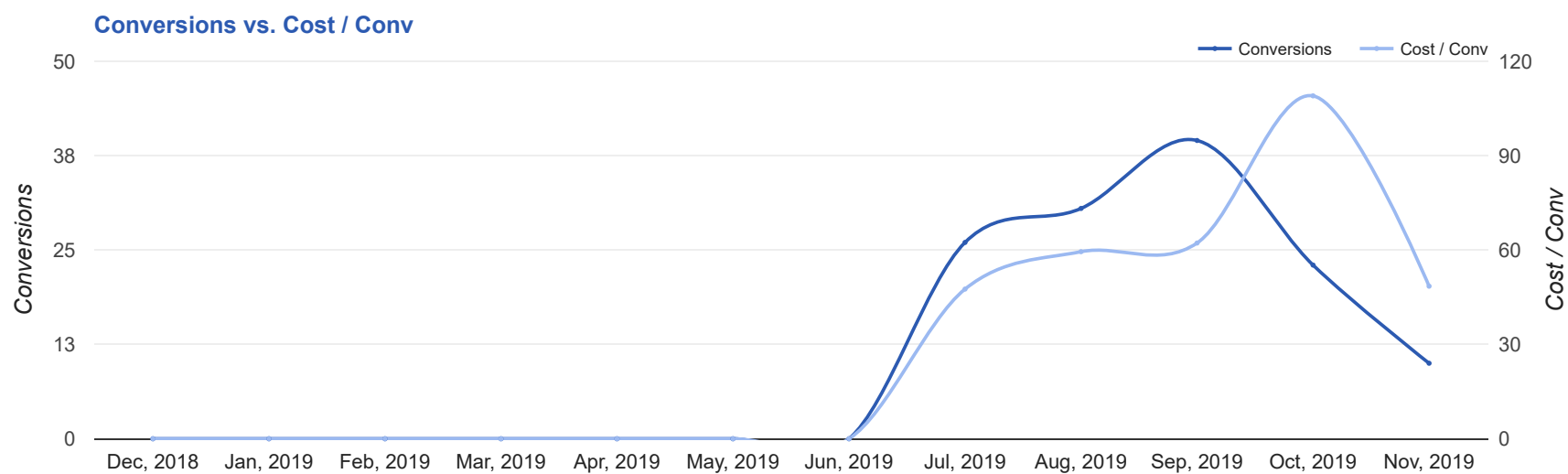
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$485	10	11.36%	\$48.49
↓ 81%	↓ 57%	↑ 146%	↓ 56%

## 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>	10,082	498	\$2,506.44	\$5.03	4.94%	-	23	4.62%	\$108.98	24.63%
<b>1 Nov 2019 — 30 Nov 2019</b>	1,243	88	\$484.85	\$5.51	7.08%	-	10	11.36%	\$48.49	72.52%
<b>Change</b>	8,839 ↓ 88%	410 ↓ 82%	\$2,021.59 ↓ 81%	\$0.48 ↑ 10%	2.14% ↑ 43%	--	13 ↓ 57%	6.74% ↑ 146%	\$60.49 ↓ 56%	47.89% ↑ 194%

# 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
Jul '19	16,634	663	\$1,236.71	\$1.87	3.99%	-	26	3.92%	\$47.57	5%
Aug '19	11,224	537	\$1,813.66	\$3.38	4.78%	-	30.5	5.68%	\$59.46	20.57%
Sep '19	12,456	601	\$2,457.23	\$4.09	4.82%	-	39.5	6.57%	\$62.21	23.07%
Oct '19	10,082	498	\$2,506.44	\$5.03	4.94%	-	23	4.62%	\$108.98	24.63%
Nov '19	1,243	88	\$484.85	\$5.51	7.08%	-	10	11.36%	\$48.49	72.52%
<b>Total</b>	51,639	2,387	\$8,498.89	\$3.56	4.62%	-	129	5.4%	\$65.88	10.67%

# 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   beta   smartlipo	1,243	88	\$484.85	\$5.51	7.08%	-	10	11.36%	\$48.49	72.52%

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

## Top Text Ads

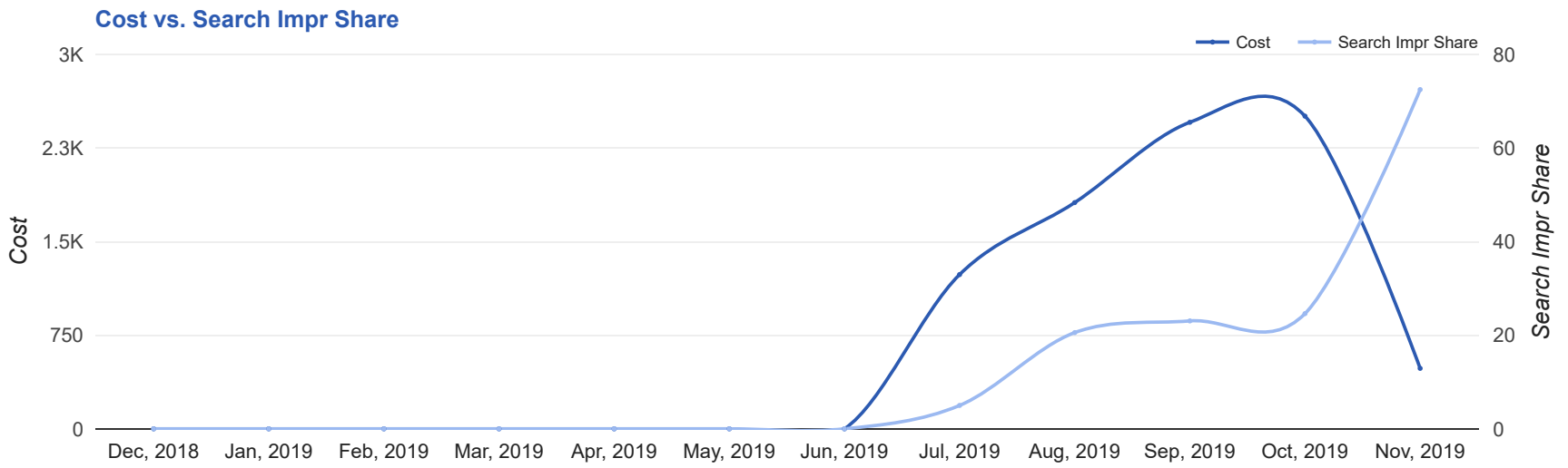
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Lowest Price on Laser Lipo - Minimally Invasive Liposuction - Smart Lipo Long Island islandlaser.com//</a> Special: Lowest Price on Smart Lipo Guaranteed. Save 40% Off Laser Liposuction.	1,177	79	\$432.43	\$5.47	6.71%	-	10	12.66%	\$43.24
{Keyword:Laser Lipo: Summer Special 40%} - Melt Away Fat: Body Contouring - Top Surgeon in Long Island islandlaser.com/ --/ -- Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	66	9	\$52.42	\$5.82	13.64%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2019 — 30 Nov 2019

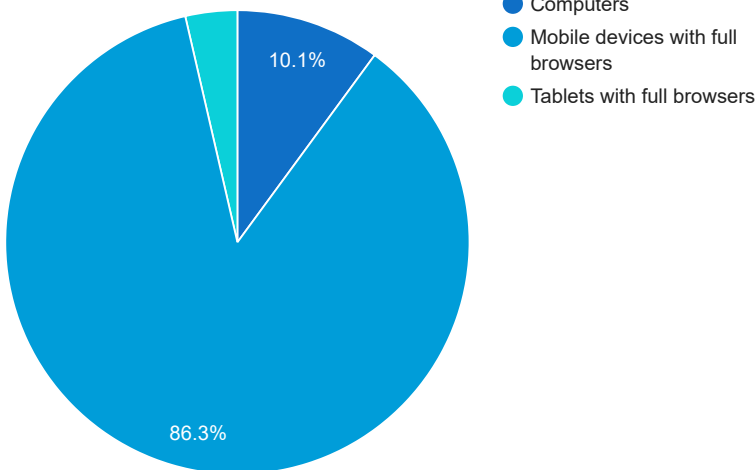
## Budget Coverage



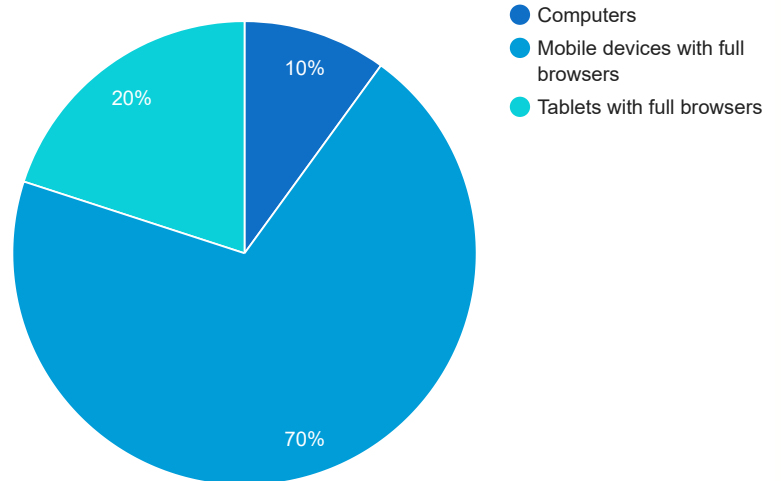
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	1,236.71	5
Aug, 2019	1,813.66	20.57
Sep, 2019	2,457.23	23.07
Oct, 2019	2,506.44	24.63
Nov, 2019	484.85	72.52

## 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	1,010	75	\$418.50	\$5.58	7.43%	-	7	9.33%	\$59.79
Computers	171	9	\$48.84	\$5.43	5.26%	-	1	11.11%	\$48.84
Tablets with full browsers	62	4	\$17.51	\$4.38	6.45%	-	2	50%	\$8.76

### 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	1,243	88	\$484.85	\$5.51	7.08%	-	10	11.36%	\$48.49

# Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submission

7

Phone Call

3

## 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 page 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