

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

Parakh Plastic Surgery

910-260-9062

Key Performance Indicators (KPIs)

Cost

\$2,322

↓ 35%

Conv

15

↓ 18%

Conv Rate

2.4%

↓ 34%

Cost / Conv

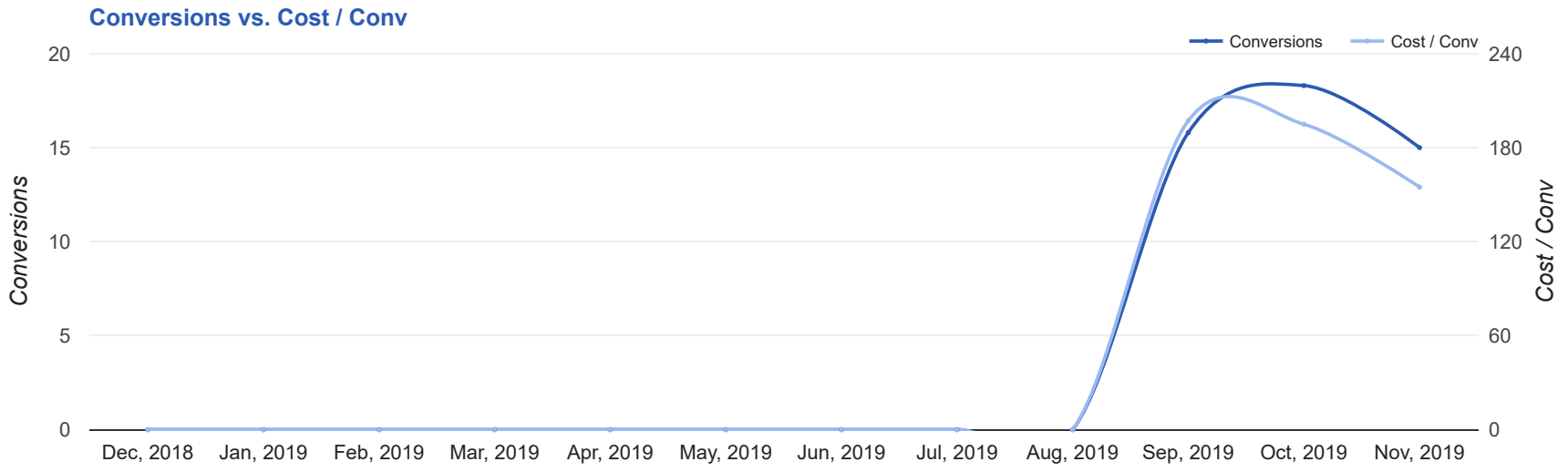
\$154.83

↓ 21%

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	9,086	503	\$3,557.54	\$7.07	5.54%	-	18.3	3.63%	\$194.93	41.95%
1 Nov 2019 — 30 Nov 2019	10,687	624	\$2,322.43	\$3.72	5.84%	-	15	2.4%	\$154.83	47.73%
Change	1,601 ↑ 18%	121 ↑ 24%	\$1,235.11 ↓ 35%	\$3.35 ↓ 47%	0.30% ↑ 5%	--	3.25 ↓ 18%	1.23% ↓ 34%	\$40.10 ↓ 21%	5.78% ↑ 14%

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
Sep '19	7,858	492	\$3,105.52	\$6.31	6.26%	-	15.8	3.2%	\$197.18	49.07%
Oct '19	9,086	503	\$3,557.54	\$7.07	5.54%	-	18.3	3.63%	\$194.93	41.94%
Nov '19	10,687	624	\$2,322.43	\$3.72	5.84%	-	15	2.4%	\$154.83	47.73%
Total	27,631	1,619	\$8,985.49	\$5.55	5.86%	-	49	3.03%	\$183.38	46%

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 tummy tuck	8,878	523	\$1,493.27	\$2.86	5.89%	-	13	2.49%	\$114.87	47.19%
search beta bodytite	1,382	84	\$401.16	\$4.78	6.08%	-	2	2.38%	\$200.58	45.79%
search beta coolsculpting	265	7	\$129.98	\$18.57	2.64%	-	0	0%	\$0.00	70.29%
search awareness emsculpt	4	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	100%
search alpha coolsculpting	61	2	\$73.94	\$36.97	3.28%	-	0	0%	\$0.00	100%
search alpha emsculpt	97	8	\$224.08	\$28.01	8.25%	-	0	0%	\$0.00	81.51%

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:Tummy Tuck: Top Surgeon} - Tummy Tuck Before and After - Remove Excess Skin & Fat www.parakhplasticsurgery.com/ -- -- Tummy Tucks Remove Excess Skin, Fat, and Stretch Marks for a Flat and Firm Abdomen	6,585	412	\$1,091.73	\$2.65	6.26%	-	7	1.70%	\$155.96
Tummy Tuck: Englewood NJ - Flat and Firm Abdomen - Tummy Tuck Special www.parakhplasticsurgery.com/ Tummy Tuck, or Abdominoplasty, Reduces Fat and Removes Loose Skin Around the Tummy	1,567	82	\$312.00	\$3.80	5.23%	-	5	6.10%	\$62.40
BodyTite Skin Tightening - Tighten Skin Without Surgery - No Surgery. Little Downtime. www.parakhplasticsurgery.com/ Lift and Tighten Skin Without Surgery. Minimal Downtime. #1 BodyTite NY Provider.	134	7	\$22.35	\$3.19	5.22%	-	1	14.29%	\$22.35
{Keyword:BodyTite Skin Tightening} - No Surgery. Little Downtime. - Tighten Skin Without Surgery www.parakhplasticsurgery.com/ -- -- Lift and Tighten Skin Without Surgery. Minimal Downtime. #1 BodyTite NY Provider.	798	60	\$297.66	\$4.96	7.52%	-	1	1.67%	\$297.66
Tummy Tuck: Top Surgeon - Remove Excess Skin & Fat - Tummy Tuck Before and After www.parakhplasticsurgery.com/ Tummy Tucks Remove Excess Skin, Fat, and Stretch Marks for a Flat and Firm Abdomen	726	29	\$89.54	\$3.09	3.99%	-	1	3.45%	\$89.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

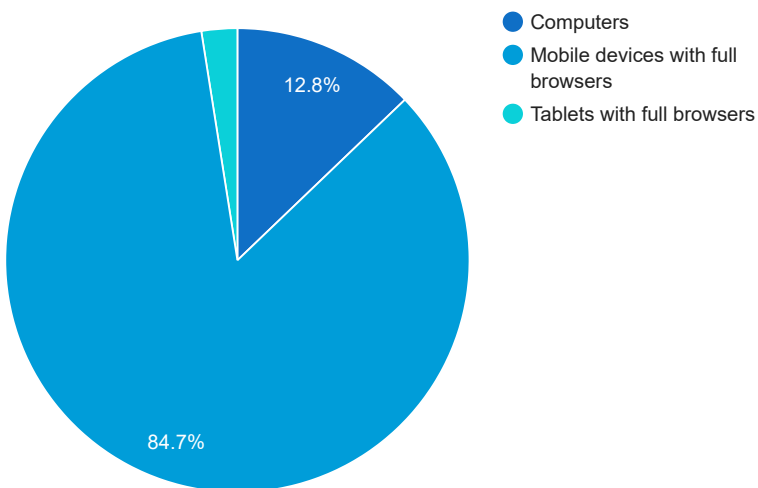
Budget Coverage



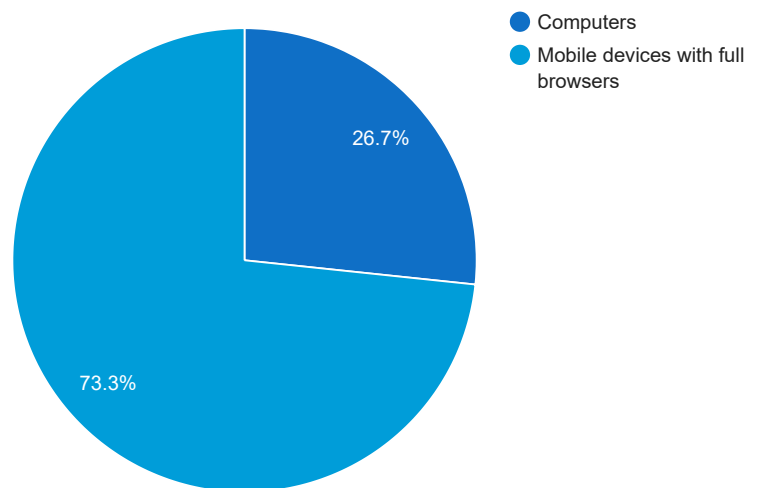
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	3,105.52	49.07
Oct, 2019	3,557.54	41.94
Nov, 2019	2,322.43	47.73

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	9,280	554	\$1,966.43	\$3.55	5.97%	-	11	1.99%	\$178.77
Computers	1,157	60	\$298.12	\$4.97	5.19%	-	4	6.67%	\$74.53
Tablets with full browsers	250	10	\$57.88	\$5.79	4%	-	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	10,687	624	\$2,322.43	\$3.72	5.84%	-	15	2.4%	\$154.83

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	13
Calls from ads	1
Phone Call	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