

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Dr Chasan - Ranch & Coast

854-477-6186

Key Performance Indicators (KPIs)

Cost

\$2,893

↑ ∞

Conv

7

↑ ∞

Conv Rate

2.95%

↑ ∞

Cost / Conv

\$413.31

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Feb 2021 — 28 Feb 2021	5,154	237	\$2,893.20	\$12.21	4.6%	-	7	2.95%	\$413.31	36.67%
Change	5,154 ↑ ∞%	237 ↑ ∞%	\$2,893.20 ↑ ∞%	\$12.21 ↑ ∞%	4.60% ↑ ∞%	--	7 ↑ ∞%	2.95% ↑ ∞%	\$413.31 ↑ ∞%	36.67% ↑ ∞%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '21	5,154	237	\$2,893.20	\$12.21	4.6%	-	7	2.95%	\$413.31	36.67%
Total	5,154	237	\$2,893.20	\$12.21	4.6%	-	7	2.95%	\$413.31	36.67%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,453	133	\$2,054.38	\$15.45	5.42%	-	4	3.01%	\$513.60	67.58%
search beta coolsculpting exp reach	2,701	104	\$838.82	\$8.07	3.85%	-	3	2.88%	\$279.61	25.52%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

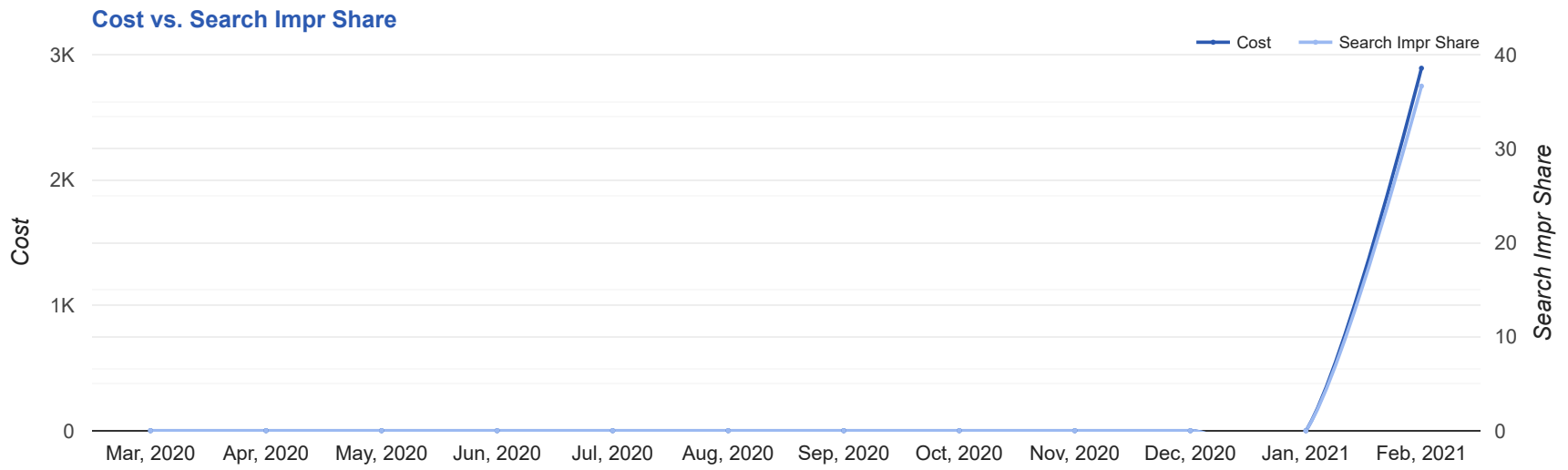
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Ranch & Coast - Fat Reduction in San Diego, CA - Non-Surgical Fat Reduction drchasan.mysculpt.net/--/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,087	47	\$442.69	\$9.42	4.32%	-	2	4.26%	\$221.34
CoolSculpting® Fat Reduction - CoolSculpting in San Diego, CA - Biggest CoolSculpting® Promo drchasan.mysculpt.net/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in San Diego, CA.	388	20	\$280.55	\$14.03	5.15%	-	1	5.00%	\$280.55
CoolSculpting in San Diego, CA - Limited Time Offer Feb 2021 - 25% Off All CoolSculpting drchasan.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	110	8	\$156.70	\$19.59	7.27%	-	1	12.50%	\$156.70
CoolSculpting in San Diego, CA - Limited Time Offer Feb 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/02/28 00:00:00","en-US",31)}</code> drchasan.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	71	10	\$148.55	\$14.86	14.08%	-	1	10.00%	\$148.55
CoolSculpting in San Diego, CA - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever drchasan.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	300	15	\$266.86	\$17.79	5.00%	-	1	6.67%	\$266.86

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

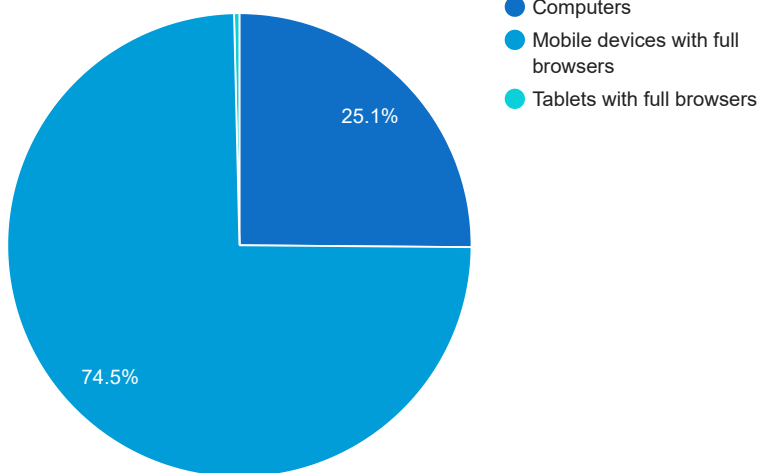
Budget Coverage



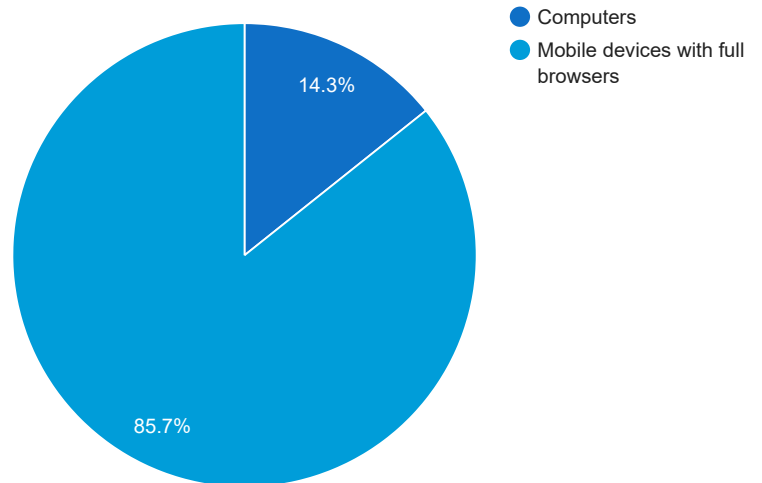
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	2,893.20	36.67

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	3,938	185	\$2,155.39	\$11.65	4.7%	-	6	3.24%	\$359.23
Computers	1,152	50	\$727.07	\$14.54	4.34%	-	1	2%	\$727.07
Tablets with full browsers	64	2	\$10.74	\$5.37	3.13%	-	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	5,154	237	\$2,893.20	\$12.21	4.6%	-	7	2.95%	\$413.31

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE

CONV

Submit lead form

7

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