

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

Island Laser

590-531-5768

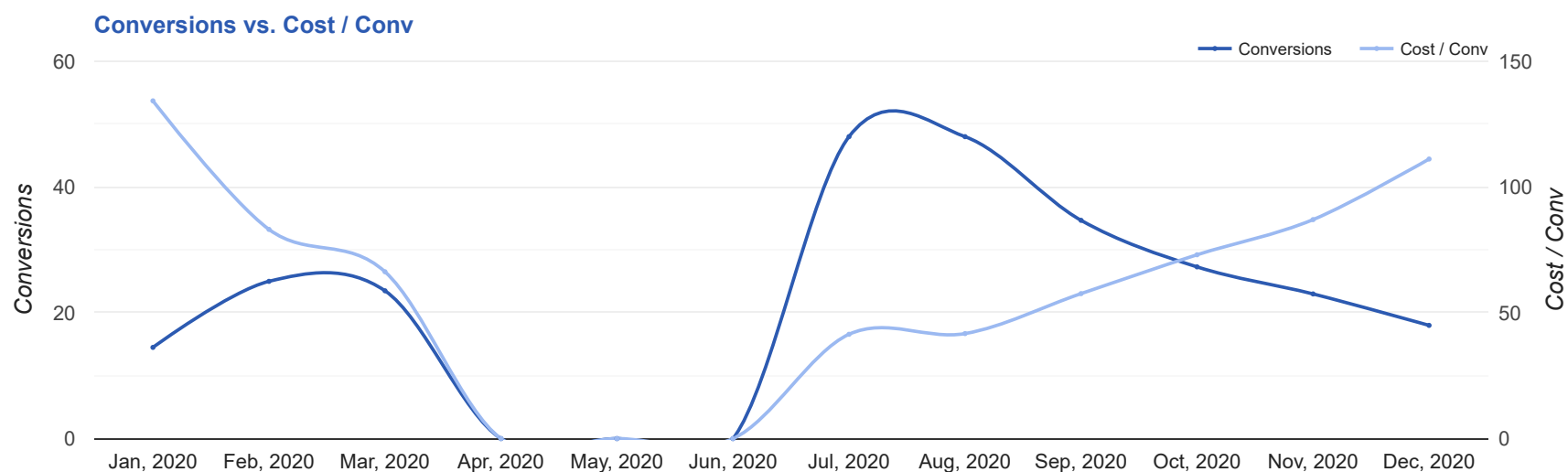
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	18	4.05%	\$1111.11
↔ 0%	↓ 22%	↓ 17%	↑ 28%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	11,031	471	\$2,001.66	\$4.25	4.27%	-	23	4.88%	\$87.03	18.99%
1 Dec 2020 — 31 Dec 2020	10,598	444	\$1,999.98	\$4.50	4.19%	-	18	4.05%	\$111.11	18.17%
Change	433 ↓ 4%	27 ↓ 6%	\$1.68 ↓ 0%	\$0.25 ↑ 6%	0.08% ↓ 2%	--	5 ↓ 22%	0.83% ↓ 17%	\$24.08 ↑ 28%	0.82% ↓ 4%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	18.99%	
Dec '20	10,598	444	\$1,999.98	\$4.50	4.19%	-	18	4.05%	\$111.11	18.17%	
Total	85,862	4,285	\$17,572.93	\$4.10	4.99%	-	262	6.11%	\$67.07	25.33%	

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta emsculpt	4,503	174	\$1,499.88	\$8.62	3.86%	-	11	6.32%	\$136.35	26.39%
search beta smartlipo	6,095	270	\$500.10	\$1.85	4.43%	-	7	2.59%	\$71.44	14.77%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

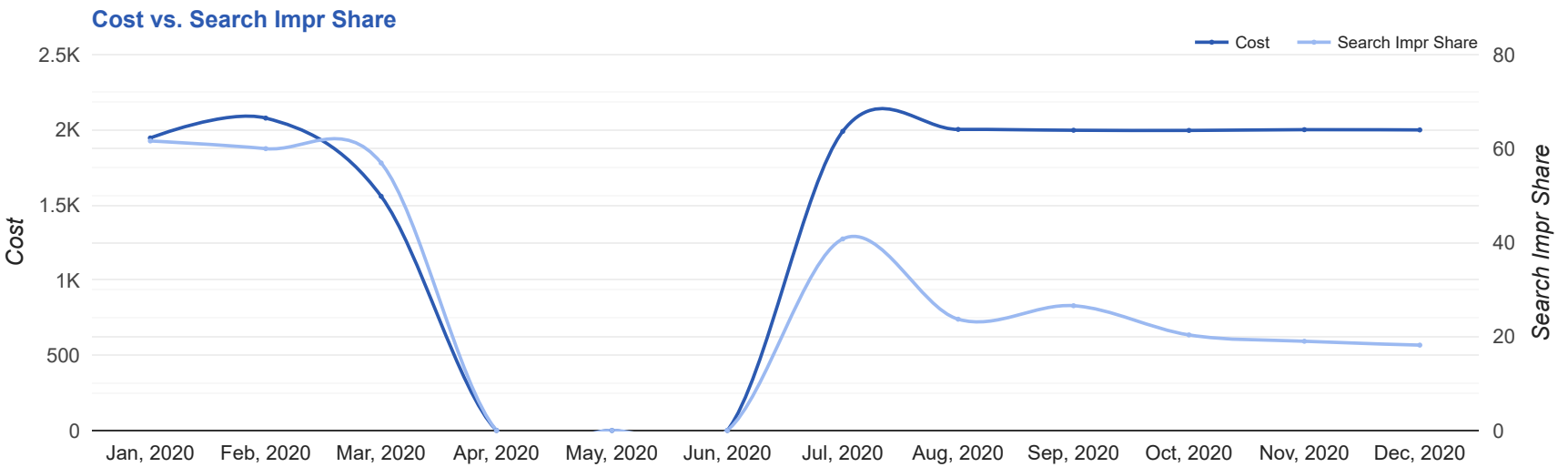
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Island Medical Laser - Melt Away Fat: Body Contouring - Top Surgeon in Long Island islandlaser.com/ --/ -- Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	4,018	184	\$344.25	\$1.87	4.58%	-	6	3.26%	\$57.38
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	2,276	80	\$385.86	\$4.82	3.51%	-	3	3.75%	\$128.62
{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	125	11	\$142.93	\$12.99	8.80%	-	2	18.18%	\$71.47
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	1,003	17	\$156.88	\$9.23	1.69%	-	2	11.76%	\$78.44
{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	56	9	\$111.92	\$12.44	16.07%	-	1	11.11%	\$111.92

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

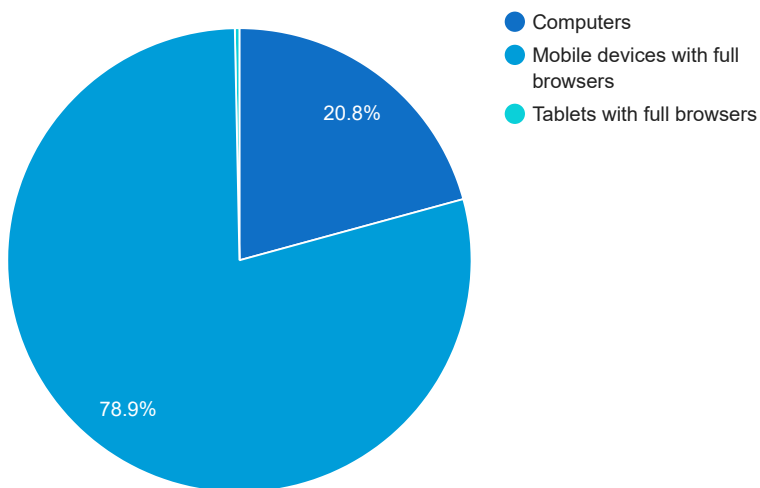
Budget Coverage



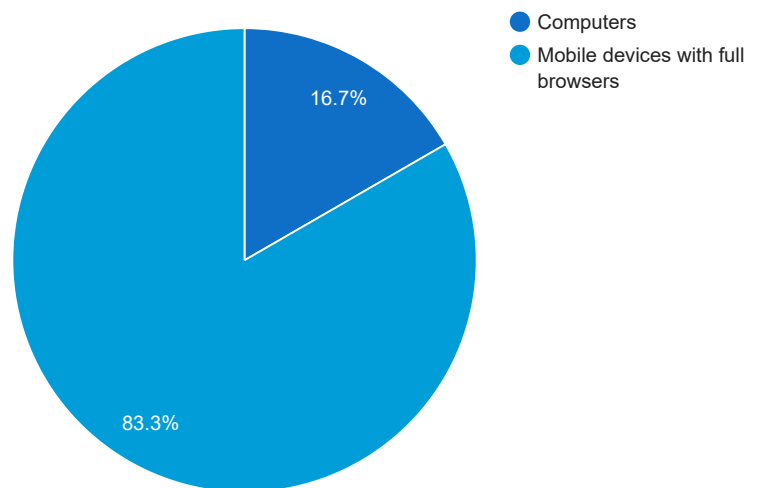
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	1,946.37	61.65
Feb, 2020	2,078.68	60.01
Mar, 2020	1,558.27	56.96
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,990.30	40.78
Aug, 2020	2,003.29	23.69
Sep, 2020	1,997.78	26.56
Oct, 2020	1,996.60	20.34
Nov, 2020	2,001.66	18.99
Dec, 2020	1,999.98	18.17

Cost and Conversions by Device

Cost



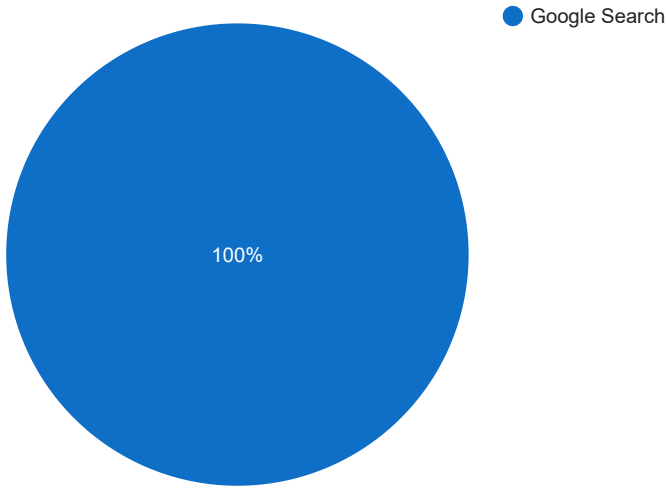
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,699	384	\$1,578.56	\$4.11	4.41%	-	15	3.91%	\$105.24
Computers	1,640	55	\$415.08	\$7.55	3.35%	-	3	5.45%	\$138.36
Tablets with full browsers	259	5	\$6.34	\$1.27	1.93%	-	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	10,598	444	\$1,999.98	\$4.50	4.19%	-	18	4.05%	\$111.11

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	14
Click to Call	2
Phone Call	2

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