

**Monthly Account
Performance Report
1 Nov 2020 — 30 Nov 2020**

Island Laser

590-531-5768

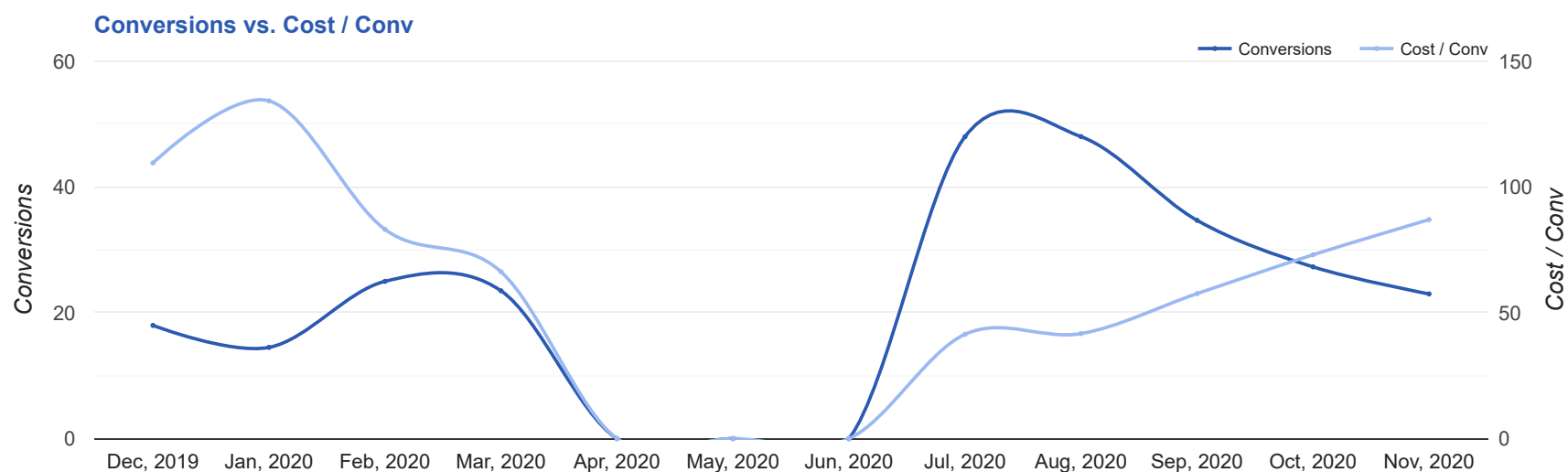
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,002	23	4.88%	\$87.03
↔ 0%	↓ 16%	↑ 6%	↑ 19%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	13,447	594	\$1,996.60	\$3.36	4.42%	-	27.3	4.6%	\$73.06	20.34%
1 Nov 2020 — 30 Nov 2020	11,031	471	\$2,001.66	\$4.25	4.27%	-	23	4.88%	\$87.03	18.97%
Change	2,416 ↓ 18%	123 ↓ 21%	\$5.06 ↑ 0%	\$0.89 ↑ 26%	0.15% ↓ 3%	--	4.33 ↓ 16%	0.28% ↑ 6%	\$13.97 ↑ 19%	1.37% ↓ 7%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	20.34%	
Nov '20	11,031	471	\$2,001.66	\$4.25	4.27%	-	23	4.88%	\$87.03	18.97%	
Total	79,116	4,052	\$17,545.10	\$4.33	5.12%	-	262	6.47%	\$66.97	27.53%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta emsculpt	4,076	192	\$1,499.37	\$7.81	4.71%	-	12	6.25%	\$124.95	27.07%
search beta smartlipo	6,955	279	\$502.29	\$1.80	4.01%	-	11	3.94%	\$45.66	16.16%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

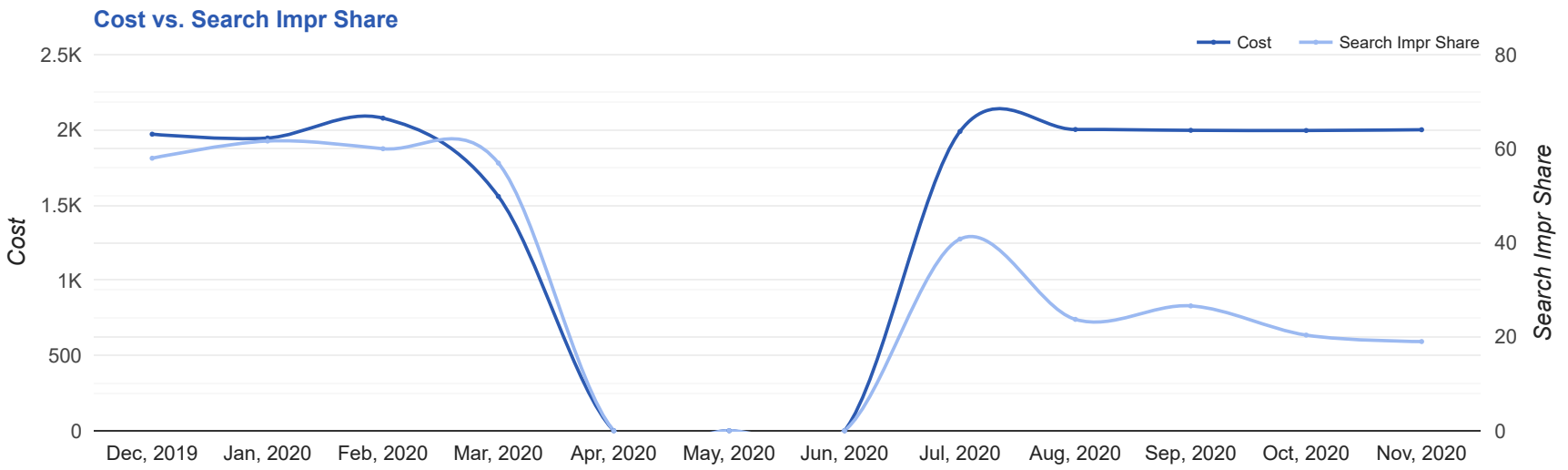
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Island Medical Laser - Melt Away Fat: Body Contouring - Top Surgeon in Long Island islandlaser.com/ --/ -- Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	4,596	200	\$365.47	\$1.83	4.35%	-	7.5	3.75%	\$48.73
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	281	22	\$272.76	\$12.40	7.83%	-	4	18.18%	\$68.19
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	2,248	93	\$479.08	\$5.15	4.14%	-	2.7	2.87%	\$179.43
{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.	1,038	28	\$40.21	\$1.44	2.70%	-	2.5	8.93%	\$16.08
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	682	32	\$229.22	\$7.16	4.69%	-	2.3	7.28%	\$98.38

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

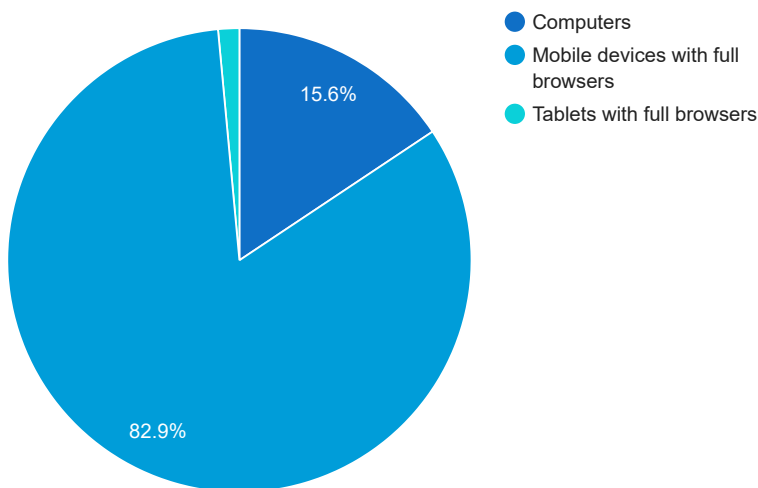
Budget Coverage



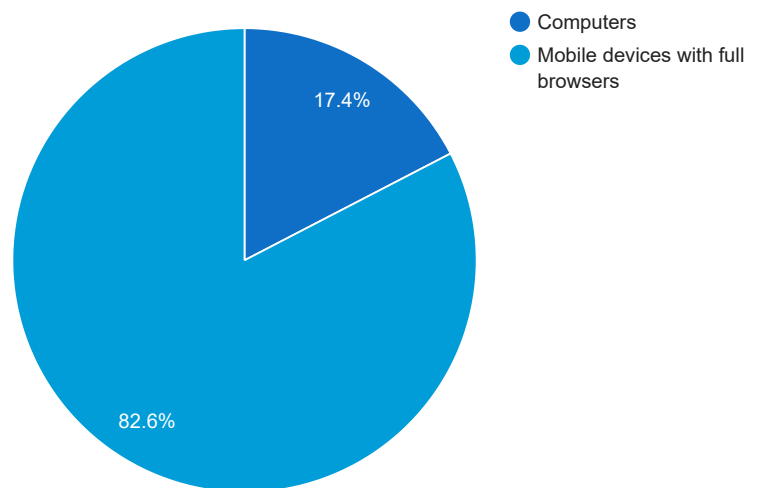
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	1,972.15	57.99
Jan, 2020	1,946.37	61.65
Feb, 2020	2,078.68	60.01
Mar, 2020	1,558.27	56.96
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,990.30	40.78
Aug, 2020	2,003.29	23.69
Sep, 2020	1,997.78	26.56
Oct, 2020	1,996.60	20.34
Nov, 2020	2,001.66	18.97

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	9,201	397	\$1,658.97	\$4.18	4.31%	-	19	4.79%	\$87.31
Computers	1,560	62	\$313.18	\$5.05	3.97%	-	4	6.45%	\$78.30
Tablets with full browsers	270	12	\$29.51	\$2.46	4.44%	-	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	11,031	471	\$2,001.66	\$4.25	4.27%	-	23	4.88%	\$87.03

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	20
Click to Call	2
Phone Call	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