

**Monthly Account
Performance Report
1 Nov 2020 — 30 Nov 2020**

OM Medical Aesthetics

544-035-4494

Key Performance Indicators (KPIs)

Cost

\$2,000

↑ 1%

Conv

17

↓ 6%

Conv Rate

3.39%

↓ 15%

Cost / Conv

\$117.62

↑ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	8,378	450	\$1,988.58	\$4.42	5.37%	-	18	4%	\$110.48	26.11%
1 Nov 2020 — 30 Nov 2020	11,579	502	\$1,999.57	\$3.98	4.34%	-	17	3.39%	\$117.62	24.6%
Change	3,201 ↑ 38%	52 ↑ 12%	\$10.99 ↑ 1%	\$0.44 ↓ 10%	1.03% ↓ 19%	--	1 ↓ 6%	0.61% ↓ 15%	\$7.14 ↑ 6%	1.51% ↓ 6%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '20	289	16	\$68.16	\$4.26	5.54%	-	0	0%	\$0.00	11.3%
Sep '20	3,490	131	\$807.91	\$6.17	3.75%	-	4	3.05%	\$201.98	22.96%
Oct '20	8,378	450	\$1,988.58	\$4.42	5.37%	-	18	4%	\$110.48	26.11%
Nov '20	11,579	502	\$1,999.57	\$3.98	4.34%	-	17	3.39%	\$117.62	24.6%
Total	23,736	1,099	\$4,864.22	\$4.43	4.63%	-	39	3.55%	\$124.72	24.49%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,490	310	\$1,499.58	\$4.84	3.65%	-	12	3.87%	\$124.97	21.09%
search beta microneedling	3,089	192	\$499.99	\$2.60	6.22%	-	5	2.6%	\$100.00	45.06%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

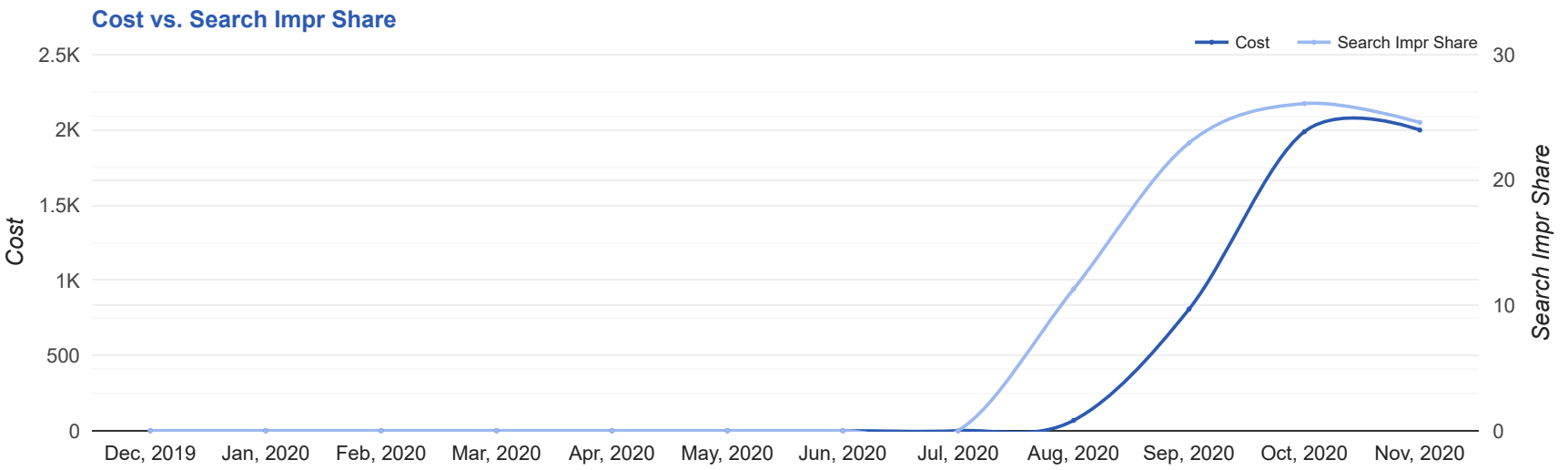
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Skin Aesthetics} - CoolSculpting in Henderson, NV - Fat Reduction Treatment newskinaesthetics.com/ --/ -- Leading CoolSculpting Provider in Henderson, NV. Schedule a Free Consultation	979	60	\$322.47	\$5.37	6.13%	-	5.3	8.85%	\$60.73
{Keyword:New Skin Aesthetics} - Microneedling in Henderson, NV - Repair Resurface & Rejuvenate newskinaesthetics.com// Comprehensive, Non-Invasive Skin Treatment that Naturally Repairs & Rejuvenates Skin.	398	28	\$83.70	\$2.99	7.04%	-	3	10.71%	\$27.90
Body Sculpting - CoolSculpting in Henderson, NV - Non-Surgical Fat Reduction newskinaesthetics.com// Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	268	14	\$105.88	\$7.56	5.22%	-	2	14.29%	\$52.94
Huge CoolSculpting Promotion - Freeze Away Stubborn Fat - Top Provider in Henderson NV newskinaesthetics.com// CoolSculpting Deal. Freeze Fat. Top Provider in Henderson, NV. Free Virtual Consult.	93	3	\$12.52	\$4.17	3.23%	-	1	33.33%	\$12.52
{Keyword:New Skin Aesthetics} - Microneedling Treatments - Microneedling in Henderson, NV newskinaesthetics.com/ --/ -- Renew Skin, Improve Blemishes, and Diminish the Signs of Aging Without Surgery or Pain.	2,390	151	\$367.28	\$2.43	6.32%	-	1	0.66%	\$367.28

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

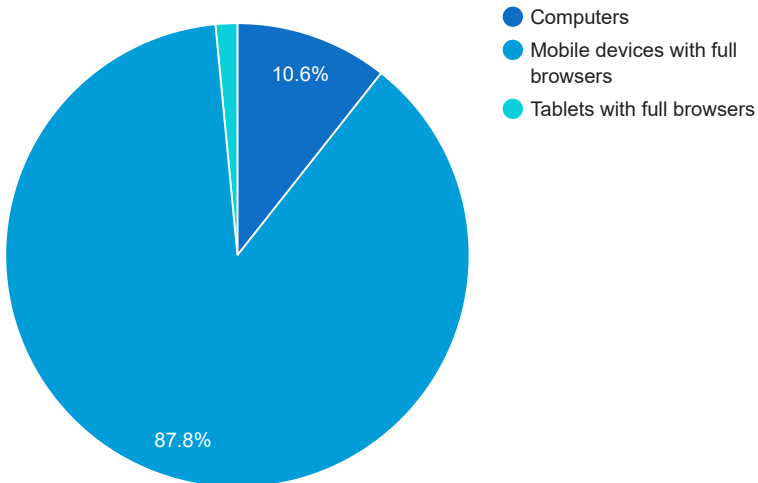
Budget Coverage



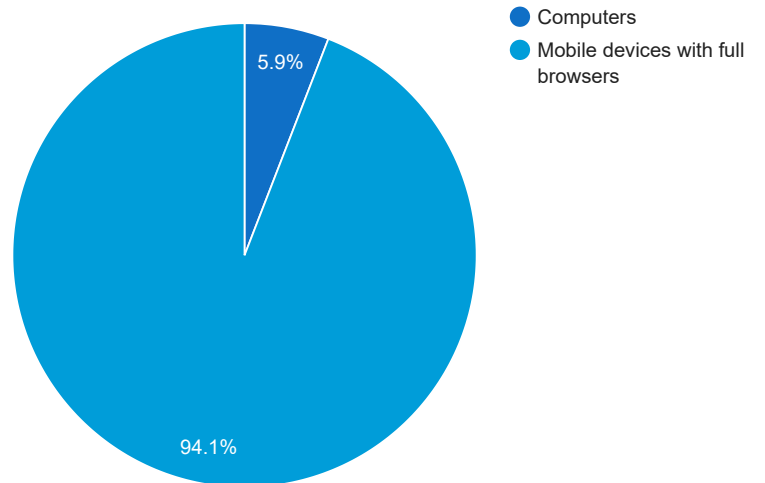
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	68.16	11.30
Sep, 2020	807.91	22.96
Oct, 2020	1,988.58	26.11
Nov, 2020	1,999.57	24.60

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	9,911	437	\$1,756.61	\$4.02	4.41%	-	16	3.66%	\$109.79
Computers	1,441	56	\$212.65	\$3.80	3.89%	-	1	1.79%	\$212.65
Tablets with full browsers	227	9	\$30.31	\$3.37	3.96%	-	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	11,579	502	\$1,999.57	\$3.98	4.34%	-	17	3.39%	\$117.62

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Submit lead form

17

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