

Shareef Jandali Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Jandalis - Infant Ear -

\$7,018.53

\$7,022.95 -0.06%

Conversions
Jandalis - Infant Ear -

35

20.33 72.16%

Clicks
Jandalis - Infant Ear -

649

711 -8.72%

Conv. Rate
Jandalis - Infant Ear -

5.39%

2.86% 88.46%

Avg CPC
Jandalis - Infant Ear -

\$10.81

\$9.88 9.41%

Cost / Conv
Jandalis - Infant Ear -

\$200.53

\$345.45 -41.95%

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Jandalis - Infant Ear -

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$7,018.53	\$7,022.95	-0.06%
Impressions	12,412	13,916	-10.81%
Clicks	649	711	-8.72%
Avg CPC	\$10.81	\$9.88	9.41%
CTR	5.23%	5.11%	2.35%
Conversions	35	20.33	72.16%
Conv Rate	5.39%	2.86%	88.46%
Cost / Conv	\$200.53	\$345.45	-41.95%

Budget Coverage

Search Impr. Share
Jandalis - Infant Ear -

48.33%

39.69% 21.77%

Search IS Lost (due to Budget)
Jandalis - Infant Ear -

13.57%

17.32% -21.65%

Search IS Lost (due to Rank)
Jandalis - Infant Ear -

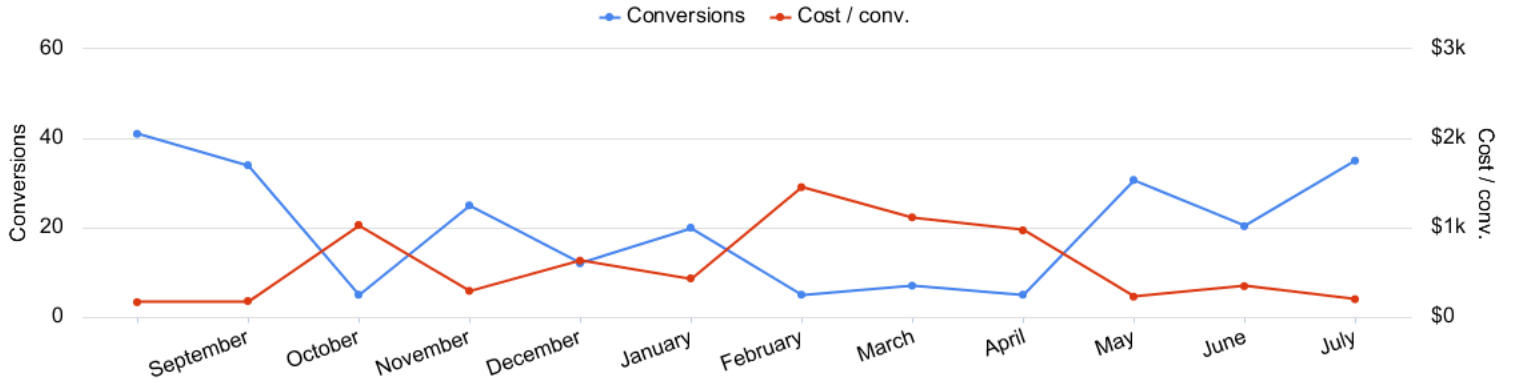
38.10%

42.98% -11.35%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Jandalis - Infant Ear -




Account Performance by Month
Jandalis - Infant Ear -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$6,825.28	29,832	2,279	\$2.99	7.64%	41	1.80%	\$166.47	39.20%	15.95%
09/01/2020	\$6,085.23	26,092	1,809	\$3.36	6.93%	34	1.88%	\$178.77	41.53%	13.69%
10/01/2020	\$5,148.19	17,533	932	\$5.52	5.32%	5	0.54%	\$1,028.12	39.57%	13.85%
11/01/2020	\$7,329.01	27,124	1,427	\$5.14	5.26%	25	1.75%	\$293.16	40.51%	11.49%
12/01/2020	\$7,561.54	25,990	1,386	\$5.46	5.33%	12	0.87%	\$629.63	41.34%	10.98%
01/01/2021	\$8,651.80	26,127	1,507	\$5.74	5.77%	20	1.33%	\$432.59	40.61%	12.55%
02/01/2021	\$7,268.56	23,669	1,049	\$6.93	4.43%	5	0.48%	\$1,453.71	38.02%	9.32%
03/01/2021	\$7,811.30	22,162	1,163	\$6.72	5.25%	7	0.60%	\$1,115.90	32.59%	19.30%
04/01/2021	\$4,854.01	10,029	625	\$7.77	6.23%	5	0.80%	\$970.80	44.32%	6.03%
05/01/2021	\$7,004.36	13,948	690	\$10.15	4.95%	30.67	4.44%	\$228.40	47.46%	15.95%
06/01/2021	\$7,022.95	13,916	711	\$9.88	5.11%	20.33	2.86%	\$345.39	39.69%	17.32%
07/01/2021	\$7,018.53	12,412	649	\$10.81	5.23%	35	5.39%	\$200.53	48.33%	13.57%
Total	\$82,580.76	248,834	14,227	\$5.80	5.72%	240	1.69%	\$344.00	40.10%	13.58%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Jandalis - Infant Ear -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta emsculpt neo	\$3,319.47	6,146	363	\$9.14	5.91%	19	5.23%	\$174.71
search beta ear molding nyc	\$2,653.59	4,433	209	\$12.70	4.71%	13	6.22%	\$204.12
search beta ear molding ct	\$1,045.47	1,833	77	\$13.58	4.20%	3	3.90%	\$348.49

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Jandalis - Infant Ear -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
body sculpting	\$349.11	149	22	\$15.87	14.77%	4	18.18%	\$87.28
emsculpt neo	\$167.67	124	26	\$6.45	20.97%	3	11.54%	\$55.89
emsculpt near me	\$144.24	48	10	\$14.42	20.83%	2	20.00%	\$72.12
emsculpt	\$122.57	377	51	\$2.40	13.53%	2	3.92%	\$61.28
newborn ear molding	\$35.20	2	2	\$17.60	100.00%	1.67	83.50%	\$21.08
earwell infant ear correction	\$19.52	1	1	\$19.52	100.00%	1	100.00%	\$19.52
emsculpt neo near me	\$79.49	18	5	\$15.90	27.78%	1	20.00%	\$79.49
constricted ear	\$5.47	1	1	\$5.47	100.00%	1	100.00%	\$5.47
body sculpting near me	\$38.95	11	2	\$19.48	18.18%	1	50.00%	\$38.95
ear pinning	\$2.55	1	1	\$2.55	100.00%	1	100.00%	\$2.55
ear molding	\$27.05	10	5	\$5.41	50.00%	1	20.00%	\$27.05
the best ems muscle stimulator	\$6.47	1	1	\$6.47	100.00%	1	100.00%	\$6.47
smart lipo	\$24.98	12	2	\$12.49	16.67%	1	50.00%	\$24.98
baby born with folded ear	\$14.77	1	1	\$14.77	100.00%	1	100.00%	\$14.77
tighten abs	\$7.15	1	1	\$7.15	100.00%	1	100.00%	\$7.15
burn belly fat workout	\$12.95	3	1	\$12.95	33.33%	0	0.00%	\$0.00
sculpsure	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
emu sculpting	\$4.00	1	1	\$4.00	100.00%	0	0.00%	\$0.00
abdoer 360	\$6.18	2	1	\$6.18	50.00%	0	0.00%	\$0.00
newborn ear shape	\$4.80	1	1	\$4.80	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

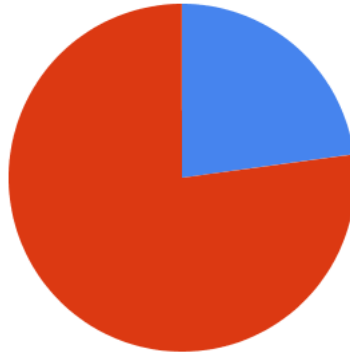
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Jandalis - Infant Ear -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{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 Treating CT, NY, NJ, MA. Covered by Insurance. Earlier Treatment is Better.	search beta ear molding nyc	\$1,121.13	1,939	91	\$12.32	4.69%	7.67	8.43%	\$146.17
{Keyword:Jandali Plastic Surgery} Best Price in Trumbull, CT #1 Provider in Trumbull, CT jandali.mysculpt.net/emsculpt_neo/trumbull Leading Emsculpt Provider in Trumbull, CT. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$761.54	485	56	\$13.60	11.55%	4	7.14%	\$190.38
{Keyword:Jandali Plastic Surgery} Best Price in Trumbull, CT #1 Provider in Trumbull, CT jandali.mysculpt.net/emsculpt_neo/trumbull Leading Emsculpt Provider in Trumbull, CT. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$433.35	598	55	\$7.88	9.20%	4	7.27%	\$108.34
{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 Treating CT, NY, NJ, MA. Covered by Insurance. Earlier Treatment is Better.	search beta ear molding ct	\$493.92	901	43	\$11.49	4.77%	3	6.98%	\$164.64
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 Treating CT, NY, NJ, MA. Covered by Insurance. Earlier Treatment is Better.	search beta ear molding ct	\$0.00	49	0	\$0.00	0.00%	0	0.00%	\$0.00

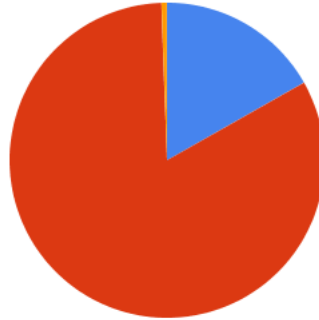
Budget Utilization by Device

Conversions by Device
Jandalis - Infant Ear -



Computers - Conversions: 8 (22.86%) Mobile devices with full browsers - Conversions: 27 (77.14%)

Cost by Device
Jandalis - Infant Ear -




Computers - Cost: \$1,179.73 (16.81%) Mobile devices with full browsers - Cost: \$5,798.94 (82.62%)
Tablets with full browsers - Cost: \$39.86 (0.57%)


Device Performance (by Conversions)
Jandalis - Infant Ear -

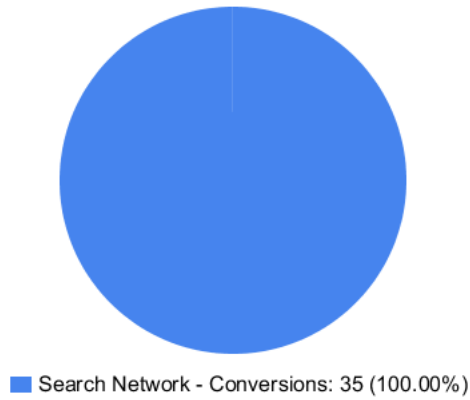
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,082	530	\$5,798.94	\$10.94	5.26%	27	5.09%	\$214.78
Computers	2,175	113	\$1,179.73	\$10.44	5.20%	8	7.08%	\$147.47
Tablets with full browsers	155	6	\$39.86	\$6.64	3.87%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Jandalis - Infant Ear -



 Conversions by Network
Jandalis - Infant Ear -




 Network Performance
Jandalis - Infant Ear -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	12,412	649	\$7,018.53	\$10.81	5.23%	35	5.39%	\$200.53

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Jandalis - Infant Ear -

Conversion name	All conv.
Submit lead form	25
Click to Call	10

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Jandalis - Infant Ear -

Region	Clicks	Conversions	Cost / conv.
New Jersey	73	2	\$483.37
Connecticut	417	21	\$190.50
New York	137	11	\$155.88
Rhode Island	11	1	\$200.33

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage