

**Monthly Account
Performance Report
1 May 2021 — 31 May 2021**

Jandalis - Infant Ear -

272-450-4438

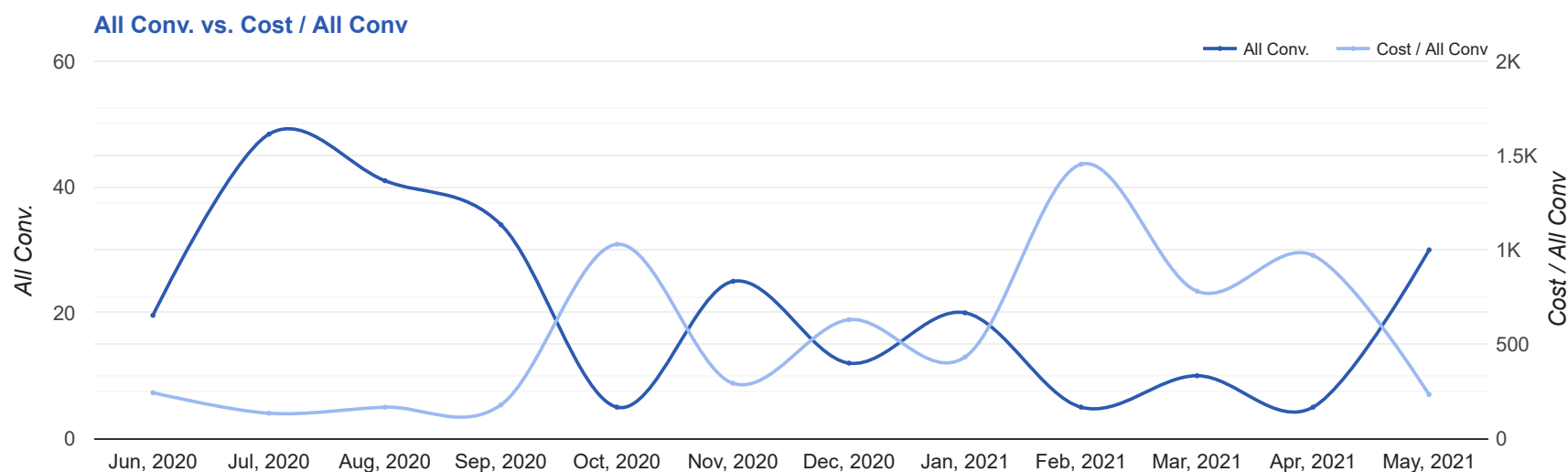
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$7,004	30	4.35%	\$233.48
↑ 44%	↑ 500%	↑ 444%	↓ 76%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	10,029	625	\$4,854.01	\$7.77	6.23%	-	0.8%	\$970.80	5
1 May 2021 — 31 May 2021	13,948	690	\$7,004.36	\$10.15	4.95%	-	4.35%	\$233.48	30
Change	3,919 ↑ 39%	65 ↑ 10%	\$2,150.35 ↑ 44%	\$2.38 ↑ 31%	1.28% ↓ 21%	0 ↔ -	3.55% ↑ 444%	\$737.32 ↓ 76%	25 ↑ 500%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jun '20	19,631	1,207	\$4,770.96	\$3.95	6.15%	-	19.6	1.62%	\$243.42
Jul '20	25,909	1,945	\$6,506.91	\$3.35	7.51%	-	48.4	2.49%	\$134.44
Aug '20	29,832	2,279	\$6,825.28	\$2.99	7.64%	-	41	1.8%	\$166.47
Sep '20	26,092	1,809	\$6,085.23	\$3.36	6.93%	-	34	1.88%	\$178.98
Oct '20	17,533	932	\$5,148.19	\$5.52	5.32%	-	5	0.54%	\$1,029.64
Nov '20	27,124	1,427	\$7,329.01	\$5.14	5.26%	-	25	1.75%	\$293.16
Dec '20	25,990	1,386	\$7,561.54	\$5.46	5.33%	-	12	0.87%	\$630.13
Jan '21	26,127	1,507	\$8,651.80	\$5.74	5.77%	-	20	1.33%	\$432.59
Feb '21	23,669	1,049	\$7,268.56	\$6.93	4.43%	-	5	0.48%	\$1,453.71
Mar '21	22,162	1,163	\$7,811.30	\$6.72	5.25%	-	10	0.86%	\$781.13
Apr '21	10,029	625	\$4,854.01	\$7.77	6.23%	-	5	0.8%	\$970.80
May '21	13,948	690	\$7,004.36	\$10.15	4.95%	-	30	4.35%	\$233.48
Total	268,046	16,019	\$79,817.15	\$4.98	5.98%	-	255	1.59%	\$313.01

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta emsculpt neo	6,853	403	\$3,289.98	\$8.16	5.88%	-	17	4.22%	\$193.53
search beta ear molding nyc	5,175	221	\$2,867.20	\$12.97	4.27%	-	8	3.62%	\$358.40
search beta ear molding ct	1,920	66	\$847.18	\$12.84	3.44%	-	5	7.58%	\$169.44

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
ear molding nyc	5	5	\$69.07	\$13.81	100.00%	-	1.5	30.00%	\$46.05
emsculpt neo	174	23	\$167.36	\$7.28	13.22%	-	1	4.35%	\$167.36
ultrasound cavitation	6	2	\$10.23	\$5.12	33.33%	-	1	50.00%	\$10.23
ear surgery types	1	1	\$6.36	\$6.36	100.00%	-	1	100.00%	\$6.36
emsculpt ct	26	10	\$114.23	\$11.42	38.46%	-	1	10.00%	\$114.23
small ear surgery	1	2	\$47.20	\$23.60	200.00%	-	1	50.00%	\$47.20
emsculpt	311	30	\$117.66	\$3.92	9.65%	-	1	3.33%	\$117.66
ear pinning surgery cost	1	1	\$7.26	\$7.26	100.00%	-	1	100.00%	\$7.26
ear lobe surgery	1	1	\$16.63	\$16.63	100.00%	-	1	100.00%	\$16.63
body contouring manchester	1	2	\$18.28	\$9.14	200.00%	-	1	50.00%	\$18.28

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Emsculpt NEO Trumbull, CT - #1 in Body Contouring - Build Muscle + Burn Fat jandali.mysculpt.net// RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals	1,077	96	\$871.09	\$9.07	8.91%	-	9	9.38%	\$96.79
Correct Infant Ear Deformities - Non-Surgical, Safe, Pain-Free - Ear Molding for Babies earmolding.mysculpt.net// Non-Surgical Ear Deformity Correction for Newborns Under 3 Months. Don't Wait. Contact Us	1,118	50	\$703.74	\$14.07	4.47%	-	3.5	7.00%	\$201.07
{Keyword:Jandali Plastic Surgery} - Correct Infant Ear Deformities - Non-Surgical Procedure earmolding.mysculpt.net// Dr. Shareef Jandali Specializes In Infant Ear Molding And Newborn Ear Correction.	1,570	65	\$1,229.90	\$18.92	4.14%	-	3	4.62%	\$409.97
Jandali Plastic Surgery - Best Price in Trumbull, CT - #1 Provider in Trumbull, CT jandali.mysculpt.net/ -- -- Leading Emsculpt Provider in Trumbull, CT. Build Muscle + Burn Fat. Free Consultation.	845	76	\$641.80	\$8.44	8.99%	-	2.5	3.29%	\$256.72
Correct Newborn Prominent Ears - Safe Ear Molding for Babies - Non-Surgical Procedure earmolding.mysculpt.net// Ear Deformity Correction for Newborns Under 3 Months. Earlier Treatment is Better.	191	10	\$127.57	\$12.76	5.24%	-	2	20.00%	\$63.78

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

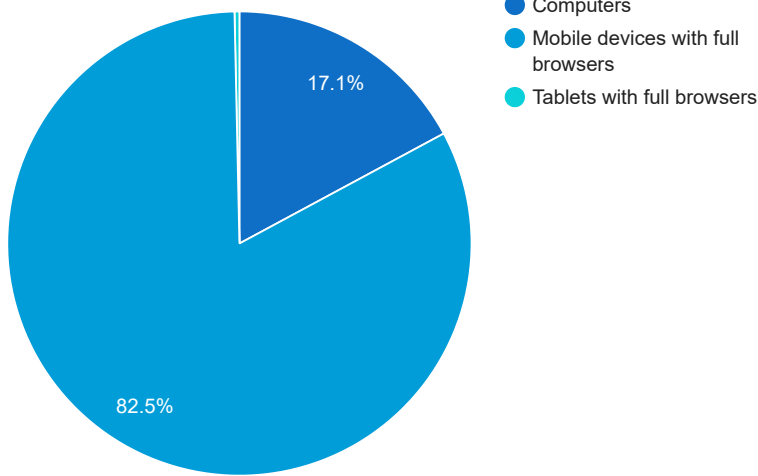
Search Impr Share

47.46%

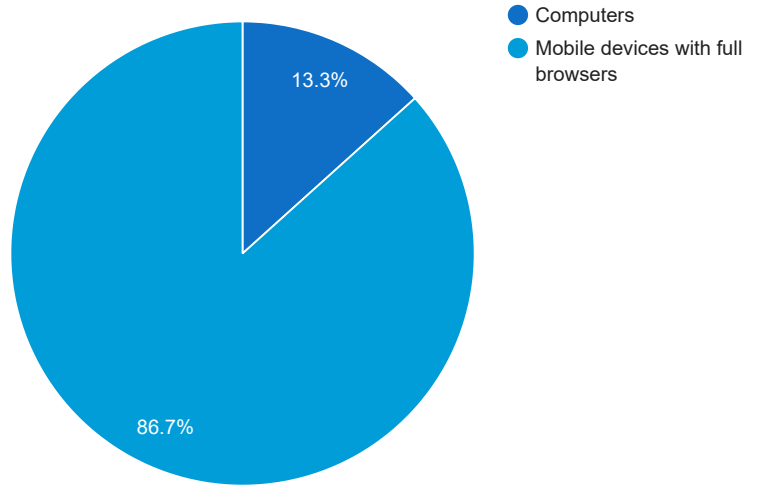
↑ 7%

Cost and Conversions by Device

Cost



All Conv.



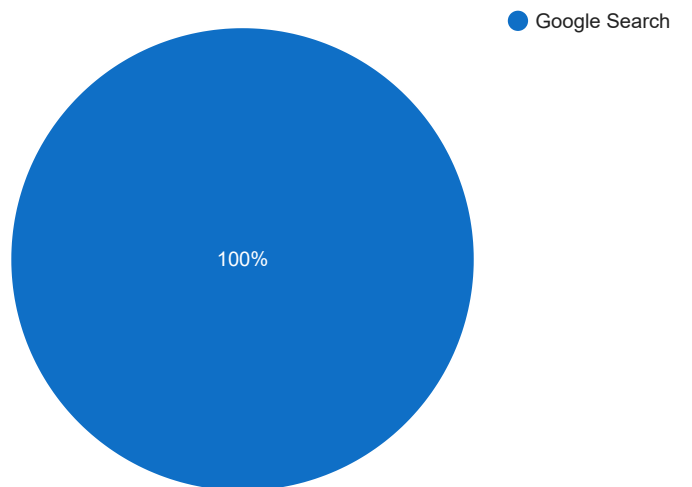
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	11,216	576	\$5,780.09	\$10.03	5.14%	-	26	4.51%	\$222.31
Computers	2,564	109	\$1,200.56	\$11.01	4.25%	-	4	3.67%	\$300.14
Tablets with full browsers	168	5	\$23.71	\$4.74	2.98%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	13,948	690	\$7,004.36	\$10.15	4.95%	-	30	4.35%	\$233.48

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	24
Click to Call	3
Calls from Website Ear Molding	1
Phone calls from ad	1
Call From Ads (MS)	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