

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

NuWays MD

732-236-9499

Key Performance Indicators (KPIs)

Cost

\$2,537

↓ 30%

Conv

16

↑ 60%

Conv Rate

5.28%

↑ 351%

Cost / Conv

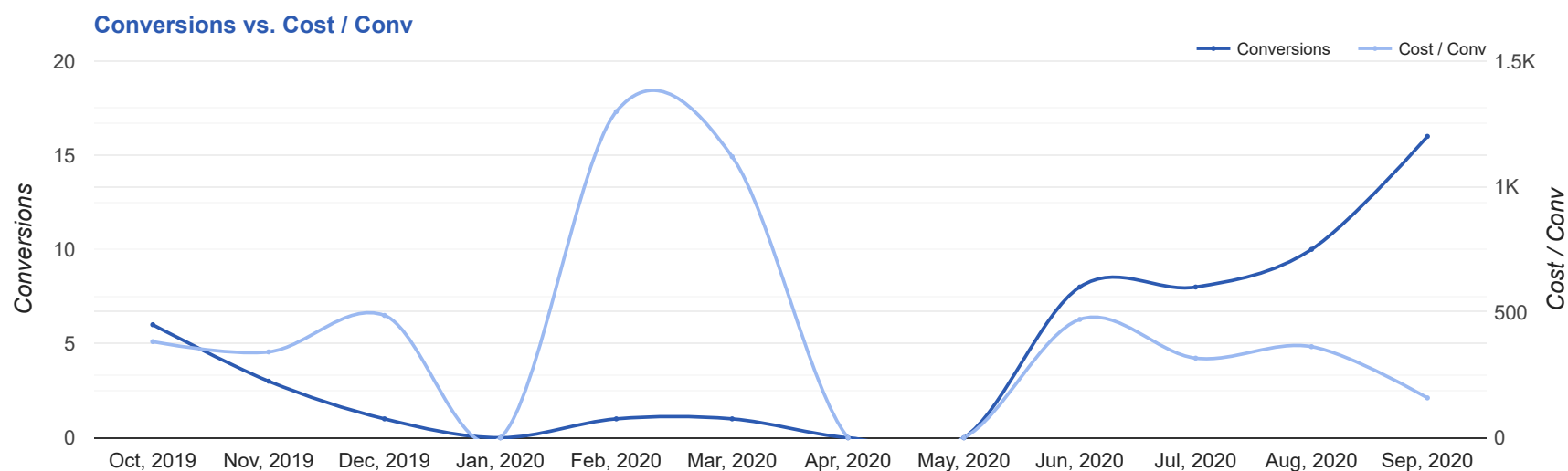
\$158.58

↓ 56%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	18,362	858	\$3,625.54	\$4.23	4.67%	-	10	1.17%	\$362.55	41.97%
1 Sep 2020 — 30 Sep 2020	6,543	303	\$2,537.28	\$8.37	4.63%	-	16	5.28%	\$158.58	53.44%
Change	11,819 ↓ 64%	555 ↓ 65%	\$1,088.26 ↓ 30%	\$4.14 ↑ 98%	0.04% ↓ 1%	--	6 ↑ 60%	4.11% ↑ 351%	\$203.97 ↓ 56%	11.47% ↑ 27%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Oct '19	3,383	254	\$2,295.42	\$9.04	7.51%	-	6	2.36%	\$382.57	92.12%
Nov '19	1,576	122	\$1,024.87	\$8.40	7.74%	-	3	2.46%	\$341.62	96.03%
Dec '19	4,973	796	\$486.95	\$0.61	16.01%	-	1	0.13%	\$486.95	67.61%
Jan '20	16,818	2,513	\$1,176.95	\$0.47	14.94%	-	0	0%	\$0.00	65.67%
Feb '20	13,199	1,746	\$1,298.55	\$0.74	13.23%	-	1	0.06%	\$1,298.55	59.53%
Mar '20	12,532	1,624	\$1,119.00	\$0.69	12.96%	-	1	0.06%	\$1,119.00	53.65%
Apr '20	7,571	909	\$1,222.27	\$1.34	12.01%	-	0	0%	\$0.00	49.69%
May '20	8,273	831	\$1,052.09	\$1.27	10.04%	-	0	0%	\$0.00	47.44%
Jun '20	9,901	929	\$3,767.40	\$4.06	9.38%	-	8	0.86%	\$470.93	47.82%
Jul '20	8,150	679	\$2,534.13	\$3.73	8.33%	-	8	1.18%	\$316.77	52.29%
Aug '20	18,362	858	\$3,625.54	\$4.23	4.67%	-	10	1.17%	\$362.55	41.97%
Sep '20	6,543	303	\$2,537.28	\$8.37	4.63%	-	16	5.28%	\$158.58	53.44%
Total	111,281	11,564	\$22,140.45	\$1.91	10.39%	-	54	0.47%	\$410.01	53.3%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,536	303	\$2,537.28	\$8.37	4.64%	-	16	5.28%	\$158.58	54.57%
search hydrafacial	7	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	5%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

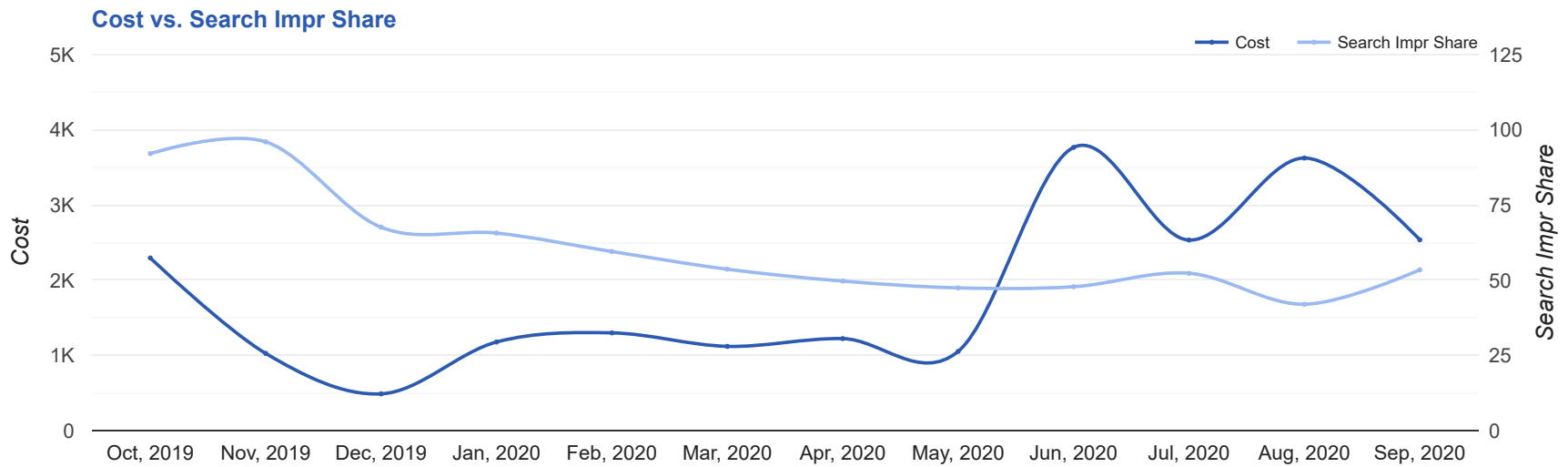
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:NuWays MD} - CoolSculpting in Boca Raton - Fat Reduction Treatment promos.nuwaysmd.com/ --/ -- Leading CoolSculpting Provider in Boca Raton, FL. Schedule a Free Consultation	1,354	71	\$806.99	\$11.37	5.24%	-	7	9.86%	\$115.28
{Keyword:NuWays MD} - CoolSculpting in Boca Raton - Fat Reduction Treatment promos.nuwaysmd.com/ --/ -- Leading CoolSculpting Provider in Boca Raton, FL. Schedule a Free Consultation	3,024	115	\$830.12	\$7.22	3.80%	-	5.5	4.78%	\$150.93
{Keyword:NuWays MD} - CoolSculpting in Boca Raton - Fat Reduction Treatment promos.nuwaysmd.com/ --/ -- Leading CoolSculpting Provider in Boca Raton, FL. Schedule a Free Consultation	73	7	\$110.50	\$15.79	9.59%	-	2	28.57%	\$55.25
{Keyword:NuWays MD} - CoolSculpting in Boca Raton - Fat Reduction Treatment promos.nuwaysmd.com/ --/ -- Leading CoolSculpting Provider in Boca Raton, FL. Schedule a Free Consultation	44	2	\$7.04	\$3.52	4.55%	-	1	50.00%	\$7.04
25% Off All CoolSculpting - Affordable & Quick Treatments - NuWays MD promos.nuwaysmd.com/ Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	13	3	\$33.56	\$11.19	23.08%	-	0.5	16.67%	\$67.12

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

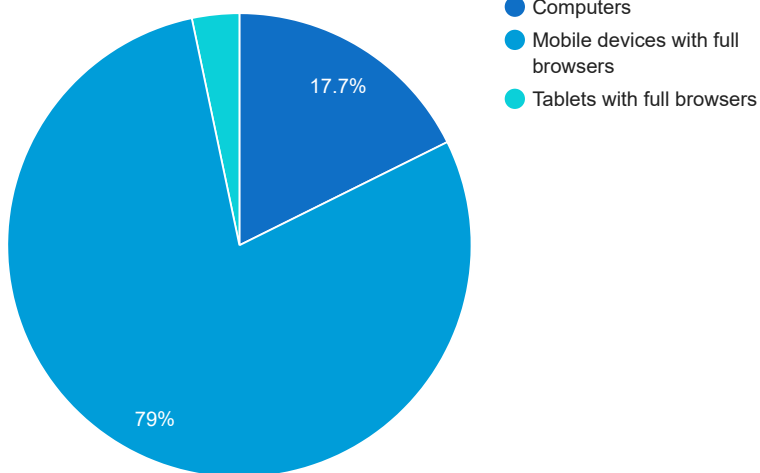
Budget Coverage



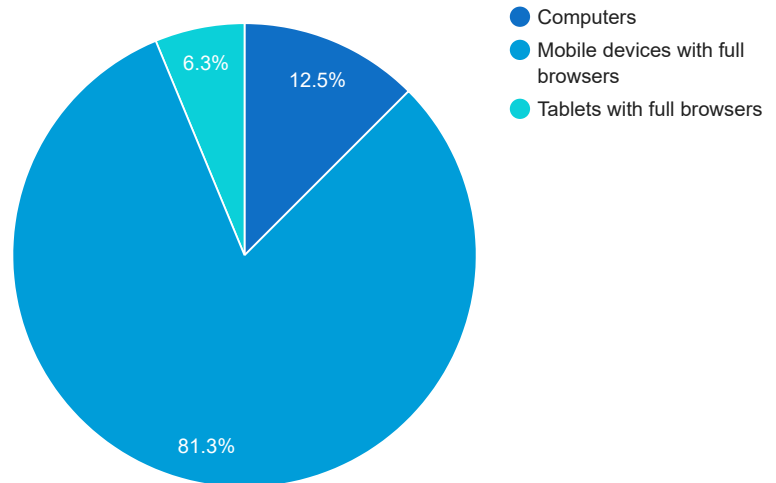
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	2,295.42	92.12
Nov, 2019	1,024.87	96.03
Dec, 2019	486.95	67.61
Jan, 2020	1,176.95	65.67
Feb, 2020	1,298.55	59.53
Mar, 2020	1,119	53.65
Apr, 2020	1,222.27	49.69
May, 2020	1,052.09	47.44
Jun, 2020	3,767.40	47.82
Jul, 2020	2,534.13	52.29
Aug, 2020	3,625.54	41.97
Sep, 2020	2,537.28	53.44

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	5,170	236	\$2,005.54	\$8.50	4.56%	-	13	5.51%	\$154.27
Computers	1,258	57	\$448.18	\$7.86	4.53%	-	2	3.51%	\$224.09
Tablets with full browsers	115	10	\$83.56	\$8.36	8.7%	-	1	10%	\$83.56

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	6,543	303	\$2,537.28	\$8.37	4.63%	-	16	5.28%	\$158.58

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	14
Calls from Ads	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