

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

Nava Center

566-882-1529

# Key Performance Indicators (KPIs)

Cost

\$3,981

↑ ∞

Conv

43

↑ ∞

Conv Rate

4.78%

↑ ∞

Cost / Conv

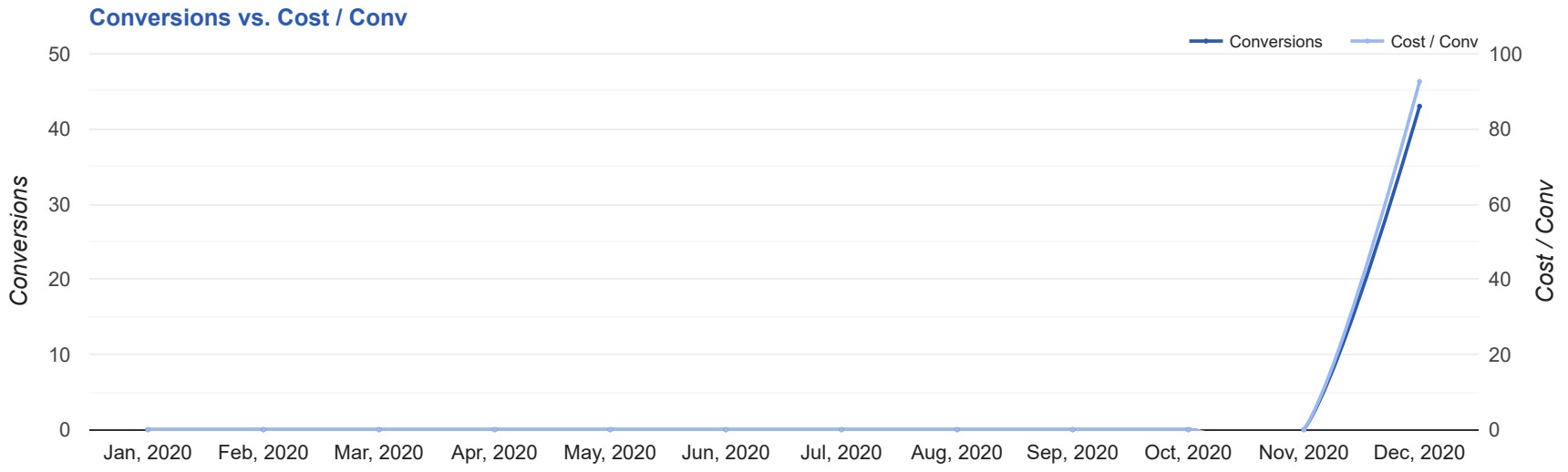
\$92.59

↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Nov 2020 — 30 Nov 2020</b>	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
<b>1 Dec 2020 — 31 Dec 2020</b>	17,530	899	\$3,981.32	\$4.43	5.13%	-	43	4.78%	\$92.59	21.28%
<b>Change</b>	17,530 ↑ ∞%	899 ↑ ∞%	\$3,981.32 ↑ ∞%	\$4.43 ↑ ∞%	5.13% ↑ ∞%	--	43 ↑ ∞%	4.78% ↑ ∞%	\$92.59 ↑ ∞%	21.28% ↑ ∞%

# Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '20	17,530	899	\$3,981.32	\$4.43	5.13%	-	43	4.78%	\$92.59	21.28%
<b>Total</b>	17,530	899	\$3,981.32	\$4.43	5.13%	-	43	4.78%	\$92.59	21.28%

# Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	5,350	364	\$996.13	\$2.74	6.8%	-	20	5.49%	\$49.81	37.99%
search   beta   coolsculpting	4,503	265	\$2,091.36	\$7.89	5.88%	-	13	4.91%	\$160.87	65.99%
search   beta   coolsculpting   exp reach	7,677	270	\$893.83	\$3.31	3.52%	-	10	3.7%	\$89.38	12.49%

# Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

## Top Text Ads

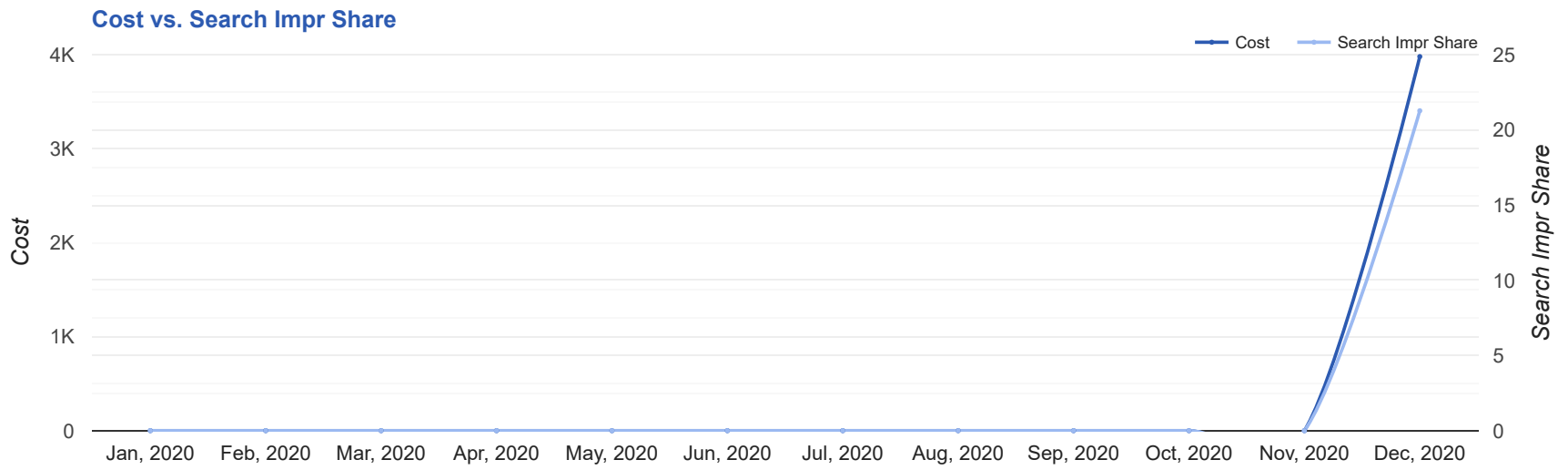
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<p>{Keyword:Nava Center} - Dermal Fillers in Columbia, MD - Smooth Wrinkles Restore Volume</p> <p><a href="http://navacenter.mysculpt.net/dermal_fillers/">navacenter.mysculpt.net/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Columbia, MD.</p>	4,353	283	\$756.46	\$2.67	6.50%	-	18	6.36%	\$42.03
<p>CoolSculpting® Fat Reduction - CoolSculpting in Columbia, MD - Biggest CoolSculpting® Promo</p> <p><a href="http://navacenter.mysculpt.net/">navacenter.mysculpt.net/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD.</p>	1,312	83	\$692.69	\$8.35	6.33%	-	4	4.82%	\$173.17
<p>Nava Center - Fat Reduction in Columbia, MD - Non-Surgical Fat Reduction</p> <p><a href="http://navacenter.mysculpt.net/">navacenter.mysculpt.net/</a> -- CoolSculpting® Reduces Fat. No Surgery &amp; Minimal Downtime. Learn More About Freezing Fat.</p>	1,703	70	\$195.84	\$2.80	4.11%	-	4	5.71%	\$48.96
<p>{Keyword:Nava Center} - Dermal Fillers in Columbia, MD - Look Younger &amp; More Energized</p> <p><a href="http://navacenter.mysculpt.net/dermal_fillers/">navacenter.mysculpt.net/dermal_fillers/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags.</p>	766	66	\$197.55	\$2.99	8.62%	-	2	3.03%	\$98.78
<p>CoolSculpting® Fat Reduction - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2020/12/31 00:00:00","en-US",31)}</code></p> <p><a href="http://navacenter.mysculpt.net/">navacenter.mysculpt.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	138	8	\$55.58	\$6.95	5.80%	-	2	25.00%	\$27.79

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

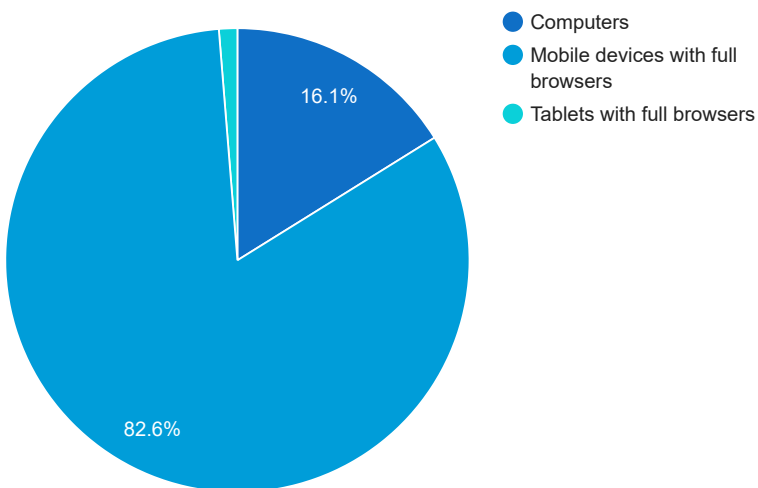
## Budget Coverage



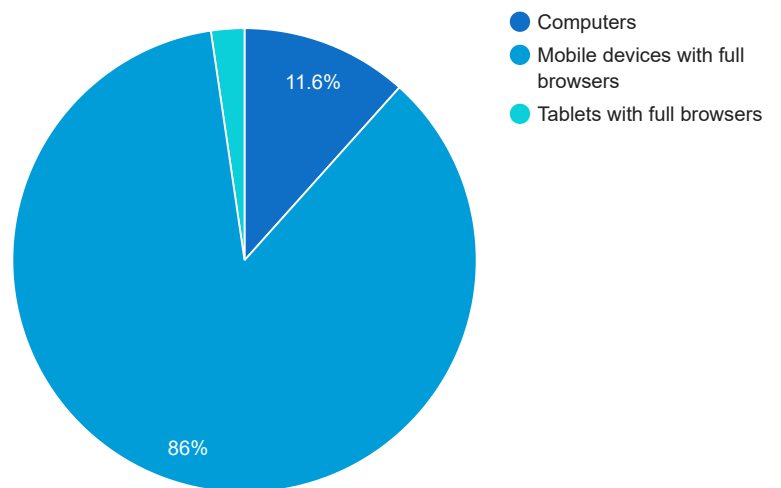
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	3,981.32	21.28

## 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	14,412	756	\$3,287.57	\$4.35	5.25%	-	37	4.89%	\$88.85
Computers	2,811	127	\$642.79	\$5.06	4.52%	-	5	3.94%	\$128.56
Tablets with full browsers	307	16	\$50.96	\$3.19	5.21%	-	1	6.25%	\$50.96

### 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	17,530	899	\$3,981.32	\$4.43	5.13%	-	43	4.78%	\$92.59

## Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	27
Click to Call	14
Call Frrom Ads (SQDM)	2

## 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