

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

Island Laser

590-531-5768

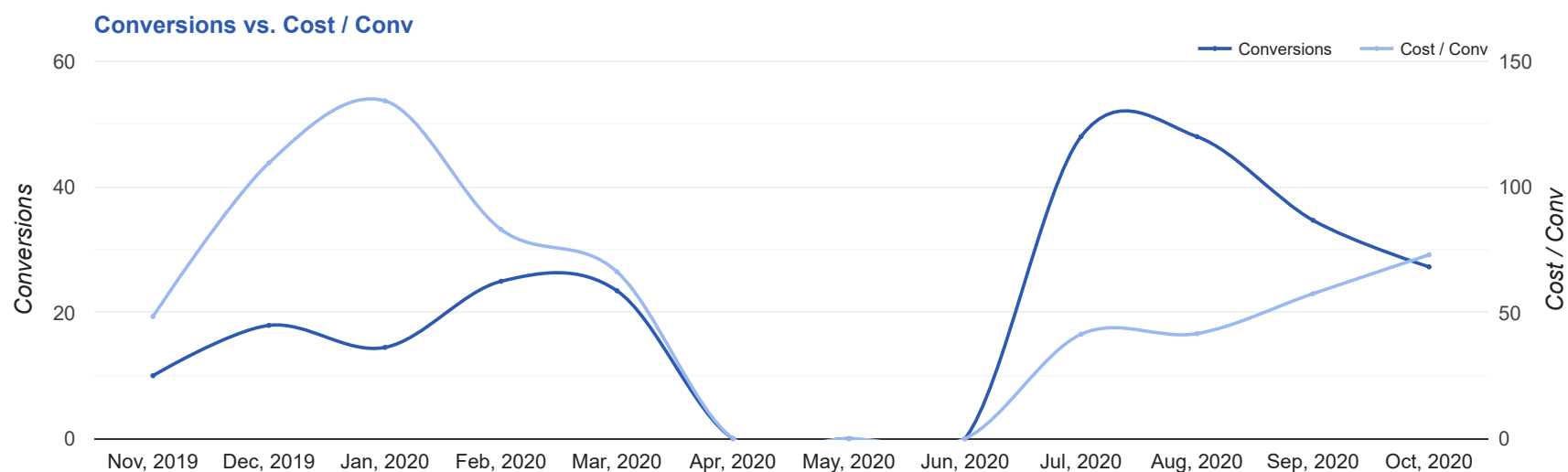
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,997	27.3	4.6%	\$73.06
↔ 0%	↓ 21%	↓ 12%	↑ 27%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	14,277	662	\$1,997.78	\$3.02	4.64%	-	34.7	5.24%	\$57.62	26.56%
1 Oct 2020 — 31 Oct 2020	13,447	594	\$1,996.60	\$3.36	4.42%	-	27.3	4.6%	\$73.06	20.41%
Change	830 ↓ 6%	68 ↓ 10%	\$1.18 ↓ 0%	\$0.34 ↑ 11%	0.22% ↓ 5%	--	7.34 ↓ 21%	0.64% ↓ 12%	\$15.44 ↑ 27%	6.15% ↓ 23%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	23.69%
Sep '20	14,277	662	\$1,997.78	\$3.02	4.64%	-	34.7	5.24%	\$57.62	26.56%
Oct '20	13,447	594	\$1,996.60	\$3.36	4.42%	-	27.3	4.6%	\$73.06	20.41%
Total	69,328	3,669	\$16,028.29	\$4.37	5.29%	-	249	6.79%	\$64.37	30.05%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta smartlipo	9,015	364	\$498.76	\$1.37	4.04%	-	17	4.67%	\$29.34	18.69%
search beta emsculpt	4,432	230	\$1,497.84	\$6.51	5.19%	-	10.3	4.49%	\$145.00	25.09%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

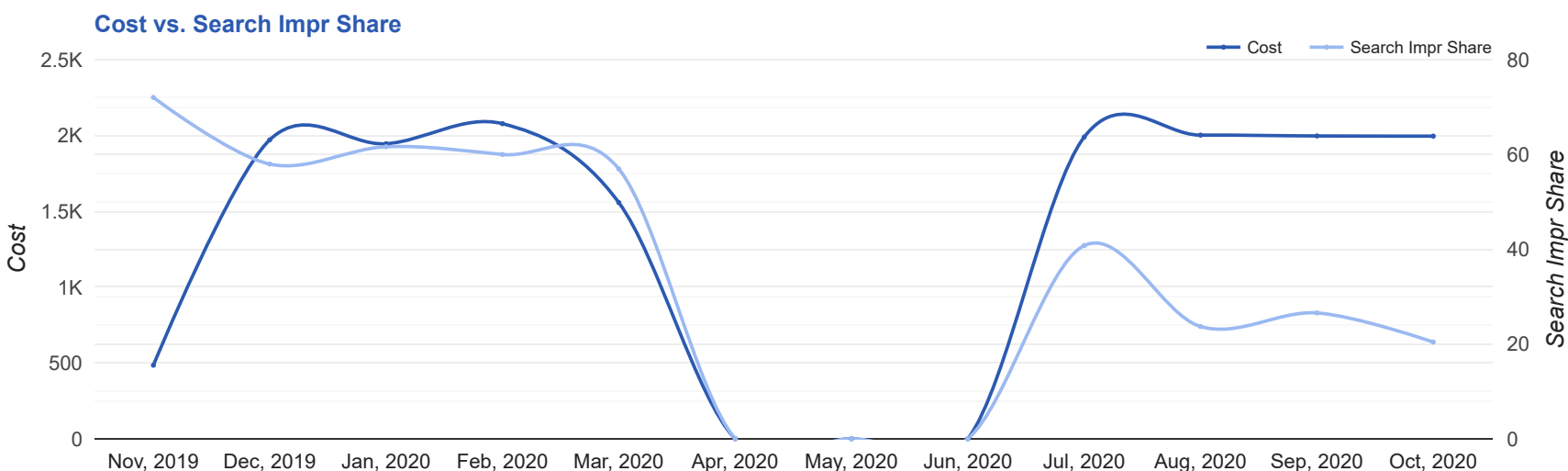
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Island Medical Laser} - Melt Away Fat: Body Contouring - Top Surgeon in Long Island islandlaser.com/ --/ -- Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	1,920	76	\$103.58	\$1.36	3.96%	-	5	6.58%	\$20.72
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	2,308	120	\$497.27	\$4.14	5.20%	-	4	3.33%	\$124.32
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.	5,496	221	\$299.34	\$1.35	4.02%	-	4	1.81%	\$74.83
Laser Lipo: 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.	819	29	\$38.62	\$1.33	3.54%	-	4	13.79%	\$9.65
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	448	24	\$309.52	\$12.90	5.36%	-	2.3	9.71%	\$132.84

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

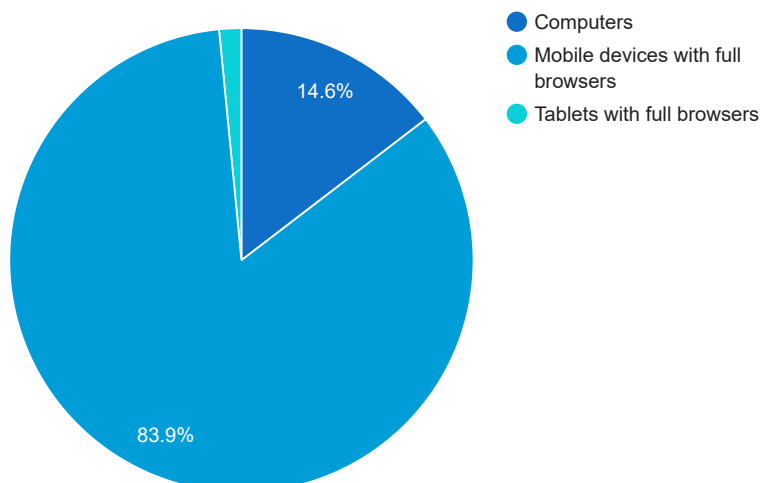
Budget Coverage



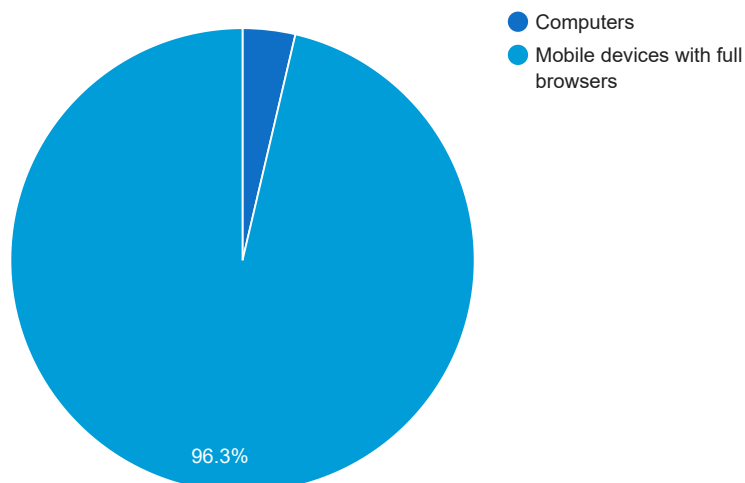
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	484.85	72.06
Dec, 2019	1,972.15	57.99
Jan, 2020	1,946.37	61.65
Feb, 2020	2,078.68	60.01
Mar, 2020	1,558.27	56.96
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,990.30	40.78
Aug, 2020	2,003.29	23.69
Sep, 2020	1,997.78	26.56
Oct, 2020	1,996.60	20.41

Cost and Conversions by Device

Cost



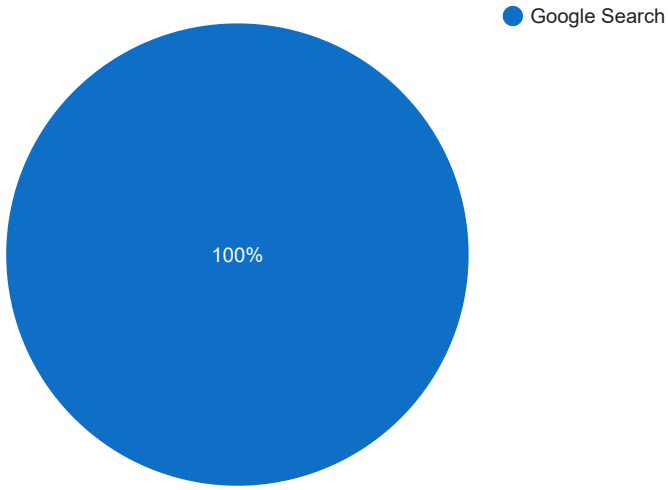
Conversions



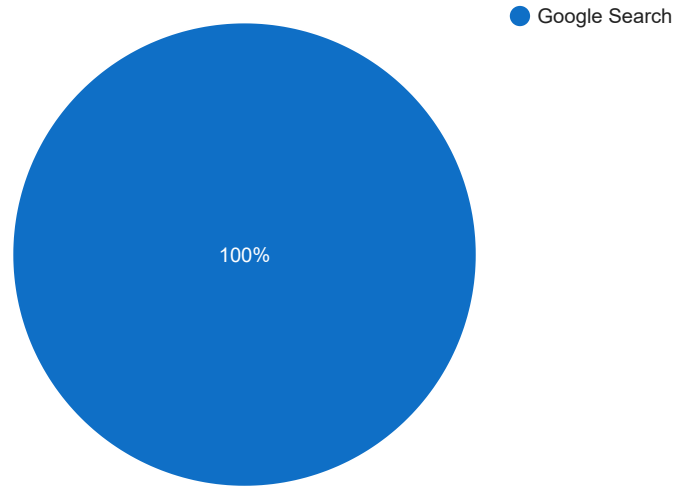
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	11,212	520	\$1,674.30	\$3.22	4.64%	-	26.3	5.06%	\$63.59
Computers	1,884	56	\$291.51	\$5.21	2.97%	-	1	1.79%	\$291.51
Tablets with full browsers	351	18	\$30.79	\$1.71	5.13%	-	0	0%	\$0.00

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	13,447	594	\$1,996.60	\$3.36	4.42%	-	27.3	4.6%	\$73.06

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	21.3
Phone Call	5
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