

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

Island Laser

590-531-5768

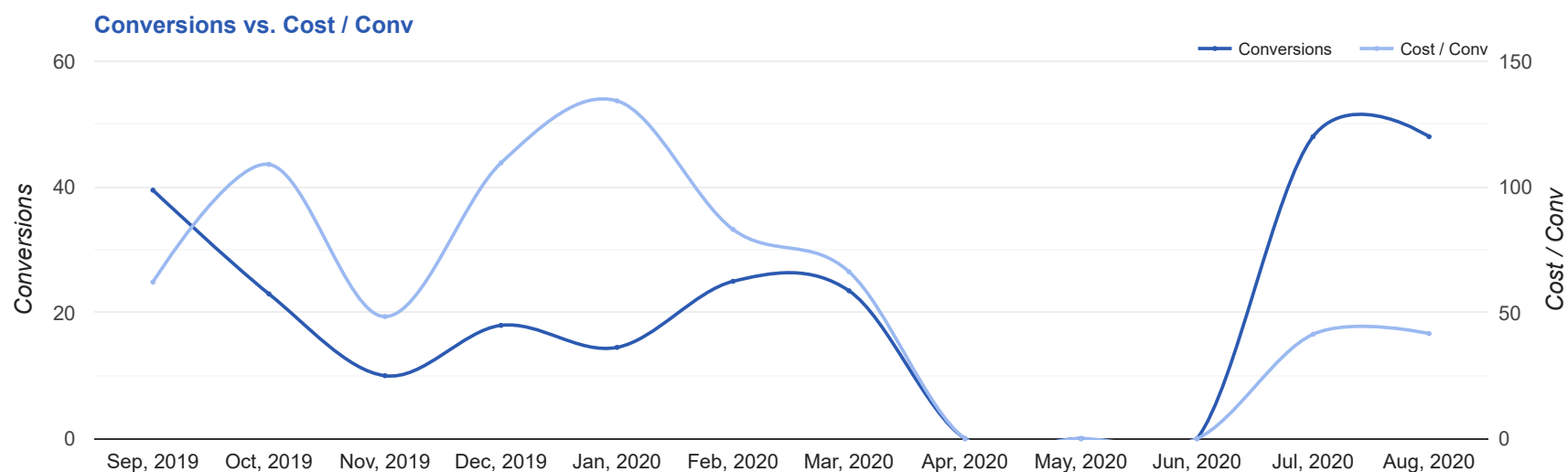
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,003	48	6.81%	\$41.74
↑ 1%	↔ 0%	↓ 18%	↑ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	7,711	577	\$1,990.30	\$3.45	7.48%	-	48	8.32%	\$41.46	40.78%
1 Aug 2020 — 31 Aug 2020	13,977	705	\$2,003.29	\$2.84	5.04%	-	48	6.81%	\$41.74	23.63%
Change	6,266 ↑ 81%	128 ↑ 22%	\$12.99 ↑ 1%	\$0.61 ↓ 18%	2.44% ↓ 33%	--	0 ↔ 0%	1.51% ↓ 18%	\$0.28 ↑ 1%	17.15% ↓ 42%

Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	48	8.32%	\$41.46	40.78%	
Aug '20	13,977	705	\$2,003.29	\$2.84	5.04%	-	48	6.81%	\$41.74	23.63%	
Total	64,142	3,512	\$16,997.58	\$4.84	5.48%	-	249.5	7.1%	\$68.13	31.12%	

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta emsculpt	5,030	284	\$1,499.98	\$5.28	5.65%	-	25	8.8%	\$60.00	25.21%
search beta smartlipo	8,947	421	\$503.31	\$1.20	4.71%	-	23	5.46%	\$21.88	22.82%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

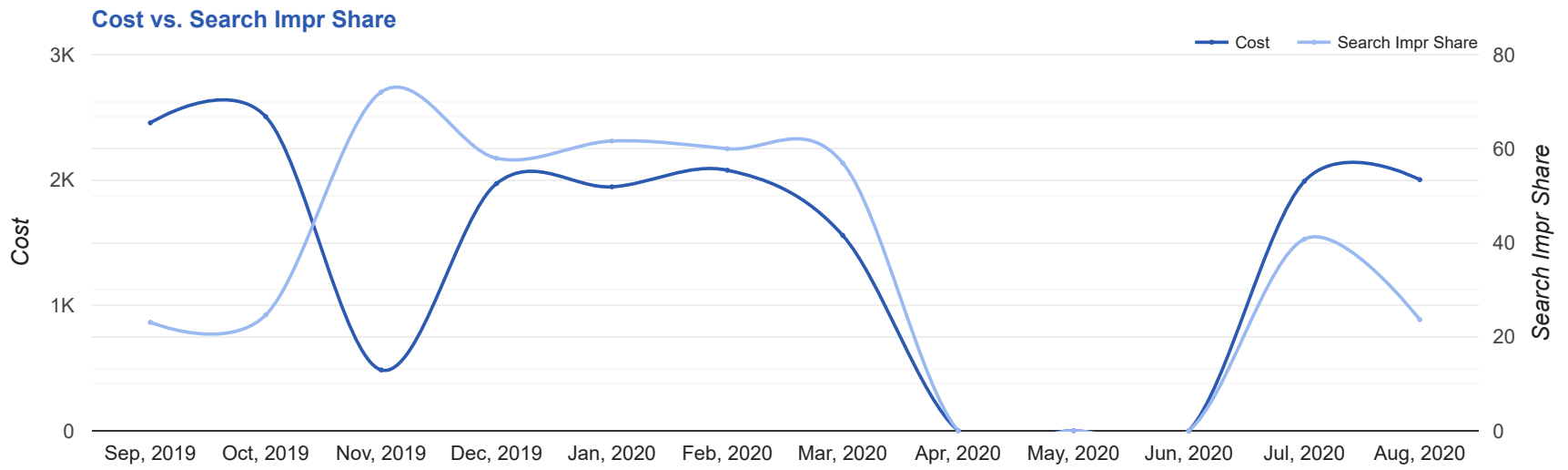
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Island Medical Laser - Melt Away Fat: Body Contouring - Top Surgeon in Long Island islandlaser.com/ --/ -- Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	4,731	226	\$245.61	\$1.09	4.78%	-	10.7	4.72%	\$23.02
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	1,154	73	\$553.45	\$7.58	6.33%	-	10	13.70%	\$55.35
{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.	2,225	99	\$134.48	\$1.36	4.45%	-	8	8.08%	\$16.81
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	1,809	90	\$277.67	\$3.09	4.98%	-	5	5.56%	\$55.53
{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	141	12	\$73.76	\$6.15	8.51%	-	3	25.00%	\$24.59

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

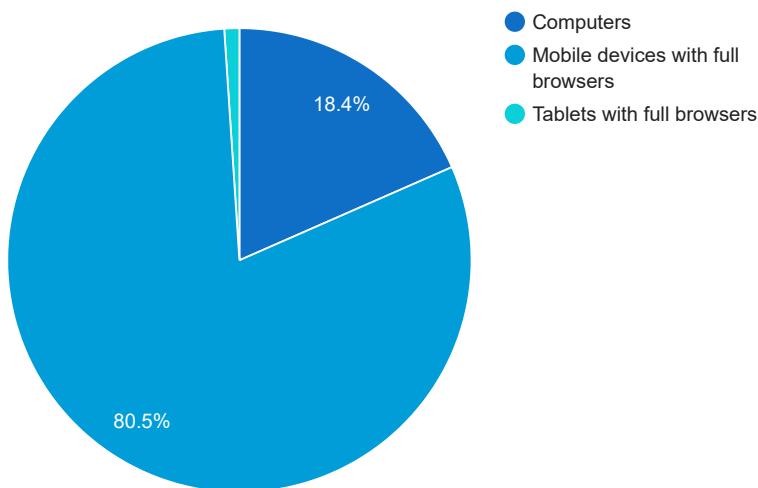
Budget Coverage



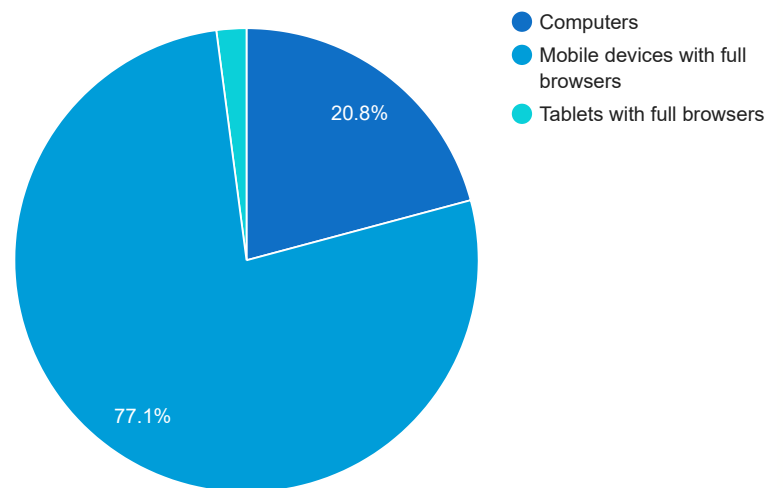
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	2,457.23	23.07
Oct, 2019	2,506.44	24.63
Nov, 2019	484.85	72.06
Dec, 2019	1,972.15	57.99
Jan, 2020	1,946.37	61.65
Feb, 2020	2,078.68	60.01
Mar, 2020	1,558.27	56.96
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,990.30	40.78
Aug, 2020	2,003.29	23.63

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	11,585	602	\$1,613.23	\$2.68	5.2%	-	37	6.15%	\$43.60
Computers	2,044	92	\$369.09	\$4.01	4.5%	-	10	10.87%	\$36.91
Tablets with full browsers	348	11	\$20.97	\$1.91	3.16%	-	1	9.09%	\$20.97

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	13,977	705	\$2,003.29	\$2.84	5.04%	-	48	6.81%	\$41.74

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Form Submission

37

Phone Call

11

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