

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

Island Laser

590-531-5768

# Key Performance Indicators (KPIs)

Cost

\$1,946

↓ 1%

Conv

14

↓ 18%

Conv Rate

4.58%

↓ 43%

Cost / Conv

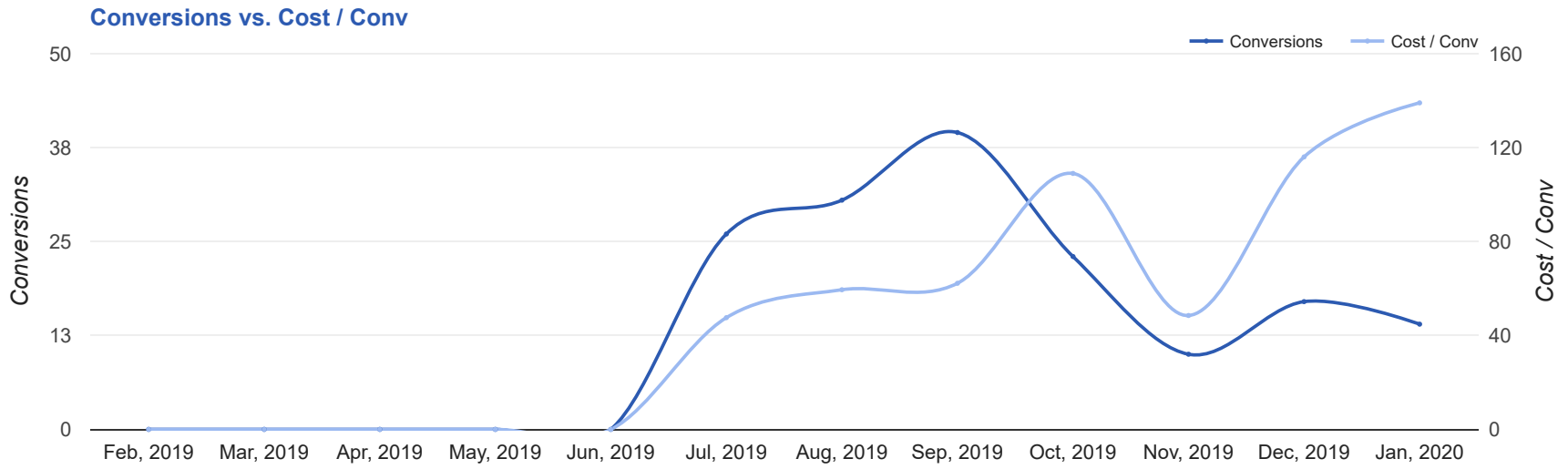
\$139.03

↑ 20%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Dec 2019 — 31 Dec 2019</b>	3,852	211	\$1,972.15	\$9.35	5.48%	-	17	8.06%	\$116.01	57.99%
<b>1 Jan 2020 — 31 Jan 2020</b>	5,405	306	\$1,946.37	\$6.36	5.66%	-	14	4.58%	\$139.03	61.67%
<b>Change</b>	1,553 ↑ 40%	95 ↑ 45%	\$25.78 ↓ 1%	\$2.99 ↓ 32%	0.18% ↑ 3%	--	3 ↓ 18%	3.48% ↓ 43%	\$23.02 ↑ 20%	3.68% ↑ 6%

# Performance by Month - 1 Feb 2019 — 31 Jan 2020



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	72.06%
Dec '19	3,852	211	\$1,972.15	\$9.35	5.48%	-	17	8.06%	\$116.01	57.99%
Jan '20	5,405	306	\$1,946.37	\$6.36	5.66%	-	14	4.58%	\$139.03	61.68%
<b>Total</b>	<b>60,896</b>	<b>2,904</b>	<b>\$12,417.41</b>	<b>\$4.28</b>	<b>4.77%</b>	<b>-</b>	<b>160</b>	<b>5.51%</b>	<b>\$77.61</b>	<b>12.2%</b>

# Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   smartlipo	3,925	217	\$499.97	\$2.30	5.53%	-	10	4.61%	\$50.00	57.33%
search   beta   emsculpt	389	32	\$697.43	\$21.79	8.23%	-	2	6.25%	\$348.72	79.75%
search   alpha   emsculpt	1,091	57	\$748.97	\$13.14	5.22%	-	2	3.51%	\$374.49	76.62%

# Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

## Top Text Ads

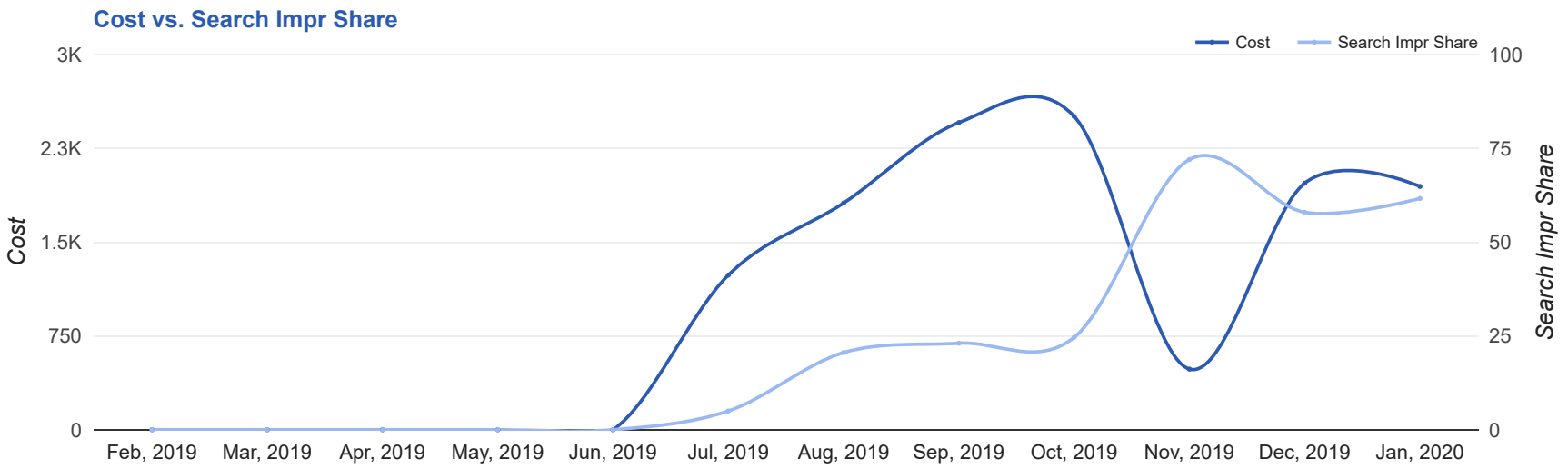
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Laser Lipo: Summer Special 40%} - Melt Away Fat: Body Contouring - Top Surgeon in Long Island <a href="http://islandlaser.com/">islandlaser.com/</a> --/ -- Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	1,804	117	\$266.82	\$2.28	6.49%	-	3	2.56%	\$88.94
Laser Lipo: Special 40% - Melt Away Fat: Body Contouring - Top Surgeon in Long Island <a href="http://islandlaser.com/">islandlaser.com/</a> Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	789	43	\$100.41	\$2.34	5.45%	-	3	6.98%	\$33.47
{Keyword:Best Price in Long Island} - Island Medical Laser - #1 Provider in Long Island <a href="http://islandlaser.com/">islandlaser.com/</a> --/ -- Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes.	734	43	\$594.99	\$13.84	5.86%	-	2	4.65%	\$297.50
Smart Lipo Long Island - New Client Special - Top Surgeon in Long Island <a href="http://islandlaser.com/">islandlaser.com/</a> Special: Lowest Price on Smart Lipo Guaranteed. Save 40% Off Laser Liposuction.	714	25	\$62.19	\$2.49	3.50%	-	2	8.00%	\$31.09
{Keyword:Best Price in Long Island} - Island Medical Laser - #1 Provider in Long Island <a href="http://islandlaser.com/">islandlaser.com/</a> --/ -- Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes.	147	17	\$355.04	\$20.88	11.56%	-	1	5.88%	\$355.04

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2020 — 31 Jan 2020

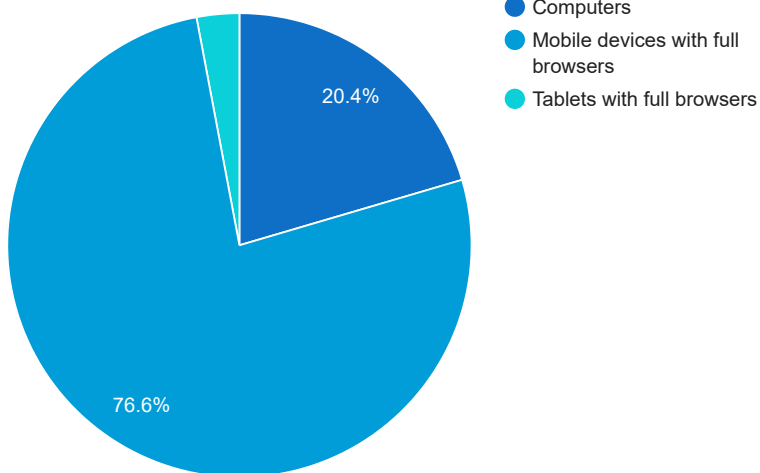
## Budget Coverage



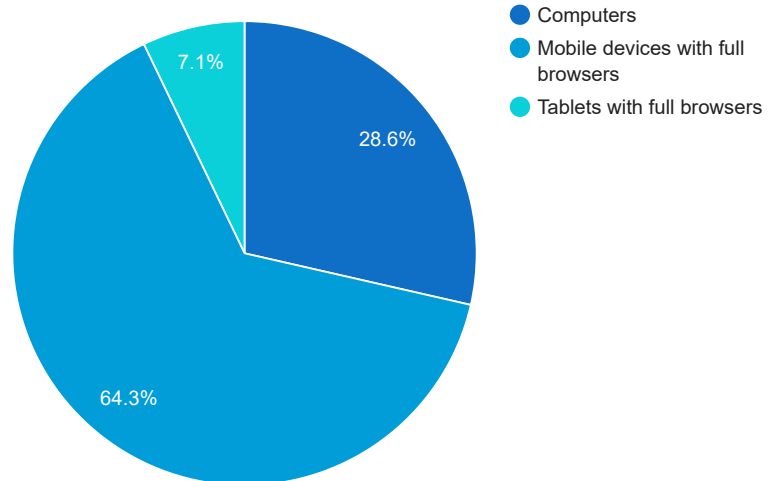
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	1,236.71	5
Aug, 2019	1,813.66	20.57
Sep, 2019	2,457.23	23.07
Oct, 2019	2,506.44	24.63
Nov, 2019	484.85	72.06
Dec, 2019	1,972.15	57.99
Jan, 2020	1,946.37	61.68

## 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	4,465	251	\$1,490.62	\$5.94	5.62%	-	9	3.59%	\$165.62
Computers	810	44	\$398.02	\$9.05	5.43%	-	4	9.09%	\$99.51
Tablets with full browsers	130	11	\$57.73	\$5.25	8.46%	-	1	9.09%	\$57.73

### 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	5,405	306	\$1,946.37	\$6.36	5.66%	-	14	4.58%	\$139.03

# Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submission

10

Phone Call

4

## 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