

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

Nusbaum Medical Centers

341-349-9911

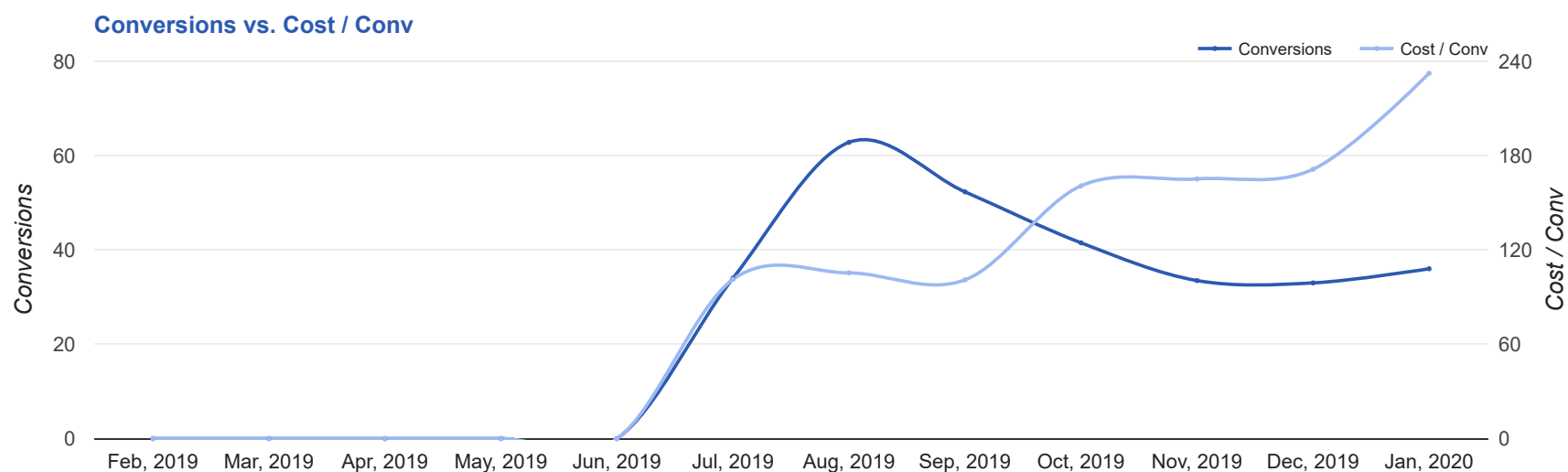
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,364	36	1.81%	\$232.32
↑ 48%	↑ 9%	↓ 17%	↑ 36%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	23,317	1,522	\$5,651.46	\$3.71	6.53%	-	33	2.17%	\$171.26	36.91%
1 Jan 2020 — 31 Jan 2020	32,752	1,988	\$8,363.52	\$4.21	6.07%	-	36	1.81%	\$232.32	31.81%
Change	9,435 ↑ 40%	466 ↑ 31%	\$2,712.06 ↑ 48%	\$0.50 ↑ 13%	0.46% ↓ 7%	--	3 ↑ 9%	0.36% ↓ 17%	\$61.06 ↑ 36%	5.10% ↓ 14%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



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%	-	52.3	3.94%	\$100.95	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	40.34%	
Dec '19	23,317	1,522	\$5,651.46	\$3.71	6.53%	-	33	2.17%	\$171.26	36.91%	
Jan '20	32,752	1,988	\$8,363.52	\$4.21	6.07%	-	36	1.81%	\$232.32	31.81%	
Total	165,580	10,394	\$41,545.88	\$4.00	6.28%	-	293	2.82%	\$141.79	33.84%	

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta medical weight loss	22,657	1,518	\$2,955.13	\$1.95	6.7%	-	22.5	1.48%	\$131.34	26.63%
search beta surgical weight loss	8,365	382	\$2,786.47	\$7.29	4.57%	-	10.5	2.75%	\$265.38	53.11%
search alpha coolsculpting	540	38	\$1,132.51	\$29.80	7.04%	-	2	5.26%	\$566.26	99.08%
search beta coolsculpting	1,190	50	\$1,489.41	\$29.79	4.2%	-	1	2%	\$1,489.41	72.83%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

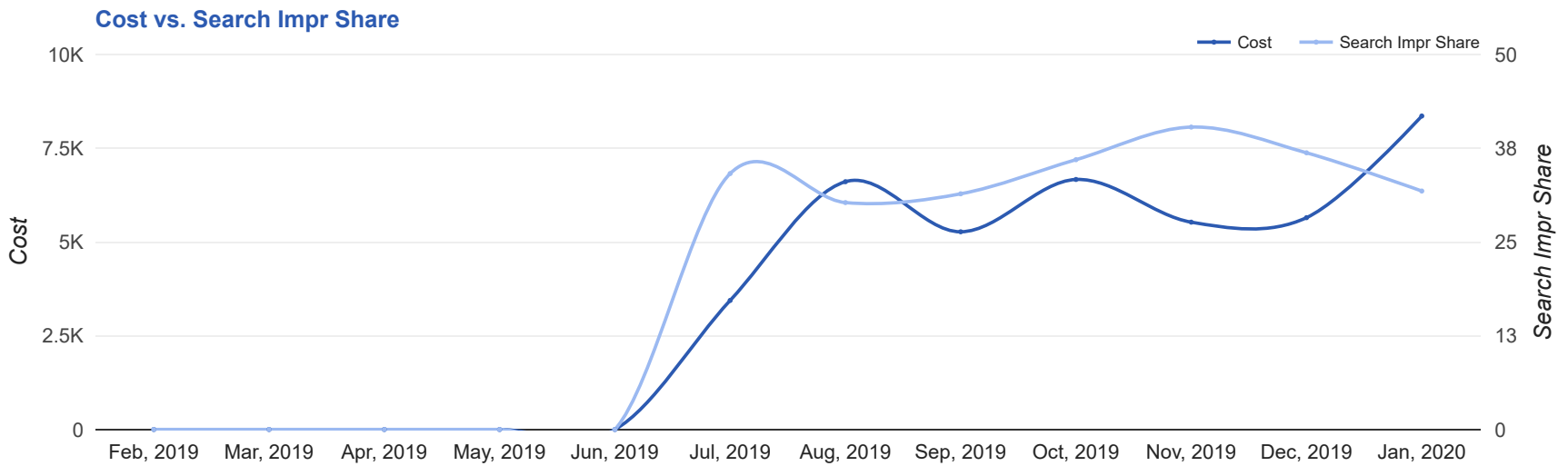
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:#1 Medical Weight Loss in NJ} - Free Phone Consultations - Start Losing Weight Right Away nusbaummedicalcenters.com/ -- World-Renowned Doctor Deliver State-of-the-Art, Medically Supervised Weight Loss Programs.	18,058	1,325	\$2,433.47	\$1.84	7.34%	-	16	1.21%	\$152.09
{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.	5,079	303	\$2,011.80	\$6.64	5.97%	-	8.5	2.81%	\$236.68
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.	1,259	71	\$158.26	\$2.23	5.64%	-	3.5	4.93%	\$45.22
#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!	3,340	122	\$363.40	\$2.98	3.65%	-	3	2.46%	\$121.13
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.	960	21	\$202.54	\$9.64	2.19%	-	1	4.76%	\$202.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

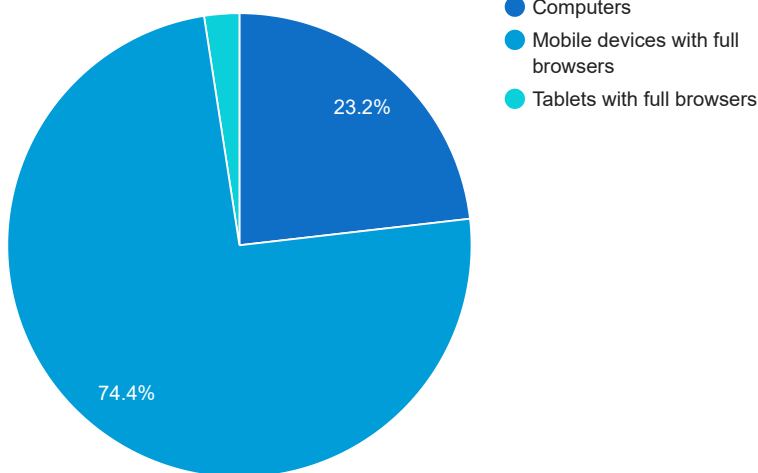
Budget Coverage



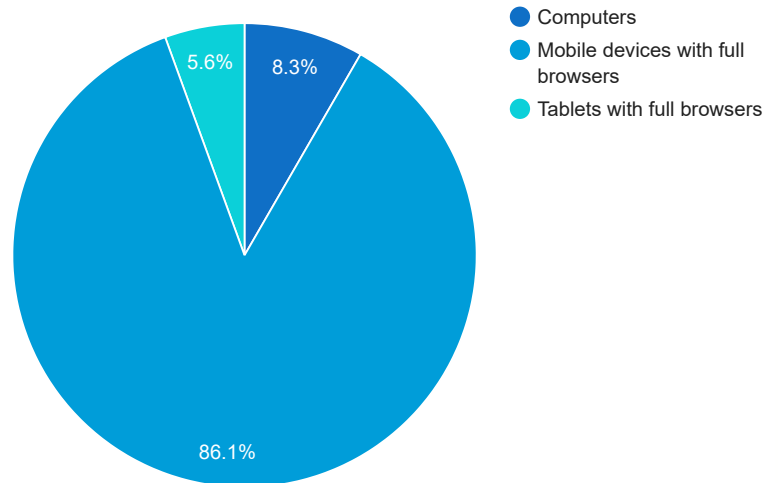
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	3,443.23	34.14
Aug, 2019	6,610.94	30.27
Sep, 2019	5,274.66	31.44
Oct, 2019	6,670.44	35.99
Nov, 2019	5,531.63	40.34
Dec, 2019	5,651.46	36.91
Jan, 2020	8,363.52	31.81

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	24,558	1,668	\$6,220.94	\$3.73	6.79%	-	31	1.86%	\$200.68
Computers	6,795	258	\$1,938.29	\$7.51	3.8%	-	3	1.16%	\$646.10
Tablets with full browsers	1,399	62	\$204.29	\$3.30	4.43%	-	2	3.23%	\$102.15

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	32,752	1,988	\$8,363.52	\$4.21	6.07%	-	36	1.81%	\$232.32

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	24
Phone Call	11
Calls from ads	1

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