

**Monthly Account
Performance Report
1 Jun 2021 — 30 Jun 2021**

Jandalis - Infant Ear -

272-450-4438

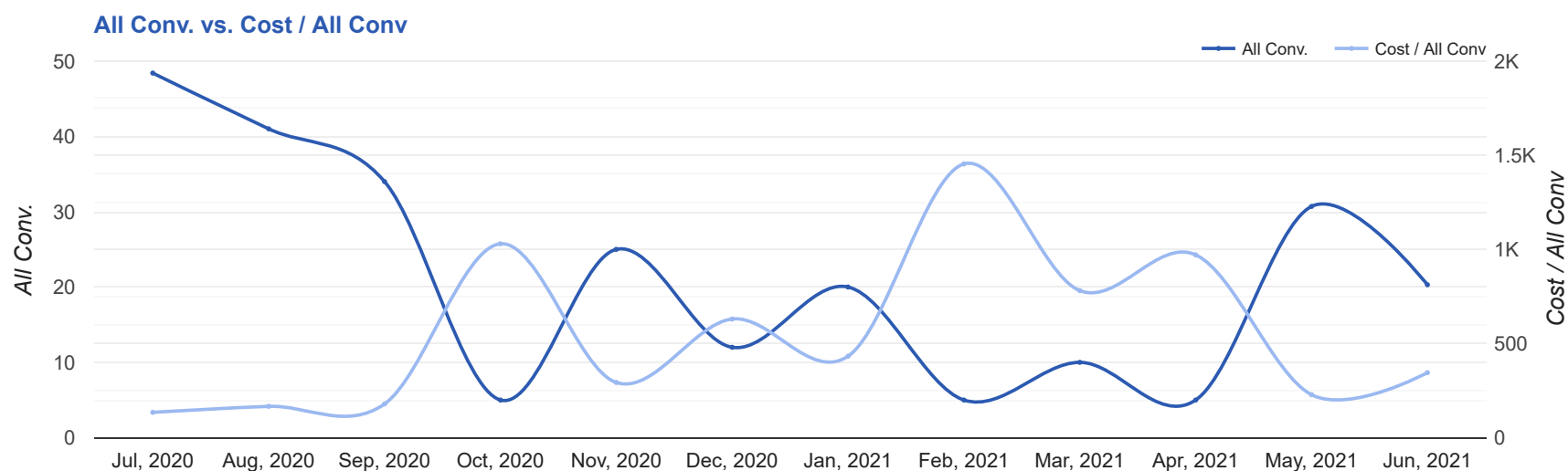
Key Performance Indicators (KPIs)

| | | | |
|---------|-----------|----------------|-----------------|
| Cost | All Conv. | All Conv. Rate | Cost / All Conv |
| \$7,023 | 20.3 | 2.86% | \$345.45 |
| ↔ 0% | ↓ 34% | ↓ 36% | ↑ 51% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. RATE | COST / ALL CONV | ALL CONV. |
|--------------------------|------------|------------|-----------------|----------------|---------------|----------|----------------|-------------------|----------------|
| 1 May 2021 — 31 May 2021 | 13,948 | 690 | \$7,004.36 | \$10.15 | 4.95% | - | 4.44% | \$228.38 | 30.7 |
| 1 Jun 2021 — 30 Jun 2021 | 13,916 | 711 | \$7,022.95 | \$9.88 | 5.11% | - | 2.86% | \$345.45 | 20.3 |
| Change | 32 ↓ 0% | 21 ↑ 3% | \$18.59 ↑ 0% | \$0.27 ↓ 3% | 0.16% ↑ 3% | 0 ↔ - | 1.58% ↓ 36% | \$117.07 ↑ 51% | 10.34 ↓ 34% |

Performance by Month - 1 Jul 2020 — 30 Jun 2021



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|--------------|----------------|---------------|--------------------|---------------|--------------|----------|--------------|----------------|-----------------|
| 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% | - | 30.7 | 4.44% | \$228.38 |
| Jun '21 | 13,916 | 711 | \$7,022.95 | \$9.88 | 5.11% | - | 20.3 | 2.86% | \$345.45 |
| Total | 262,331 | 15,523 | \$82,069.14 | \$5.29 | 5.92% | - | 256.4 | 1.65% | \$320.08 |

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|-----------------------------------|-------|--------|------------|---------|-------|---------|-----------|----------------|-----------------|
| search beta emsculpt neo | 5,028 | 314 | \$2,821.79 | \$8.99 | 6.25% | - | 9.3 | 2.97% | \$302.44 |
| search beta ear molding nyc | 5,224 | 240 | \$2,434.89 | \$10.15 | 4.59% | - | 6 | 2.5% | \$405.82 |
| search beta ear molding ct | 1,477 | 71 | \$1,240.24 | \$17.47 | 4.81% | - | 4 | 5.63% | \$310.06 |
| search beta coolsculpting | 2,187 | 86 | \$526.03 | \$6.12 | 3.93% | - | 1 | 1.16% | \$526.03 |

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

| SEARCH TERM | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|--------------------------------|------|--------|----------|---------|---------|---------|-----------|----------------|-----------------|
| protruding ears baby | 1 | 1 | \$9.38 | \$9.38 | 100.00% | - | 1 | 100.00% | \$9.38 |
| emsculpt neo | 126 | 15 | \$148.72 | \$9.91 | 11.90% | - | 1 | 6.67% | \$148.72 |
| ear lidding | 1 | 1 | \$12.90 | \$12.90 | 100.00% | - | 1 | 100.00% | \$12.90 |
| ways to lose belly fat | 2 | 1 | \$11.08 | \$11.08 | 50.00% | - | 1 | 100.00% | \$11.08 |
| lipo 360 | 7 | 3 | \$14.24 | \$4.75 | 42.86% | - | 1 | 33.33% | \$14.24 |
| body conturing | 2 | 2 | \$30.08 | \$15.04 | 100.00% | - | 1 | 50.00% | \$30.08 |
| non surgical belly fat removal | 1 | 1 | \$5.63 | \$5.63 | 100.00% | - | 1 | 100.00% | \$5.63 |
| emsculpt | 249 | 21 | \$83.43 | \$3.97 | 8.43% | - | 1 | 4.76% | \$83.43 |
| emsculpt ct | 40 | 16 | \$198.34 | \$12.40 | 40.00% | - | 1 | 6.25% | \$198.34 |
| otoplasty near me | 19 | 7 | \$87.54 | \$12.51 | 36.84% | - | 0.5 | 7.14% | \$175.08 |

Top Performing Ads - 1 Jun 2021 — 30 Jun 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 | 611 | 74 | \$650.03 | \$8.78 | 12.11% | - | 4 | 5.41% | \$162.51 |
| {Keyword:Jandali Plastic Surgery} - Correct Infant Ear Deformities - Non-Surgical, Safe, Pain-Free earmolding.mysculpt.net/ -- -- Non-Surgical Ear Deformity Correction for Newborns Under 3 Months. Don't Wait. Contact Us | 2,364 | 119 | \$1,044.20 | \$8.77 | 5.03% | - | 3.5 | 2.94% | \$298.34 |
| {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. | 389 | 17 | \$653.25 | \$38.43 | 4.37% | - | 3 | 17.65% | \$217.75 |
| 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. | 850 | 84 | \$861.09 | \$10.25 | 9.88% | - | 2.3 | 2.77% | \$369.57 |
| 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 | 1,651 | 36 | \$329.31 | \$9.15 | 2.18% | - | 1 | 2.78% | \$329.31 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

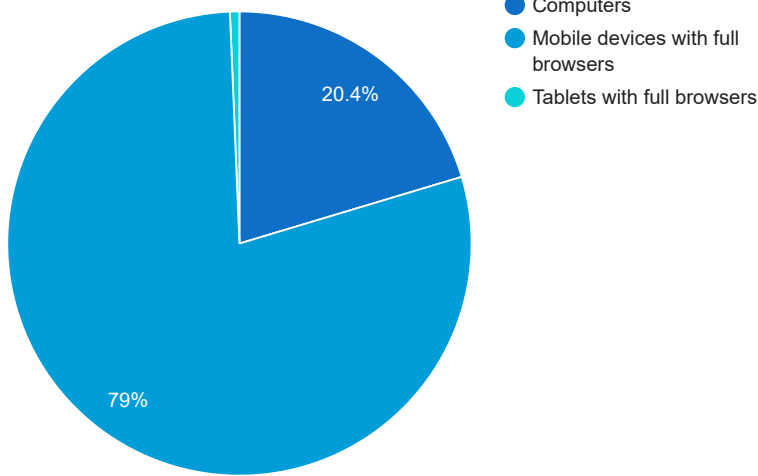
Search Impr Share

39.69%

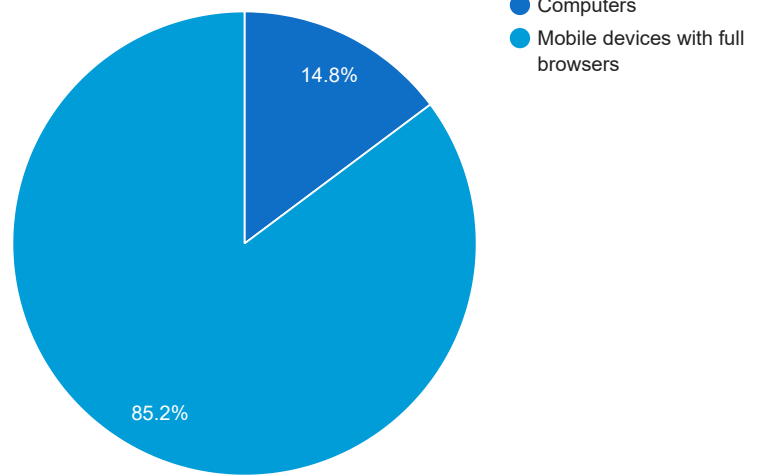
↓ 16%

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 | 11,160 | 583 | \$5,546.97 | \$9.51 | 5.22% | - | 17.3 | 2.97% | \$320.08 |
| Computers | 2,545 | 119 | \$1,429.96 | \$12.02 | 4.68% | - | 3 | 2.52% | \$476.65 |
| Tablets with full browsers | 211 | 9 | \$46.02 | \$5.11 | 4.27% | - | 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 | 13,916 | 711 | \$7,022.95 | \$9.88 | 5.11% | - | 20.3 | 2.86% | \$345.45 |

Conversion Types - 1 Jun 2021 — 30 Jun 2021

| CONVERSION TYPE | ALL CONV. |
|--------------------|-----------|
| Submit lead form | 14.3 |
| Click to Call | 5 |
| 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