

Marlowe and Mars Monthly Google Performance Summary

05/01/2023 - 05/31/2023

Key Performance Indicators

05/01/2023 - 05/31/2023

Cost
Marlowe & Marris MD

\$2,967.84

\$2,990.83 -0.77%

Conversions
Marlowe & Marris MD

37

33 12.12%

Clicks
Marlowe & Marris MD

377

367 2.72%

Conv. Rate
Marlowe & Marris MD

9.81%

8.99% 9.15%

Avg. CPC
Marlowe & Marris MD

\$7.87

\$8.15 -3.40%

Cost / Conv.
Marlowe & Marris MD

\$80.21

\$90.63 -11.50%

Month-Over-Month Performance Comparison

05/01/2023 - 05/31/2023 - Comparing to 04/01/2023 - 04/30/2023

Overall performance
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Metric	05/01/2023 - 05/31/2023	04/01/2023 - 04/30/2023	% Change
Cost	\$2,967.84	\$2,990.83	-0.77%
Impressions	2,886	2,864	0.77%
Clicks	377	367	2.72%
Avg CPC	\$7.87	\$8.15	-3.40%
CTR	13.06%	12.81%	1.94%
Conversions	37	33	12.12%
Cost / Conv	\$80.21	\$90.63	-11.50%

Budget Coverage

Search Impr. Share
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64.88%

67.63% -4.07%

Search IS Lost (Due to Budget)
Marlowe & Marris MD

11.17%

15.20% -26.49%

Search IS Lost (Due to Rank)
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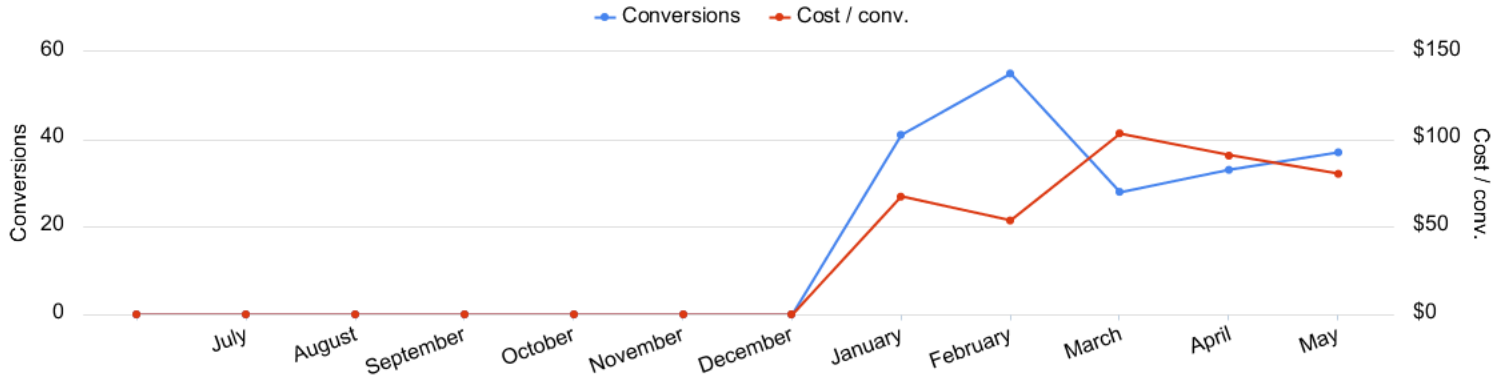
23.95%

17.17% 39.49%

Monthly Performance Trends

06/01/2022 - 05/31/2023

Conversions vs Cost/Conv
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Account Performance by Month
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Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
01/01/2023	\$2,753.76	5,597	443	\$6.22	7.91%	41	9.26%	\$67.16	41.69%	25.89%
02/01/2023	\$2,947.93	5,166	533	\$5.53	10.32%	55	10.32%	\$53.60	50.47%	6.75%
03/01/2023	\$2,895.29	3,351	389	\$7.44	11.61%	28	7.20%	\$103.40	71.06%	11.98%
04/01/2023	\$2,990.83	2,864	367	\$8.15	12.81%	33	8.99%	\$90.63	67.63%	15.20%
05/01/2023	\$2,967.84	2,886	377	\$7.87	13.06%	37	9.81%	\$80.21	64.88%	11.17%

Campaign Performance Summary

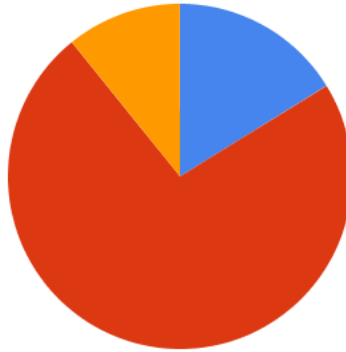
05/01/2023 - 05/31/2023

 Campaign Performance Breakdown
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Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search morpheus 8	\$1,446.24	2,025	283	\$5.11	13.98%	24	8.48%	\$60.26
MS search emsculpt neo	\$1,521.60	861	94	\$16.19	10.92%	13	13.83%	\$117.05

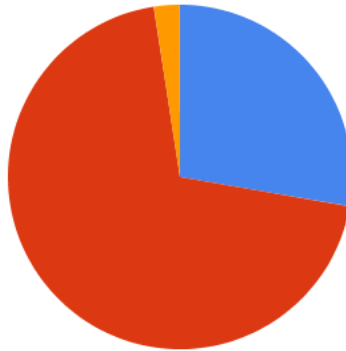
Budget Utilization by Device

Conversions by Device
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Desktop - Conversions: 6 (16.22%) Mobile - Conversions: 27 (72.97%) Tablet - Conversions: 4 (10.81%)

Cost by Device
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Desktop - Cost: \$823.13 (27.73%) Mobile - Cost: \$2,072.70 (69.84%) Tablet - Cost: \$72.01 (2.43%)

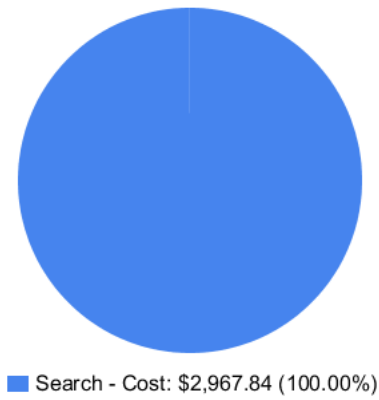
Device performance
Marlowe & Marris MD

Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$823.13	688	76	\$10.83	11.05%	6	7.89%	\$137.19
Mobile	\$2,072.70	2,133	286	\$7.25	13.41%	27	9.44%	\$76.77
Tablet	\$72.01	65	15	\$4.80	23.08%	4	26.67%	\$18.00

Budget Utilization by Network

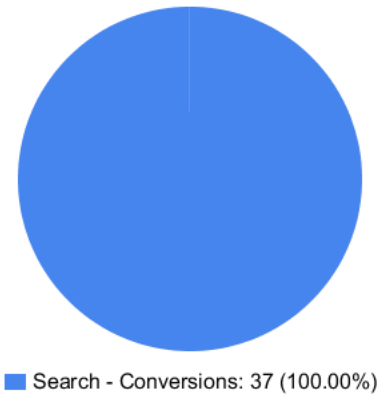
Cost by Network

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Conversions by Network

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Network Performance

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Network (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$2,967.84	2,886	377	\$7.87	13.06%	37	9.81%	\$80.21

Conversion Summary

05/01/2023 - 05/31/2023

 Conversion Breakdown
Marlowe & Marrs MD

Conversion name	All conv.	% Change
Calls from ads	1	0.00%
Click to Call	10	-16.67%
Local actions - Directions	1	100.00%
Submit lead form	26	30.00%

Glossary

- Avg. CPC - Cost per click
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Clicks - Number of clicks that resulted from an ad
- Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- Conversion Rate (CR) – The percentage of users that converted from seeing your ad
- 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.
- Cost - Media spend accrued
- Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- 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
- Frequency – the average number of times a person saw your ad
- Impressions (Impr) - Number of times your ad was displayed
- 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
- Reach – the total number of people who saw your content
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage
- 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