

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

Your Face MD

195-677-6011

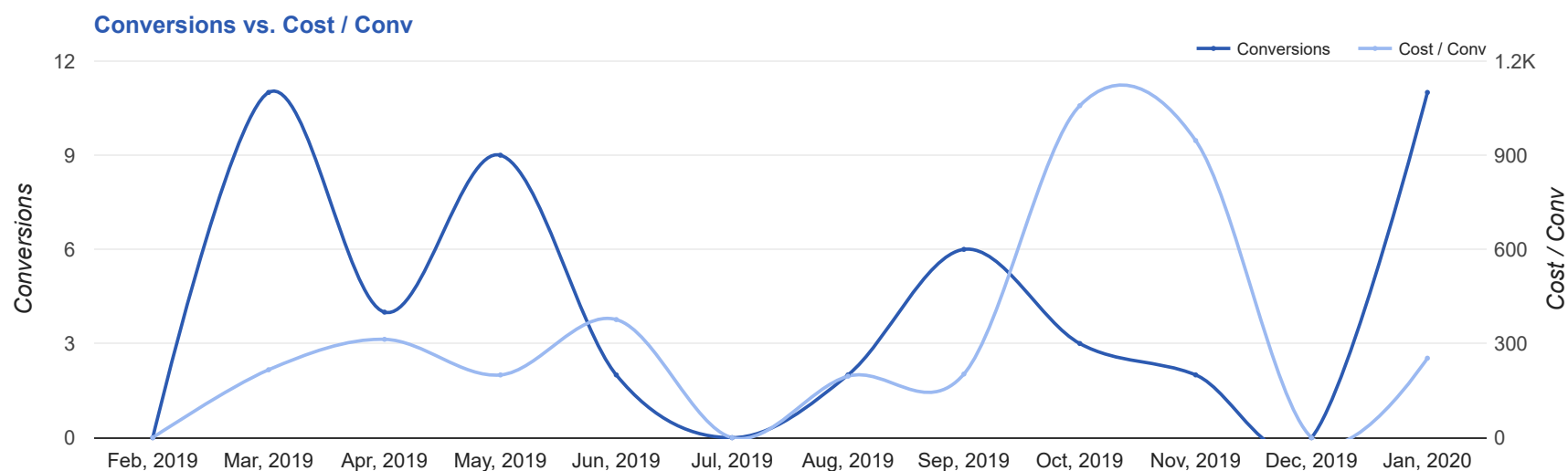
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,786	11	4.8%	\$253.28
↑ 238%	↑ ∞	↑ ∞	↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	859	57	\$823.84	\$14.45	6.64%	-	0	0%	\$0.00	83.24%
1 Jan 2020 — 31 Jan 2020	2,662	229	\$2,786.05	\$12.17	8.6%	-	11	4.8%	\$253.28	81.04%
Change	1,803 ↑ 210%	172 ↑ 302%	\$1,962.21 ↑ 238%	\$2.28 ↓ 16%	1.96% ↑ 30%	--	11 ↑ ∞%	4.80% ↑ ∞%	\$253.28 ↑ ∞%	2.20% ↓ 3%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '19	2,915	327	\$958.78	\$2.93	11.22%	-	0	0%	\$0.00	89.64%
Mar '19	8,153	539	\$2,381.12	\$4.42	6.61%	-	11	2.04%	\$216.47	77.85%
Apr '19	5,448	332	\$1,253.45	\$3.78	6.09%	-	4	1.2%	\$313.36	81.08%
May '19	7,423	485	\$1,798.98	\$3.71	6.53%	-	9	1.86%	\$199.89	80.35%
Jun '19	1,891	170	\$752.66	\$4.43	8.99%	-	2	1.18%	\$376.33	87.23%
Jul '19	6	1	\$0.35	\$0.35	16.67%	-	0	0%	\$0.00	42.86%
Aug '19	649	63	\$391.77	\$6.22	9.71%	-	2	3.17%	\$195.89	98.04%
Sep '19	978	99	\$1,216.81	\$12.29	10.12%	-	6	6.06%	\$202.80	96.35%
Oct '19	4,887	316	\$3,173.02	\$10.04	6.47%	-	3	0.95%	\$1,057.67	54.43%
Nov '19	1,056	102	\$1,893.13	\$18.56	9.66%	-	2	1.96%	\$946.57	83.28%
Dec '19	859	57	\$823.84	\$14.45	6.64%	-	0	0%	\$0.00	83.24%
Jan '20	2,662	229	\$2,786.05	\$12.17	8.6%	-	11	4.8%	\$253.28	81.04%
Total	36,927	2,720	\$17,429.96	\$6.41	7.37%	-	50	1.84%	\$348.60	76.76%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search awareness butt lift	703	81	\$426.43	\$5.26	11.52%	-	5	6.17%	\$85.29	88.62%
search beta coolsculpting	275	23	\$609.05	\$26.48	8.36%	-	3	13.04%	\$203.02	91.41%
search beta emsculpt	61	9	\$153.51	\$17.06	14.75%	-	1	11.11%	\$153.51	98.33%
search alpha coolsculpting	261	25	\$609.17	\$24.37	9.58%	-	1	4%	\$609.17	87.89%
search awareness precision tx laser	302	27	\$294.14	\$10.89	8.94%	-	1	3.7%	\$294.14	85.88%
search alpha emsculpt	71	7	\$118.03	\$16.86	9.86%	-	0	0%	\$0.00	97.1%
search awareness dermal fillers	584	36	\$457.44	\$12.71	6.16%	-	0	0%	\$0.00	76.35%
search beta botox	405	21	\$118.28	\$5.63	5.19%	-	0	0%	\$0.00	63.48%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

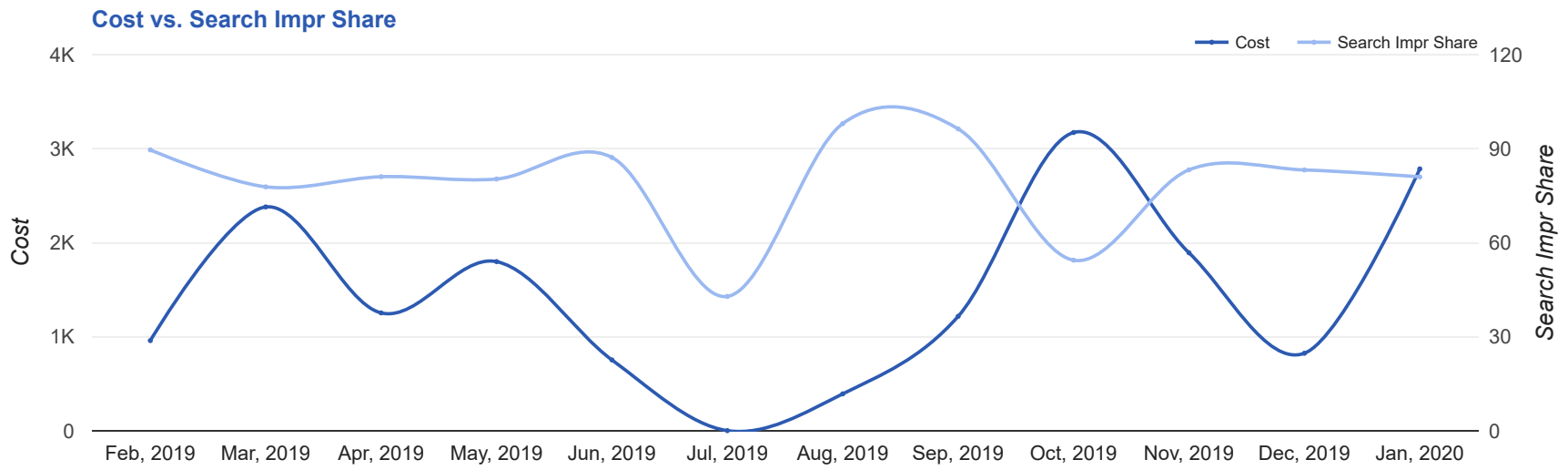
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Ran Y. Rubinstein M.D. www.yourfacemd.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	57	6	\$248.87	\$41.48	10.53%	-	3	50.00%	\$82.96
Non-Surgical Butt Lift - Bigger, Firmer Buttocks - Before and After Pictures www.yourfacemd.com/--/-- Nonsurgical Butt Lift Option for Lifting and Augmenting the Buttocks.	118	18	\$88.84	\$4.94	15.25%	-	2	11.11%	\$44.42
#1 Provider in Newburgh - New Client Specials - FDA Cleared Safe + Effective www.yourfacemd.com// Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	3	1	\$8.74	\$8.74	33.33%	-	1	100.00%	\$8.74
CoolSculpting in Newburgh - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.yourfacemd.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	178	15	\$274.01	\$18.27	8.43%	-	1	6.67%	\$274.01
Non-Surgical Butt Lift - Bigger, Firmer Buttocks - Before and After Pictures www.yourfacemd.com/--/-- Nonsurgical Butt Lift Option for Lifting and Augmenting the Buttocks.	145	14	\$64.84	\$4.63	9.66%	-	1	7.14%	\$64.84

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

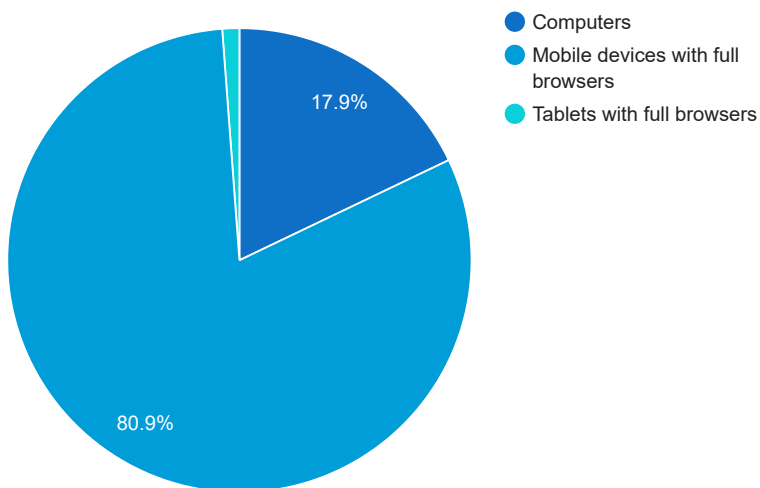
Budget Coverage



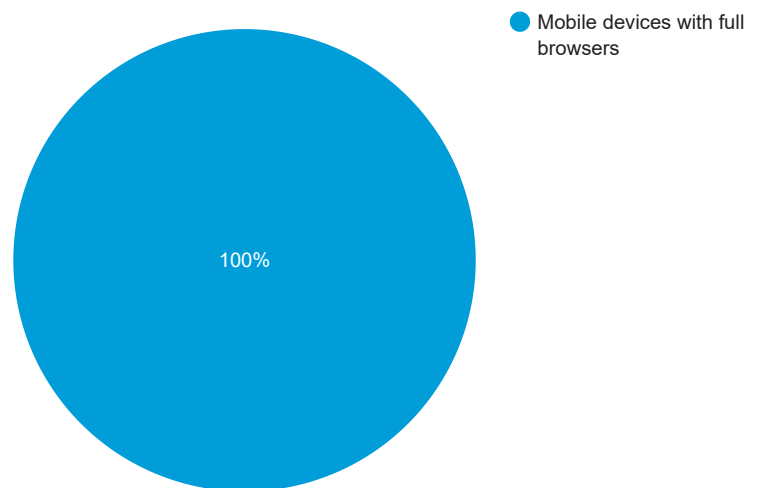
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	958.78	89.64
Mar, 2019	2,381.12	77.85
Apr, 2019	1,253.45	81.08
May, 2019	1,798.98	80.35
Jun, 2019	752.66	87.23
Jul, 2019	0.35	42.86
Aug, 2019	391.77	98.04
Sep, 2019	1,216.81	96.35
Oct, 2019	3,173.02	54.43
Nov, 2019	1,893.13	83.28
Dec, 2019	823.84	83.24
Jan, 2020	2,786.05	81.04

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	2,152	196	\$2,254.36	\$11.50	9.11%	-	11	5.61%	\$204.94
Computers	433	28	\$498.64	\$17.81	6.47%	-	0	0%	\$0.00
Tablets with full browsers	77	5	\$33.05	\$6.61	6.49%	-	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	2,662	229	\$2,786.05	\$12.17	8.6%	-	11	4.8%	\$253.28

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submission

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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