

**Monthly Account  
Performance Report  
1 Mar 2021 — 31 Mar 2021**

Dr Chasan - Ranch & Coast

854-477-6186

# Key Performance Indicators (KPIs)

Cost

\$3,047

↑ 5%

Conv

15.9

↑ 97%

Conv Rate

4.2%

↑ 23%

Cost / Conv

\$191.50

↓ 46%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Feb 2021 — 28 Feb 2021</b>	5,154	237	\$2,893.20	\$12.21	4.6%	-	8.1	3.41%	\$357.63	36.97%
<b>1 Mar 2021 — 31 Mar 2021</b>	11,518	379	\$3,046.78	\$8.04	3.29%	-	15.9	4.2%	\$191.50	12.18%
<b>Change</b>	6,364 ↑ 123%	142 ↑ 60%	\$153.58 ↑ 5%	\$4.17 ↓ 34%	1.31% ↓ 28%	0 ↔ -	7.82 ↑ 97%	0.79% ↑ 23%	\$166.13 ↓ 46%	24.79% ↓ 67%

# Performance by Month - 1 Apr 2020 — 31 Mar 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%	-	8.1	3.41%	\$357.63	36.97%
Mar '21	11,518	379	\$3,046.78	\$8.04	3.29%	-	15.9	4.2%	\$191.50	12.18%
<b>Total</b>	16,672	616	\$5,939.98	\$9.64	3.69%	-	24	3.9%	\$247.50	15.37%

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	10,808	348	\$2,682.55	\$7.71	3.22%	-	15.9	4.57%	\$168.61	25.62%
search   beta   coolsculpting   exp reach	710	31	\$364.23	\$11.75	4.37%	-	0	0%	\$0.00	5%

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

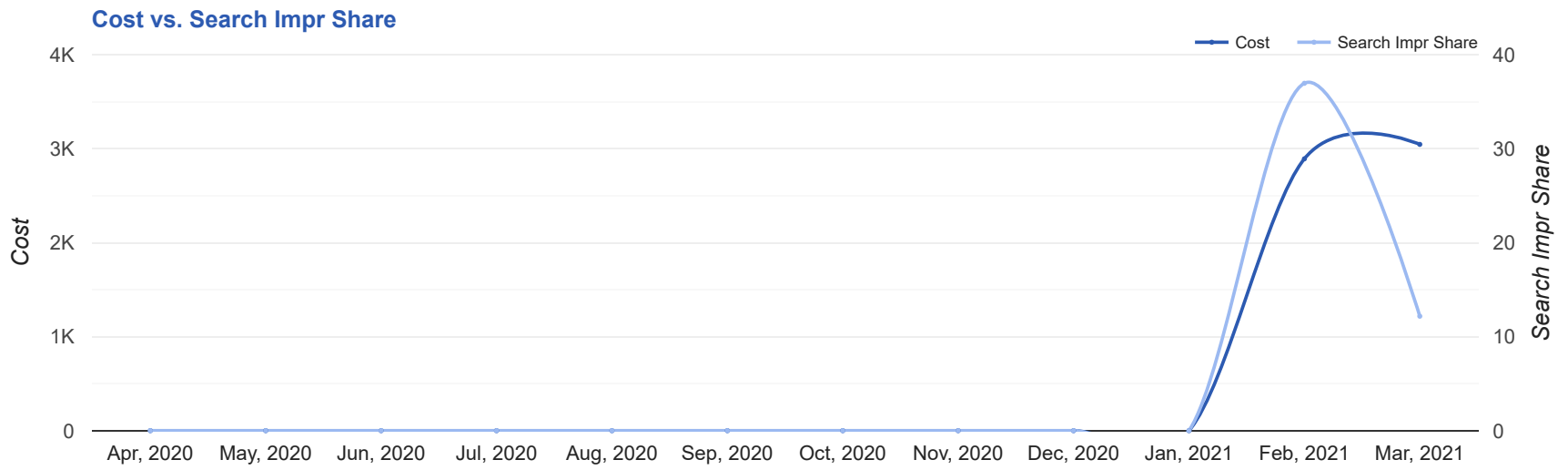
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Ranch &amp; Coast - Fat Reduction in San Diego, CA - Non-Surgical Fat Reduction</a> <a href="#">drchasan.mysculpt.net/ -- --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,002	29	\$149.77	\$5.16	2.89%	-	1.3	4.45%	\$116.10
<a href="#">Fat Reduction in San Diego, CA - Freezing Fat Really Works - Get Rid of Unwanted Fat</a> <a href="#">drchasan.mysculpt.net//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	157	4	\$22.49	\$5.62	2.55%	-	1	25.00%	\$22.49
<a href="#">Ranch &amp; Coast - Fat Reduction in San Diego, CA - Non-Surgical Fat Reduction</a> <a href="#">drchasan.mysculpt.net/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,581	47	\$218.65	\$4.65	2.97%	-	1	2.13%	\$218.65
<a href="#">Fat Reduction in San Diego, CA - Eliminate Fat &amp; Feel Great - Freeze Away Body Fat</a> <a href="#">drchasan.mysculpt.net//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	292	6	\$32.35	\$5.39	2.05%	-	1	16.67%	\$32.35
<a href="#">CoolSculpting in San Diego, CA - Limited Time Offer   Mar 2021 - Our Biggest Discount Ever</a> <a href="#">drchasan.mysculpt.net//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in San Diego, CA.	15	1	\$4.31	\$4.31	6.67%	-	1	100.00%	\$4.31

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

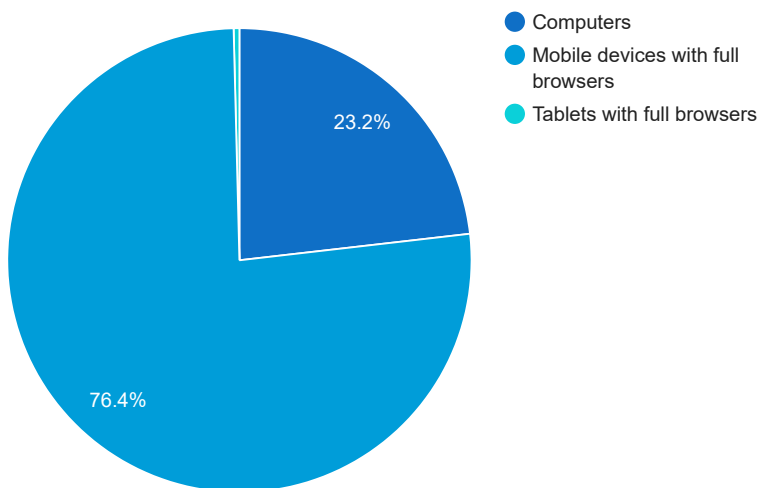
## Budget Coverage



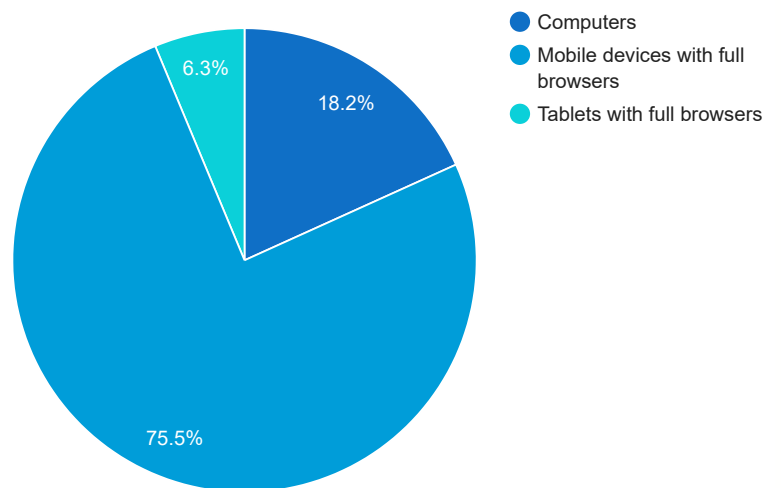
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	2,893.20	36.97
Mar, 2021	3,046.78	12.18

## 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	9,096	303	\$2,328.47	\$7.68	3.33%	-	12	3.96%	\$194.04
Computers	2,291	74	\$706.14	\$9.54	3.23%	-	2.9	3.93%	\$242.66
Tablets with full browsers	131	2	\$12.17	\$6.09	1.53%	-	1	50%	\$12.17

### 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	11,518	379	\$3,046.78	\$8.04	3.29%	-	15.9	4.2%	\$191.50

# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

CONV

Submit lead form

12.9

Click to Call

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 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