

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

Parakh Plastic Surgery

910-260-9062

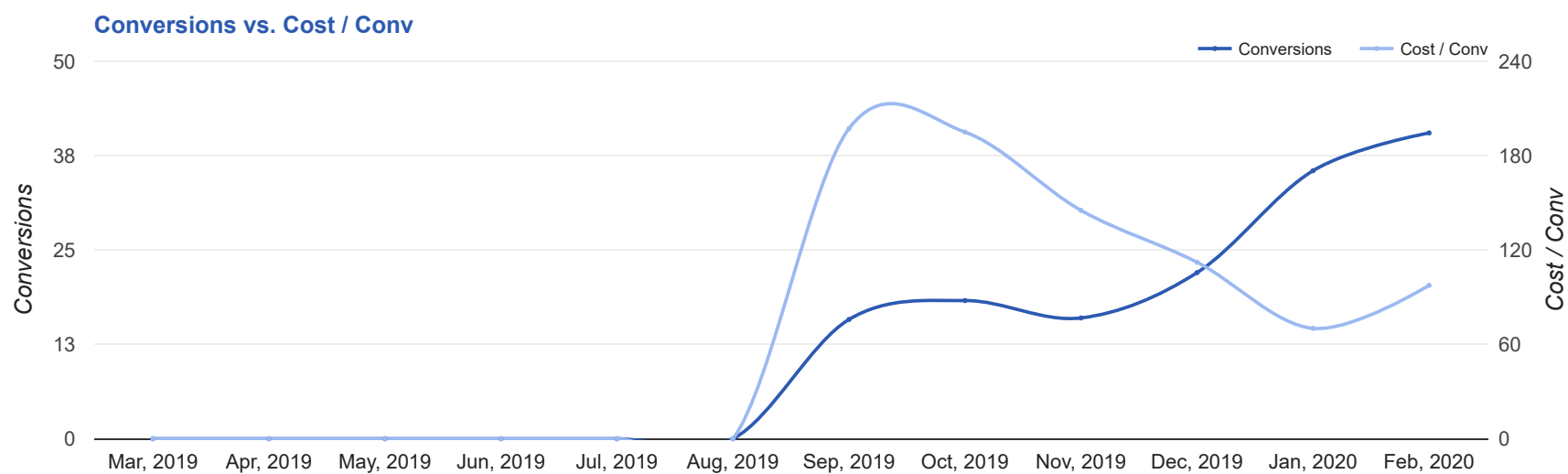
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,949	40.5	3.32%	\$97.50
↑ 58%	↑ 14%	↑ 20%	↑ 39%

## 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	20,470	1,284	\$2,491.28	\$1.94	6.27%	-	35.5	2.76%	\$70.18	37.1%
1 Feb 2020 — 29 Feb 2020	20,207	1,219	\$3,948.61	\$3.24	6.03%	-	40.5	3.32%	\$97.50	42.39%
Change	263 ↓ 1%	65 ↓ 5%	\$1,457.33 ↑ 58%	\$1.30 ↑ 67%	0.24% ↓ 4%	--	5 ↑ 14%	0.56% ↑ 20%	\$27.32 ↑ 39%	5.29% ↑ 14%

# 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	
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%	-	16	2.56%	\$145.15	47.73%	
Dec '19	17,070	986	\$2,468.44	\$2.50	5.78%	-	22	2.23%	\$112.20	41.18%	
Jan '20	20,470	1,284	\$2,491.28	\$1.94	6.27%	-	35.5	2.76%	\$70.18	37.1%	
Feb '20	20,207	1,219	\$3,948.61	\$3.24	6.03%	-	40.5	3.32%	\$97.50	42.39%	
<b>Total</b>	<b>85,378</b>	<b>5,108</b>	<b>\$17,893.82</b>	<b>\$3.50</b>	<b>5.98%</b>	<b>-</b>	<b>148</b>	<b>2.9%</b>	<b>\$120.90</b>	<b>41.78%</b>	

## 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   tummy tuck	9,084	635	\$1,492.05	\$2.35	6.99%	-	24.2	3.81%	\$61.73	49.09%
search   beta   bodytite	9,320	511	\$994.50	\$1.95	5.48%	-	13	2.54%	\$76.50	34.63%
search   beta   coolsculpting	1,803	73	\$1,462.06	\$20.03	4.05%	-	3.3	4.56%	\$439.06	80.2%

# Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

## Top Text Ads

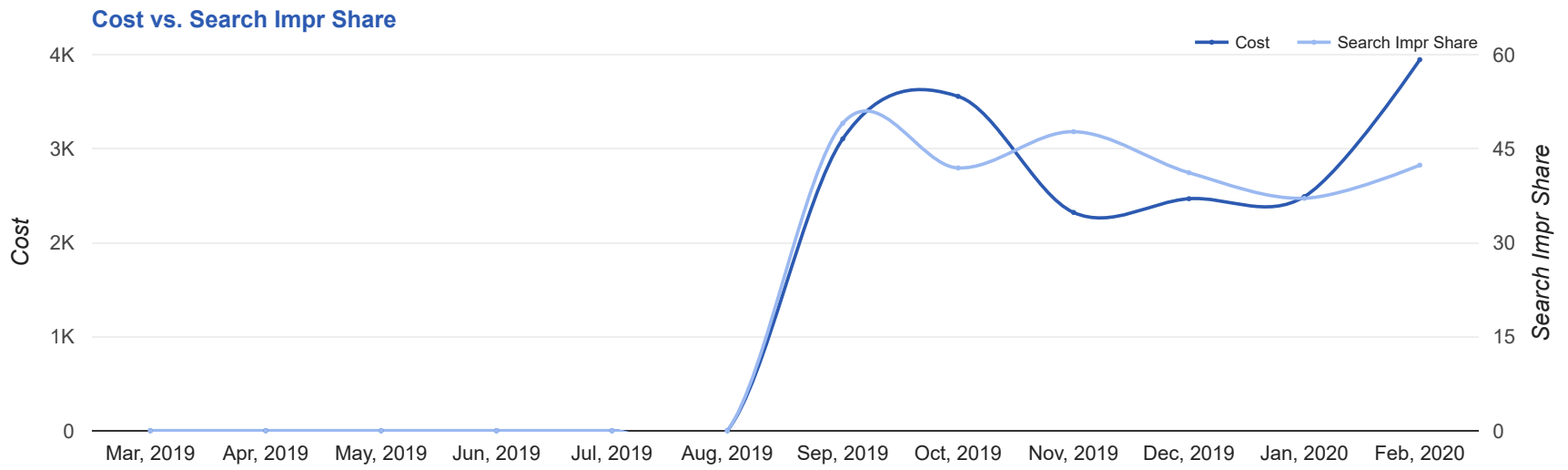
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Top Tummy Tuck Surgeon} - Tummy Tuck Before and After - Remove Excess Skin & Fat <a href="http://www.parakhplasticsurgery.com/">www.parakhplasticsurgery.com/</a> -- -- Tummy Tuck, or Abdominoplasty, Reduces Fat and Removes Loose Skin Around the Tummy	5,882	466	\$1,024.93	\$2.20	7.92%	-	13	2.79%	\$78.84
{Keyword:BodyTite Skin Tightening} - No Surgery. Little Downtime. - Tighten Skin Without Surgery <a href="http://www.parakhplasticsurgery.com/">www.parakhplasticsurgery.com/</a> --/ -- Lift and Tighten Skin Without Surgery. Minimal Downtime. #1 BodyTite NY Provider.	5,220	324	\$598.06	\$1.85	6.21%	-	7	2.16%	\$85.44
Skin Tightening + Liposuction - No Surgery. Little Downtime. - What is BodyTite? <a href="http://www.parakhplasticsurgery.com/">www.parakhplasticsurgery.com/</a> BodyTite Tightens Lax Skin Left Over after Liposuction. Non-Surgical Skin Tightening	3,757	171	\$372.15	\$2.18	4.55%	-	6	3.51%	\$62.02
Tummy Tuck: Englewood NJ - Flat and Firm Abdomen - Tummy Tuck Special <a href="http://www.parakhplasticsurgery.com/">www.parakhplasticsurgery.com/</a> Tummy Tuck, or Abdominoplasty, Reduces Fat and Removes Loose Skin Around the Tummy	1,767	88	\$270.20	\$3.07	4.98%	-	4.7	5.31%	\$57.86
Top Tummy Tuck Surgeon - Tighten Skin + Remove Fat - Minimally Invasive Tummy Tuck <a href="http://www.parakhplasticsurgery.com/">www.parakhplasticsurgery.com/</a> Tummy Tuck, or Abdominoplasty, Reduces Fat and Removes Loose Skin Around the Tummy	503	26	\$62.20	\$2.39	5.17%	-	4	15.38%	\$15.55

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2020 — 29 Feb 2020

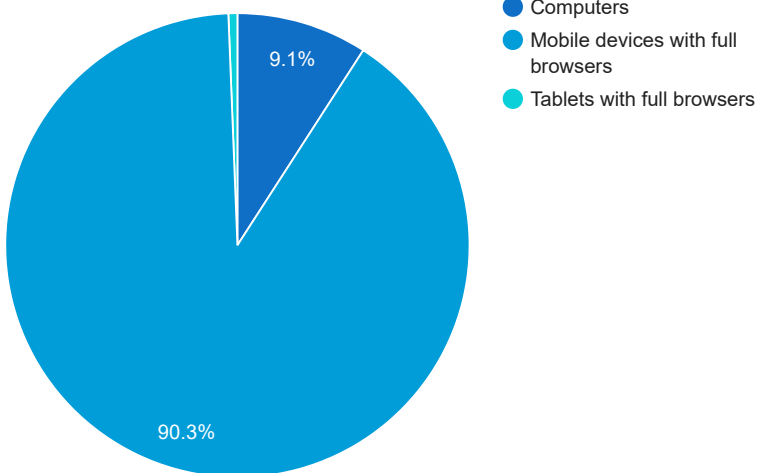
## Budget Coverage



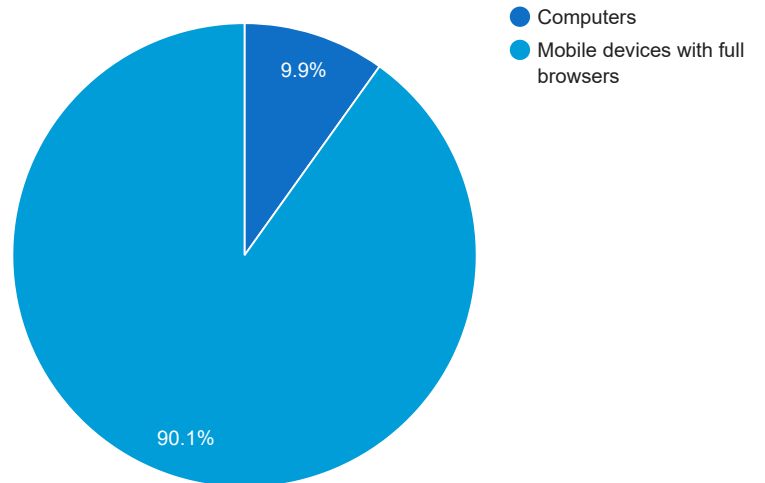
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	3,105.52	49.07
Oct, 2019	3,557.54	41.94
Nov, 2019	2,322.43	47.73
Dec, 2019	2,468.44	41.18
Jan, 2020	2,491.28	37.10
Feb, 2020	3,948.61	42.39

## 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	17,555	1,106	\$3,563.68	\$3.22	6.3%	-	36.5	3.3%	\$97.64
Computers	2,342	99	\$360.24	\$3.64	4.23%	-	4	4.04%	\$90.06
Tablets with full browsers	310	14	\$24.69	\$1.76	4.52%	-	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	20,207	1,219	\$3,948.61	\$3.24	6.03%	-	40.5	3.32%	\$97.50

## Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	35.5
Phone Call	3
Phone Calls from Website	2

## 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