

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

Island Laser

590-531-5768

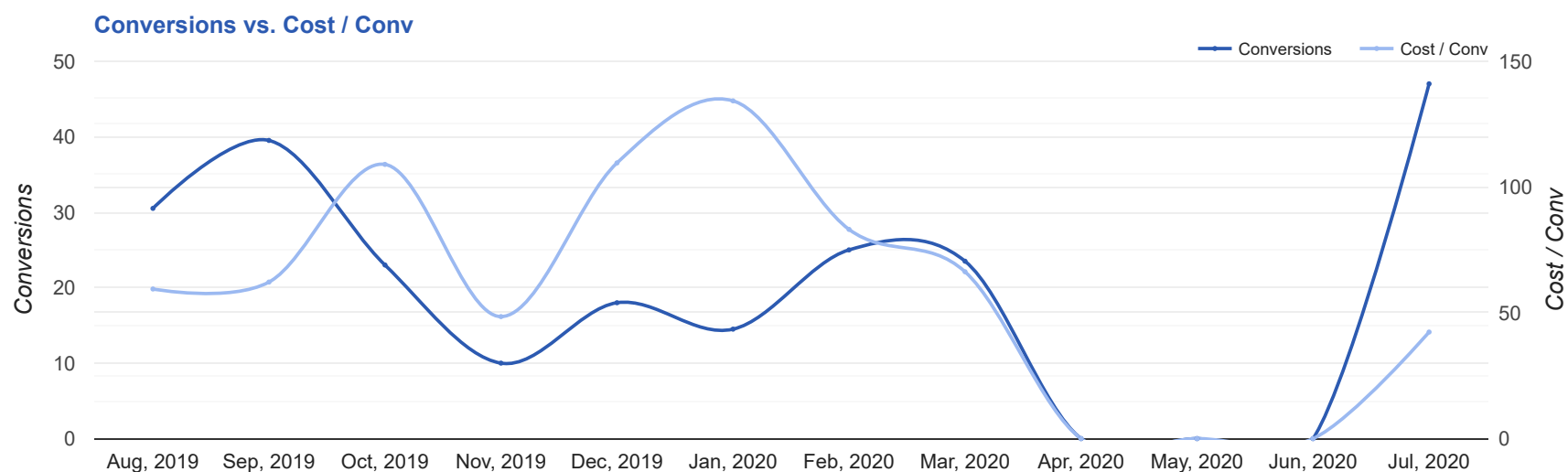
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,990	47	8.15%	\$42.35
↑ ∞	↑ ∞	↑ ∞	↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jul 2020 — 31 Jul 2020	7,711	577	\$1,990.30	\$3.45	7.48%	-	47	8.15%	\$42.35	41.01%
Change	7,711 ↑ ∞%	577 ↑ ∞%	\$1,990.30 ↑ ∞%	\$3.45 ↑ ∞%	7.48% ↑ ∞%	--	47 ↑ ∞%	8.15% ↑ ∞%	\$42.35 ↑ ∞%	41.01% ↑ ∞%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	18	8.53%	\$109.56	57.99%	
Jan '20	5,405	306	\$1,946.37	\$6.36	5.66%	-	14.5	4.74%	\$134.23	61.65%	
Feb '20	5,685	307	\$2,078.68	\$6.77	5.4%	-	25	8.14%	\$83.15	60.01%	
Mar '20	3,731	219	\$1,558.27	\$7.12	5.87%	-	23.5	10.73%	\$66.31	56.96%	
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Jun '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Jul '20	7,711	577	\$1,990.30	\$3.45	7.48%	-	47	8.15%	\$42.35	41.01%	
Total	61,389	3,344	\$16,807.95	\$5.03	5.45%	-	231	6.91%	\$72.76	30.47%	

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta smartlipo	4,779	325	\$501.22	\$1.54	6.8%	-	26.5	8.15%	\$18.91	36.95%
search beta emsculpt	2,932	252	\$1,489.08	\$5.91	8.59%	-	20.5	8.13%	\$72.64	50.05%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

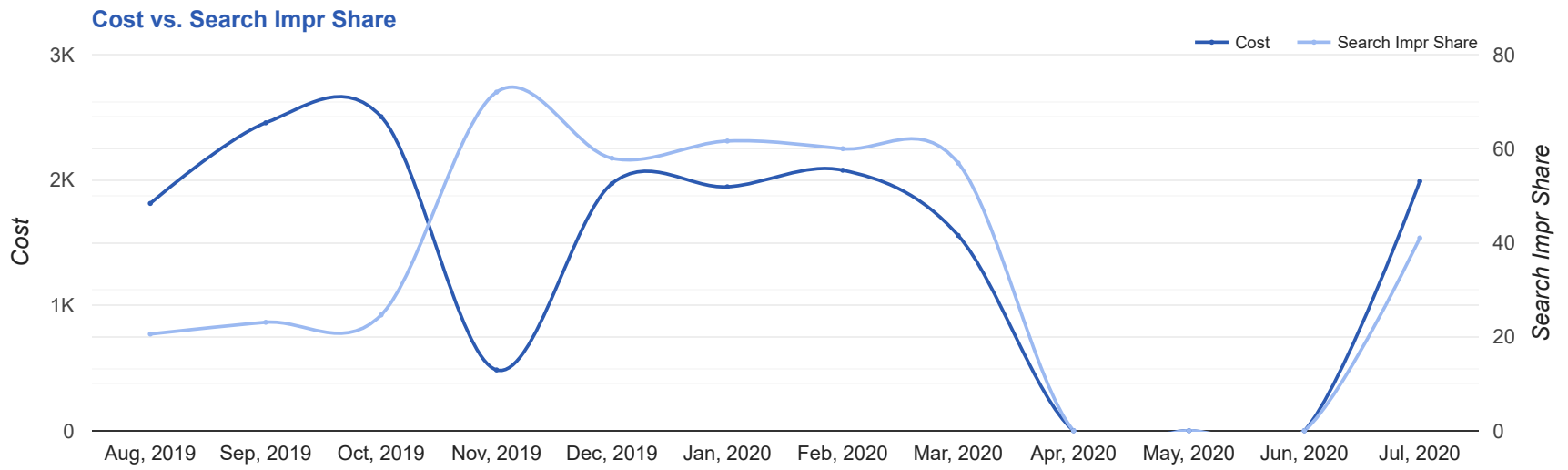
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Island Medical Laser} - Melt Away Fat: Body Contouring - Top Surgeon in Long Island islandlaser.com/ --/ -- Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	2,949	225	\$347.67	\$1.55	7.63%	-	19	8.44%	\$18.30
{Keyword:Island Medical Laser} - Best Price in Long Island - #1 Provider in Long Island islandlaser.com/ --/ -- Leading Emsculpt Provider in Long Island. Build Muscle + Burn Fat. Free Consultation	1,330	137	\$853.07	\$6.23	10.30%	-	9.5	6.93%	\$89.80
55% Off Emsculpt® Special - Our Lowest Pricing Ever - Island Medical Laser islandlaser.com/ Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	289	21	\$142.81	\$6.80	7.27%	-	4	19.05%	\$35.70
Smart Lipo Long Island - New Client Special - Top Surgeon in Long Island islandlaser.com/ Special: Lowest Price on Smart Lipo Guaranteed. Save 40% Off Laser Liposuction.	484	28	\$44.57	\$1.59	5.79%	-	3	10.71%	\$14.86
{Keyword:Island Medical Laser} - Non-Invasive Body Contouring - Our Lowest Pricing Ever islandlaser.com/ Emsculpt is a Non-Surgical Body Contouring Procedure That Reduces Fat and Builds Muscles	150	18	\$94.87	\$5.27	12.00%	-	2	11.11%	\$47.44

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

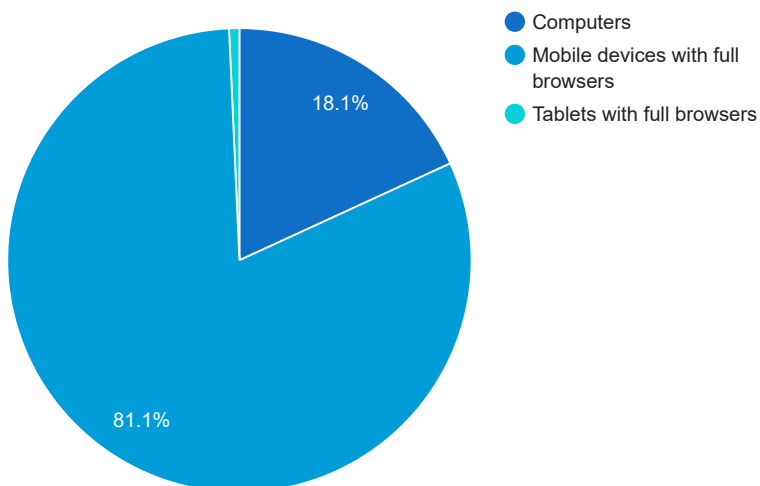
Budget Coverage



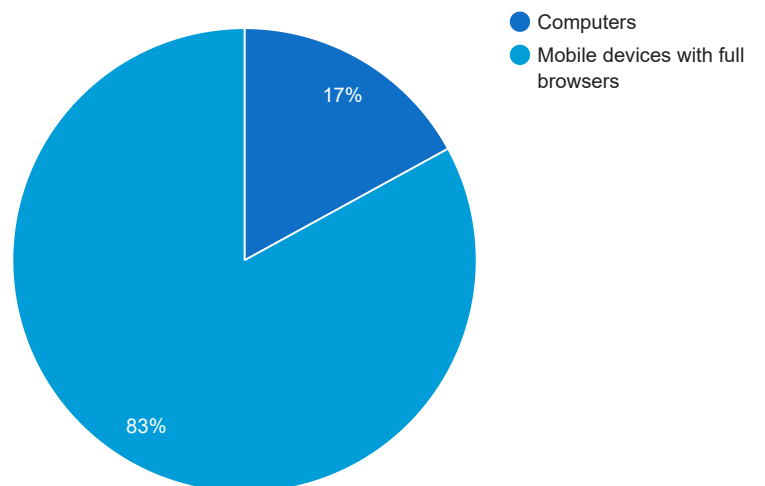
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	1,813.66	20.57
Sep, 2019	2,457.23	23.07
Oct, 2019	2,506.44	24.63
Nov, 2019	484.85	72.06
Dec, 2019	1,972.15	57.99
Jan, 2020	1,946.37	61.65
Feb, 2020	2,078.68	60.01
Mar, 2020	1,558.27	56.96
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,990.30	41.01

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	6,312	489	\$1,614.90	\$3.30	7.75%	-	39	7.98%	\$41.41
Computers	1,236	84	\$361.16	\$4.30	6.8%	-	8	9.52%	\$45.15
Tablets with full browsers	163	4	\$14.24	\$3.56	2.45%	-	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	7,711	577	\$1,990.30	\$3.45	7.48%	-	47	8.15%	\$42.35

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	38
Phone Call	8
Calls from ads	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