

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Nusbaum Medical Centers

341-349-9911

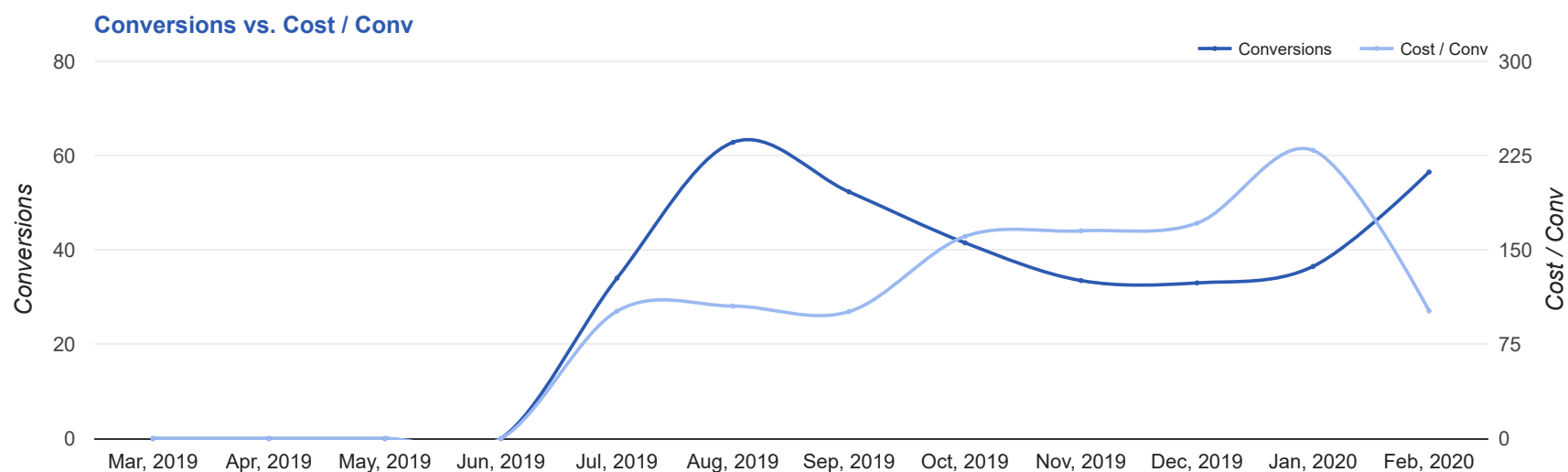
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,734	56.5	3.61%	\$101.49
↓ 31%	↑ 55%	↑ 96%	↓ 56%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	32,752	1,988	\$8,363.52	\$4.21	6.07%	-	36.5	1.84%	\$229.14	31.84%
1 Feb 2020 — 29 Feb 2020	30,194	1,565	\$5,734.28	\$3.66	5.18%	-	56.5	3.61%	\$101.49	34.65%
Change	2,558 ↓ 8%	423 ↓ 21%	\$2,629.24 ↓ 31%	\$0.55 ↓ 13%	0.89% ↓ 15%	--	20 ↑ 55%	1.77% ↑ 96%	\$127.65 ↓ 56%	2.81% ↑ 9%

Performance by Month - 1 Mar 2019 — 29 Feb 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%	-	36.5	1.84%	\$229.14	31.84%	
Feb '20	30,194	1,565	\$5,734.28	\$3.66	5.18%	-	56.5	3.61%	\$101.49	34.65%	
Total	195,774	11,959	\$47,280.16	\$3.95	6.11%	-	350	2.93%	\$135.09	33.97%	

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta medical weight loss	21,397	1,279	\$2,988.95	\$2.34	5.98%	-	40	3.13%	\$74.72	30.73%
search beta surgical weight loss	8,796	286	\$2,745.33	\$9.60	3.25%	-	16.5	5.77%	\$166.38	50.26%
search beta coolsculpting	1	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	100%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

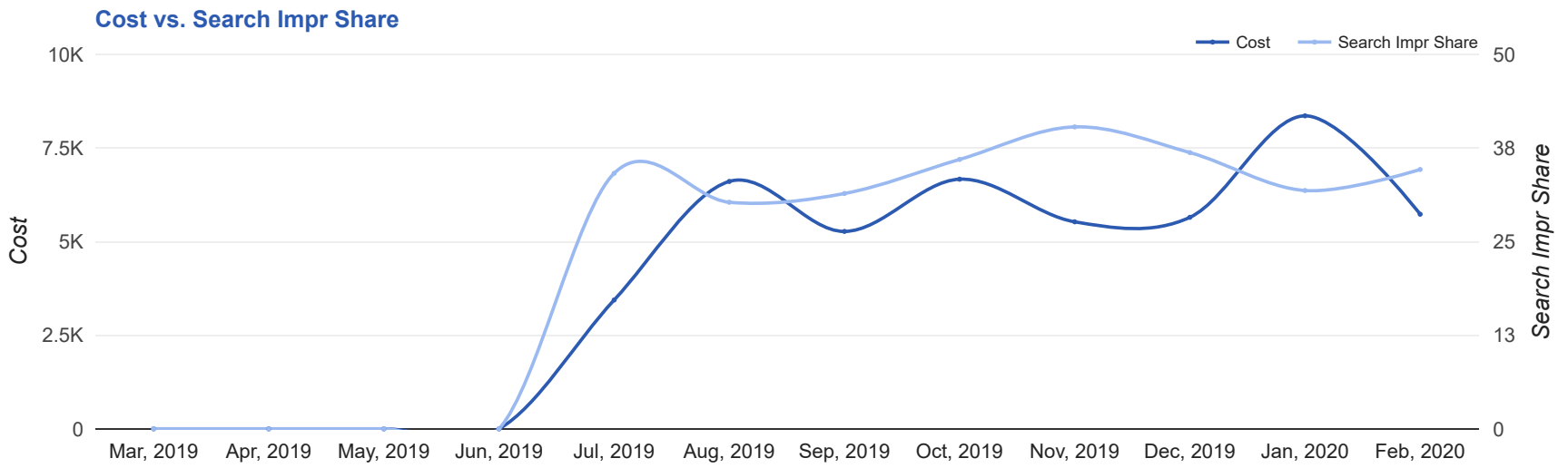
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:#1 Medical Weight Loss in NJ} - Free Phone Consultations - Start Losing Weight Right Away nusbaummedicalcenters.com/ -- World-Renowned Doctor Deliver State-of-the-Art, Medically Supervised Weight Loss Programs.	15,296	1,036	\$2,204.69	\$2.13	6.77%	-	22.5	2.17%	\$97.99
#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!	4,999	180	\$623.44	\$3.46	3.60%	-	15.5	8.61%	\$40.22
#1 Surgical Weight Loss Center - Lose Weight at a Healthy Rate - Call or Register Online Today nusbaummedicalcenters.com/ 11x New Jersey Top Doctor, Dr. Michael Nusbaum Has Treated over 6,000 Patients.	3,166	99	\$1,119.13	\$11.30	3.13%	-	8.5	8.59%	\$131.66
{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.	2,918	118	\$971.61	\$8.23	4.04%	-	7	5.93%	\$138.80
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.	1,102	63	\$160.82	\$2.55	5.72%	-	2	3.17%	\$80.41

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

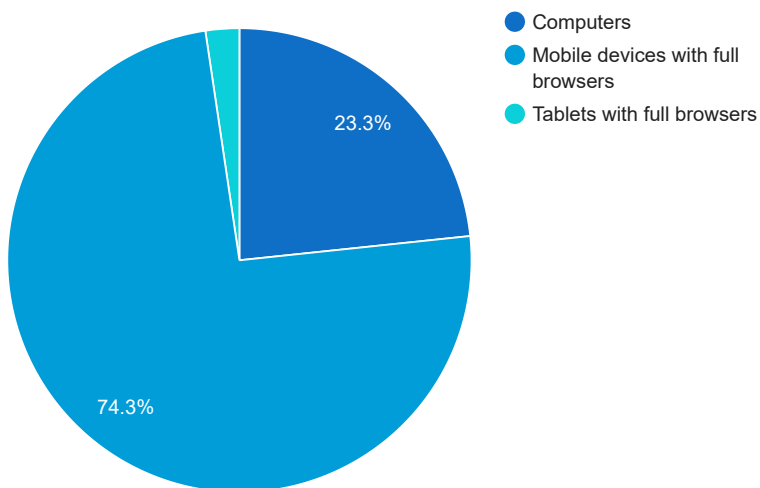
Budget Coverage



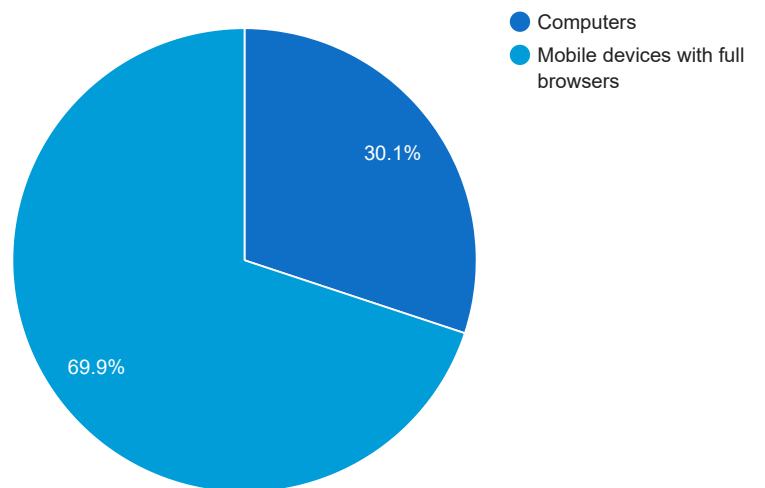
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	3,443.23	34.14
Aug, 2019	6,610.94	30.27
Sep, 2019	5,274.66	31.44
Oct, 2019	6,670.44	35.99
Nov, 2019	5,531.63	40.34
Dec, 2019	5,651.46	36.91
Jan, 2020	8,363.52	31.84
Feb, 2020	5,734.28	34.65

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	22,411	1,279	\$4,261.61	\$3.33	5.71%	-	39.5	3.09%	\$107.89
Computers	6,792	237	\$1,338.00	\$5.65	3.49%	-	17	7.17%	\$78.71
Tablets with full browsers	991	49	\$134.67	\$2.75	4.94%	-	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	30,194	1,565	\$5,734.28	\$3.66	5.18%	-	56.5	3.61%	\$101.49

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	41.5
Phone Call	12
Calls from ads	3

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