

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

NuWays MD

732-236-9499

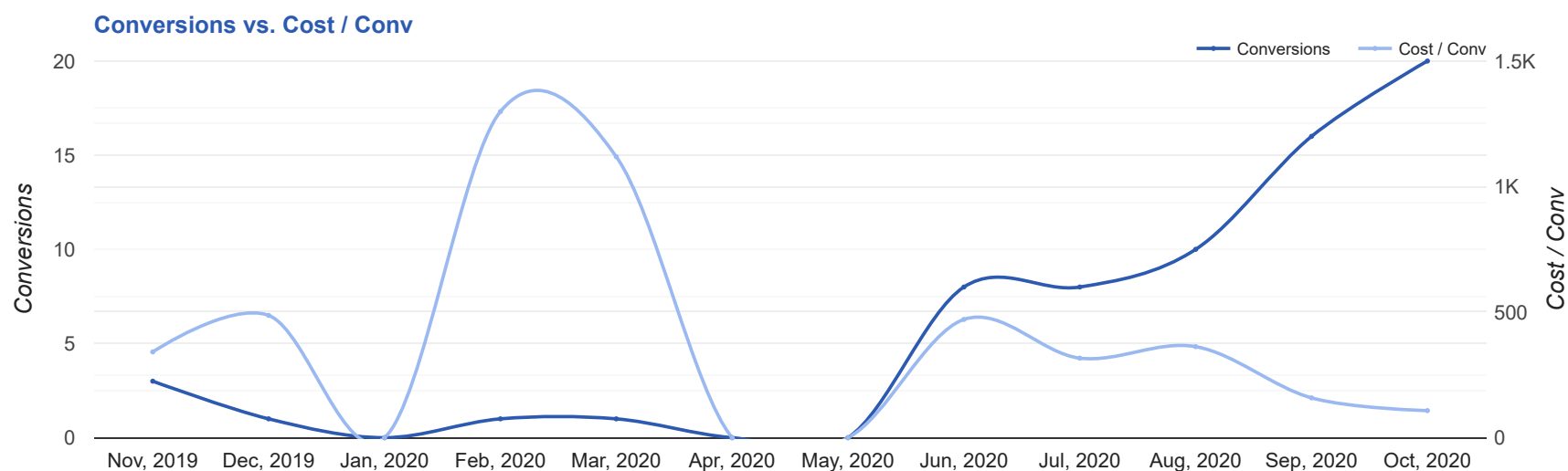
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,155	20	10.81%	\$107.77
↓ 15%	↑ 25%	↑ 105%	↓ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	6,543	303	\$2,537.28	\$8.37	4.63%	-	16	5.28%	\$158.58	53.44%
1 Oct 2020 — 31 Oct 2020	4,639	185	\$2,155.41	\$11.65	3.99%	-	20	10.81%	\$107.77	36.35%
Change	1,904 ↓ 29%	118 ↓ 39%	\$381.87 ↓ 15%	\$3.28 ↑ 39%	0.64% ↓ 14%	--	4 ↑ 25%	5.53% ↑ 105%	\$50.81 ↓ 32%	17.09% ↓ 32%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	66.67%	
Jan '20	16,818	2,513	\$1,176.95	\$0.47	14.94%	-	0	0%	\$0.00	64.71%	
Feb '20	13,199	1,746	\$1,298.55	\$0.74	13.23%	-	1	0.06%	\$1,298.55	58.39%	
Mar '20	12,532	1,624	\$1,119.00	\$0.69	12.96%	-	1	0.06%	\$1,119.00	52.72%	
Apr '20	7,571	909	\$1,222.27	\$1.34	12.01%	-	0	0%	\$0.00	49.14%	
May '20	8,273	831	\$1,052.09	\$1.27	10.04%	-	0	0%	\$0.00	45.93%	
Jun '20	9,901	929	\$3,767.40	\$4.06	9.38%	-	8	0.86%	\$470.93	46.01%	
Jul '20	8,150	679	\$2,534.13	\$3.73	8.33%	-	8	1.18%	\$316.77	50.98%	
Aug '20	18,362	858	\$3,625.54	\$4.23	4.67%	-	10	1.17%	\$362.55	41.48%	
Sep '20	6,543	303	\$2,537.28	\$8.37	4.63%	-	16	5.28%	\$158.58	53.44%	
Oct '20	4,639	185	\$2,155.41	\$11.65	3.99%	-	20	10.81%	\$107.77	36.35%	
Total	112,537	11,495	\$22,000.44	\$1.91	10.21%	-	68	0.59%	\$323.54	50.77%	

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,048	127	\$1,612.93	\$12.70	6.2%	-	19	14.96%	\$84.89	51.52%
search beta coolsculpting exp reach	2,591	58	\$542.48	\$9.35	2.24%	-	1	1.72%	\$542.48	29.48%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

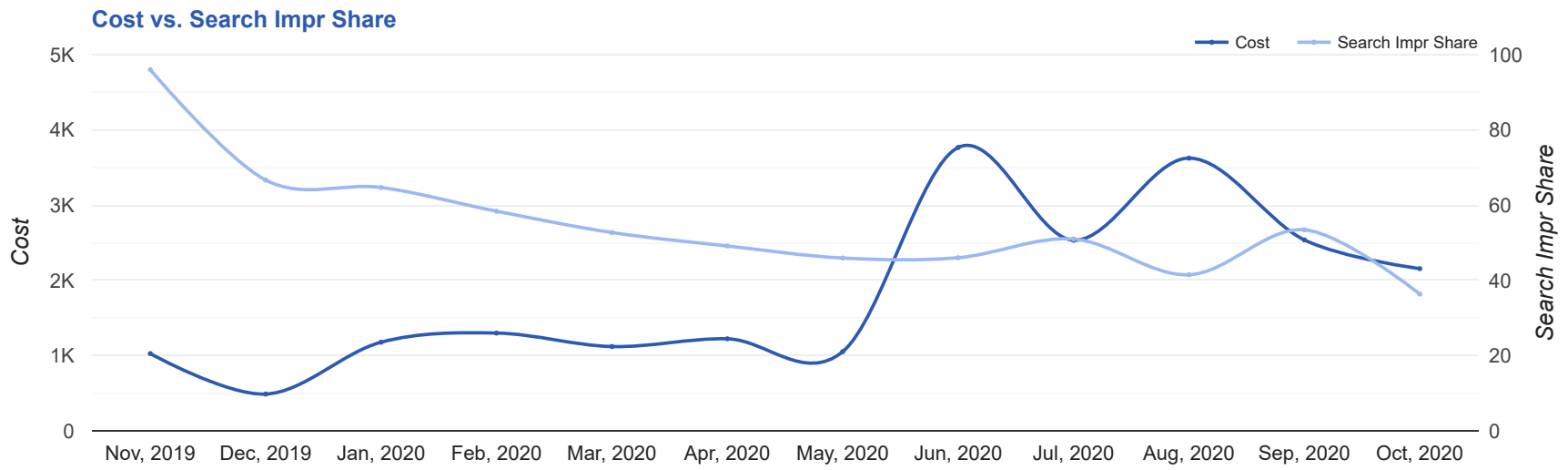
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:NuWays MD} - CoolSculpting in Boca Raton - Fat Reduction Treatment promos.nuwaysmd.com/ --/ -- Leading CoolSculpting Provider in Boca Raton, FL. Schedule a Free Consultation	1,232	79	\$1,075.94	\$13.62	6.41%	-	9	11.39%	\$119.55
{Keyword:NuWays MD} - CoolSculpting in Boca Raton - Fat Reduction Treatment promos.nuwaysmd.com/ --/ -- Leading CoolSculpting Provider in Boca Raton, FL. Schedule a Free Consultation	160	25	\$233.46	\$9.34	15.63%	-	5	20.00%	\$46.69
CoolSculpting in Boca Raton - Fat Reduction Treatment - Flexible Payment Options promos.nuwaysmd.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	249	13	\$164.41	\$12.65	5.22%	-	3	23.08%	\$54.80
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Boca Raton promos.nuwaysmd.com/ CoolSculpting Deal. Freeze Fat. Top Provider in Boca Raton, FL. Free Virtual Consult.	53	1	\$11.72	\$11.72	1.89%	-	1	100.00%	\$11.72
Body Sculpting - CoolSculpting in Boca Raton - Non-Surgical Fat Reduction promos.nuwaysmd.com/ Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	99	4	\$73.03	\$18.26	4.04%	-	1	25.00%	\$73.03

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

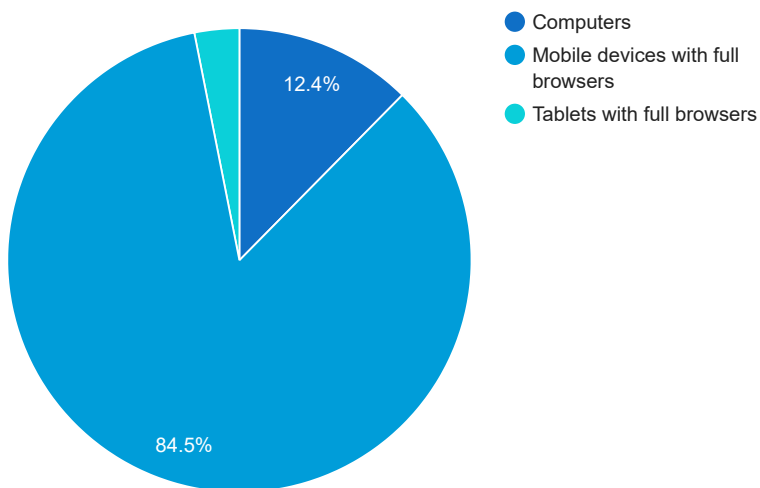
Budget Coverage



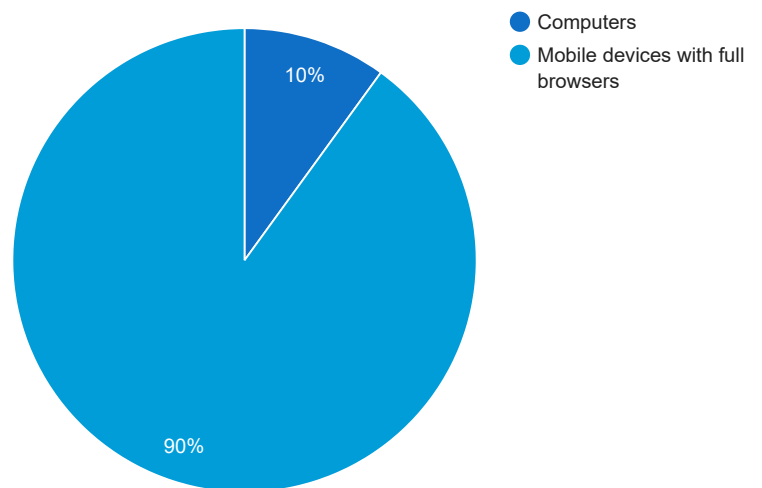
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	1,024.87	96.03
Dec, 2019	486.95	66.67
Jan, 2020	1,176.95	64.71
Feb, 2020	1,298.55	58.39
Mar, 2020	1,119	52.72
Apr, 2020	1,222.27	49.14
May, 2020	1,052.09	45.93
Jun, 2020	3,767.40	46.01
Jul, 2020	2,534.13	50.98
Aug, 2020	3,625.54	41.48
Sep, 2020	2,537.28	53.44
Oct, 2020	2,155.41	36.35

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	3,435	154	\$1,821.17	\$11.83	4.48%	-	18	11.69%	\$101.18
Computers	1,022	25	\$267.01	\$10.68	2.45%	-	2	8%	\$133.51
Tablets with full browsers	182	6	\$67.23	\$11.21	3.3%	-	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	4,639	185	\$2,155.41	\$11.65	3.99%	-	20	10.81%	\$107.77

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Form Submission

20

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 page 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