

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

Nusbaum Medical Centers

341-349-9911

Key Performance Indicators (KPIs)

Cost

\$5,532

↓ 17%

Conv

33.5

↓ 19%

Conv Rate

2.16%

↓ 29%

Cost / Conv

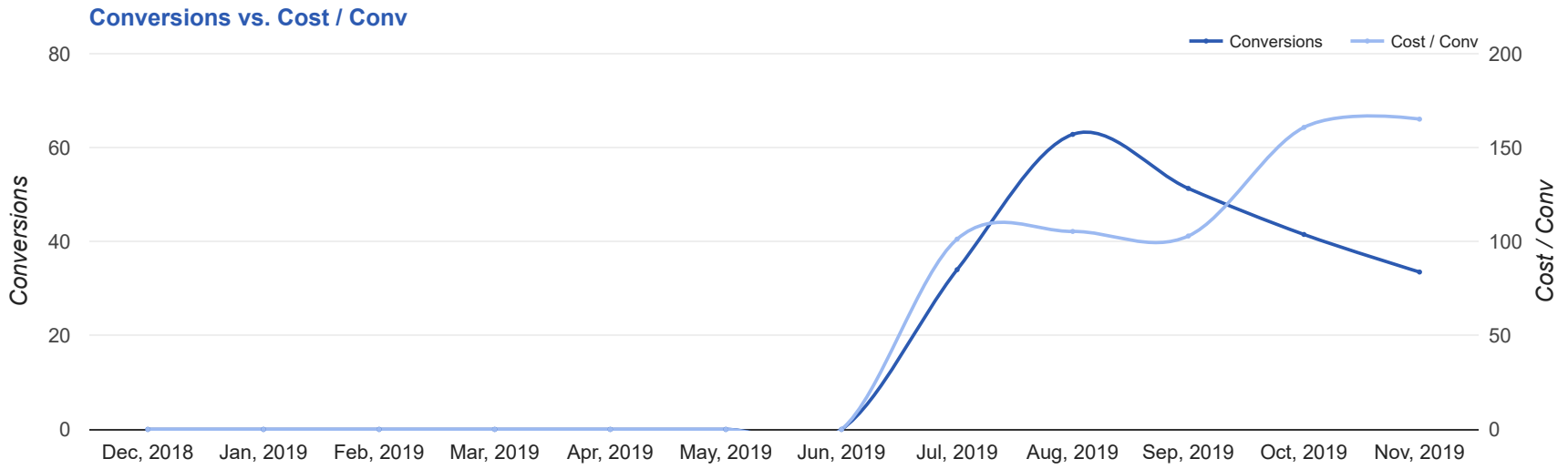
\$165.12

↑ 3%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	21,338	1,359	\$6,670.44	\$4.91	6.37%	-	41.5	3.05%	\$160.73	35.99%
1 Nov 2019 — 30 Nov 2019	24,232	1,548	\$5,531.63	\$3.57	6.39%	-	33.5	2.16%	\$165.12	40.29%
Change	2,894 ↑ 14%	189 ↑ 14%	\$1,138.81 ↓ 17%	\$1.34 ↓ 27%	0.02% ↑ 0%	--	8 ↓ 19%	0.89% ↓ 29%	\$4.39 ↑ 3%	4.30% ↑ 12%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Jul '19	12,068	771	\$3,443.23	\$4.47	6.39%	-	34	4.41%	\$101.27	34.14%	
Aug '19	27,914	1,879	\$6,610.94	\$3.52	6.73%	-	62.8	3.34%	\$105.35	30.27%	
Sep '19	23,959	1,327	\$5,274.66	\$3.97	5.54%	-	51.3	3.86%	\$102.92	31.44%	
Oct '19	21,338	1,359	\$6,670.44	\$4.91	6.37%	-	41.5	3.05%	\$160.73	35.99%	
Nov '19	24,232	1,548	\$5,531.63	\$3.57	6.39%	-	33.5	2.16%	\$165.12	40.29%	
Total	109,511	6,884	\$27,530.90	\$4.00	6.29%	-	223	3.24%	\$123.46	33.88%	

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta medical weight loss	18,394	1,294	\$2,985.78	\$2.31	7.03%	-	26.5	2.05%	\$112.67	36.62%
search beta surgical weight loss	5,399	245	\$2,269.95	\$9.27	4.54%	-	7	2.86%	\$324.28	57.03%
search beta coolsculpting	352	8	\$254.55	\$31.82	2.27%	-	0	0%	\$0.00	81.67%
search alpha coolsculpting	87	1	\$21.35	\$21.35	1.15%	-	0	0%	\$0.00	100%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

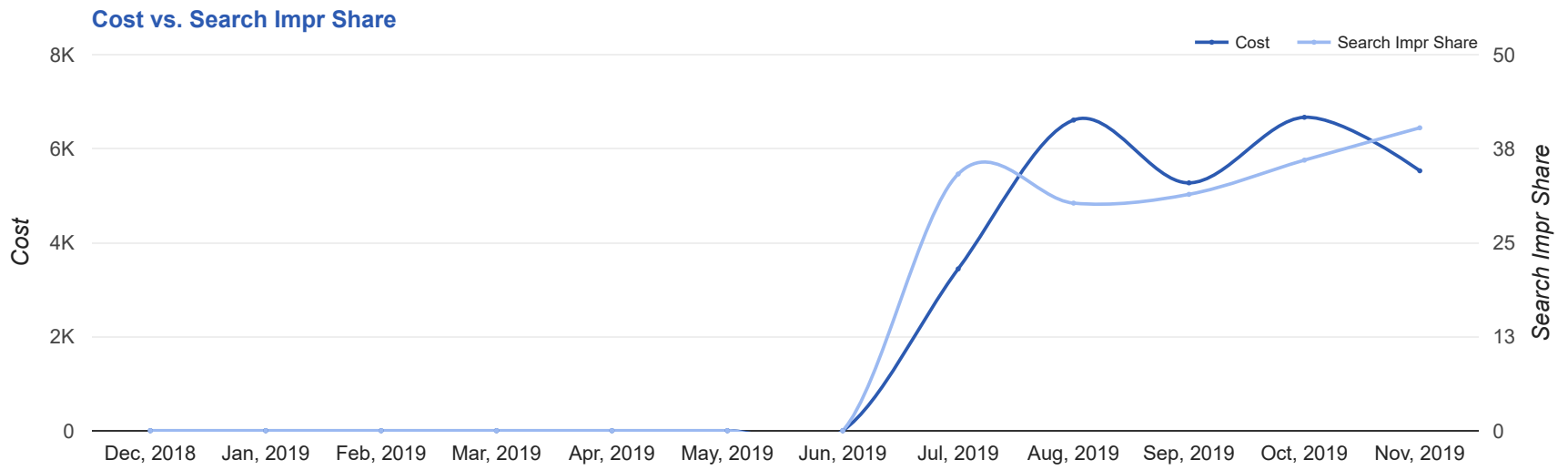
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:#1 Medical Weight Loss in NJ} - Free Phone Consultations - Start Losing Weight Right Away nusbaummedicalcenters.com/ -- World-Renowned Doctor Deliver State-of-the-Art, Medically Supervised Weight Loss Programs.	15,283	1,141	\$2,518.92	\$2.21	7.47%	-	19	1.67%	\$132.57
#1 Medical Weight Loss in NJ - Doctor Supervised Weight Loss - Take Charge of Your Weight Now nusbaummedicalcenters.com/ Our Patients Have Lost over 500,000 lbs. Speak to a Weight Loss Expert Now!	2,437	100	\$313.32	\$3.13	4.10%	-	5.5	5.50%	\$56.97
{Keyword:NJ's Top Weight Loss Center} - Insurance & Medicare Accepted - World Renowned Surgeon & Staff nusbaummedicalcenters.com/ -- Dr. Nusbaum Has Successfully Treated over 20,000 Patients over the Past 25 Years.	3,118	178	\$1,513.82	\$8.50	5.71%	-	5	2.81%	\$302.76
Top Medical Weight Loss Center - Start Losing Weight Right Away - Free Phone Consultations nusbaummedicalcenters.com/ World-Renowned Doctor Deliver State-of-the-Art, Medically Supervised Weight Loss Programs.	674	53	\$153.54	\$2.90	7.86%	-	2	3.77%	\$76.77
NJ's Top Weight Loss Center - World Renowned Surgeon & Staff - Insurance & Medicare Accepted nusbaummedicalcenters.com/ Recognized Center Of Excellence with over 6,000 Weight Loss Procedures Performed.	1,099	24	\$280.48	\$11.69	2.18%	-	1	4.17%	\$280.48

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

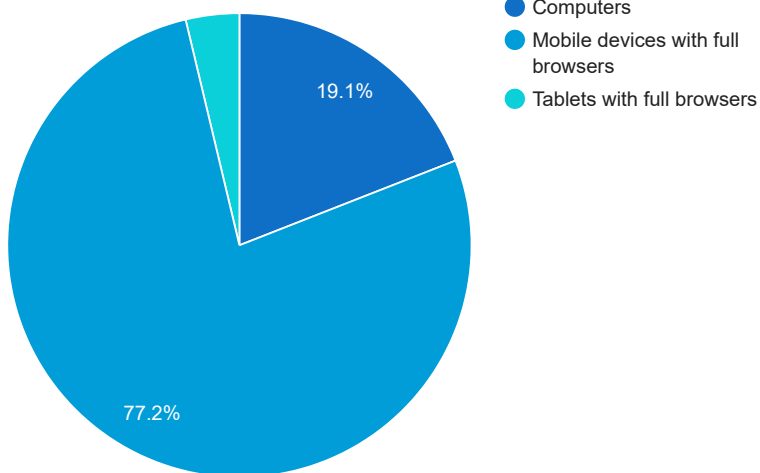
Budget Coverage



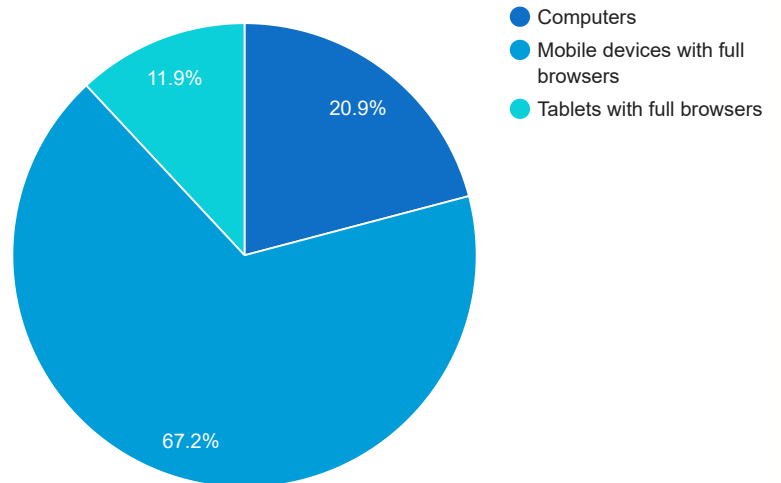
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	3,443.23	34.14
Aug, 2019	6,610.94	30.27
Sep, 2019	5,274.66	31.44
Oct, 2019	6,670.44	35.99
Nov, 2019	5,531.63	40.29

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	18,554	1,319	\$4,271.39	\$3.24	7.11%	-	22.5	1.71%	\$189.84
Computers	4,489	180	\$1,054.06	\$5.86	4.01%	-	7	3.89%	\$150.58
Tablets with full browsers	1,189	49	\$206.18	\$4.21	4.12%	-	4	8.16%	\$51.55

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	24,232	1,548	\$5,531.63	\$3.57	6.39%	-	33.5	2.16%	\$165.12

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	26.5
Phone Call	7
Calls from ads	0

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