

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Dr Chasan - Ranch & Coast

854-477-6186

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,978	31	5.22%	\$96.07
↓ 2%	↑ 95%	↑ 24%	↓ 50%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	11,518	379	\$3,046.78	\$8.04	3.29%	-	15.9	4.2%	\$191.50	11.58%
1 Apr 2021 — 30 Apr 2021	17,088	594	\$2,978.09	\$5.01	3.48%	-	31	5.22%	\$96.07	19.61%
Change	5,570 ↑ 48%	215 ↑ 57%	\$68.69 ↓ 2%	\$3.03 ↓ 38%	0.19% ↑ 6%	0 ↔ -	15.09 ↑ 95%	1.02% ↑ 24%	\$95.43 ↓ 50%	8.03% ↑ 69%

Performance by Month - 1 May 2020 — 30 Apr 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	11.58%
Apr '21	17,088	594	\$2,978.09	\$5.01	3.48%	-	31	5.22%	\$96.07	19.61%
Total	33,760	1,210	\$8,918.07	\$7.37	3.58%	-	55	4.55%	\$162.15	16.83%

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	17,088	594	\$2,978.09	\$5.01	3.48%	-	31	5.22%	\$96.07	19.61%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
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.	1,785	98	\$605.48	\$6.18	5.49%	-	9.4	9.54%	\$64.76
CoolSculpting in San Diego, CA - Limited Time Offer Apr 2021 - Our Biggest Discount Ever drchasan.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	328	15	\$93.29	\$6.22	4.57%	-	3	20.00%	\$31.10
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.	4,289	129	\$475.77	\$3.69	3.01%	-	3	2.33%	\$158.59
Fat Reduction in San Diego, CA - Freeze Away Body Fat - Get \$1,000 Off 8+ Treatments drchasan.mysculpt.net// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	319	16	\$64.69	\$4.04	5.02%	-	2	12.50%	\$32.34
CoolSculpting in San Diego, CA - Limited Time Offer Apr 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/04/30 00:00:00","en-US",31)}</code> drchasan.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	313	16	\$83.72	\$5.23	5.11%	-	2	12.50%	\$41.86

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

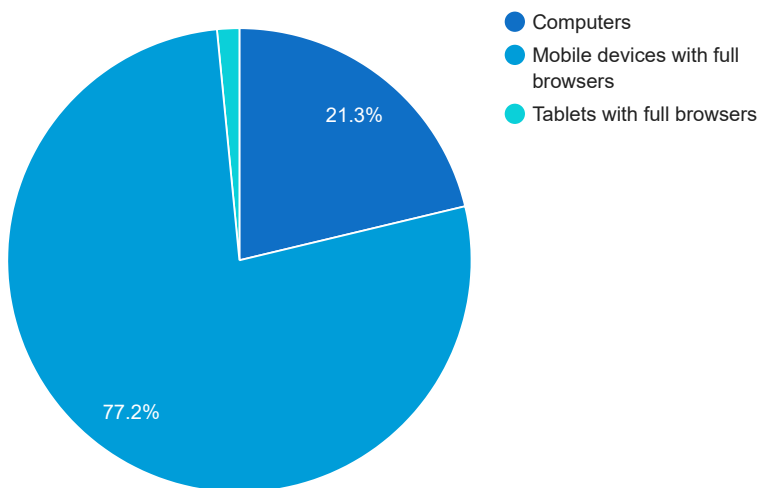
Budget Coverage



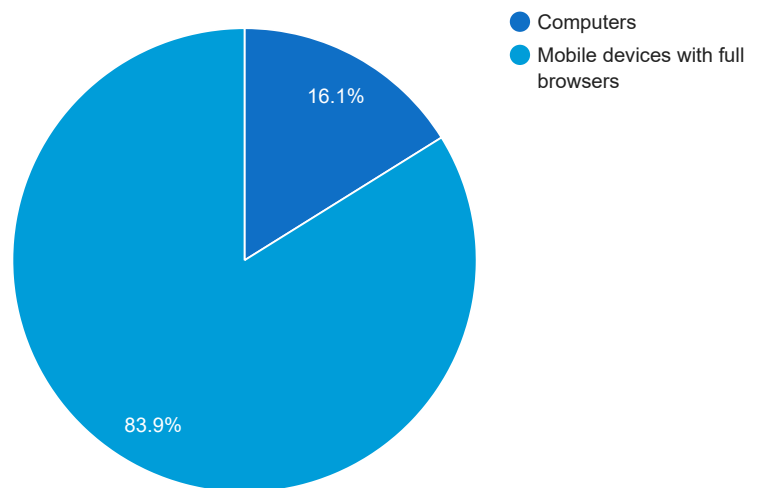
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	2,893.20	36.97
Mar, 2021	3,046.78	11.58
Apr, 2021	2,978.09	19.61

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	13,926	476	\$2,298.79	\$4.83	3.42%	-	26	5.46%	\$88.42
Computers	2,908	107	\$633.17	\$5.92	3.68%	-	5	4.67%	\$126.63
Tablets with full browsers	254	11	\$46.13	\$4.19	4.33%	-	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	17,088	594	\$2,978.09	\$5.01	3.48%	-	31	5.22%	\$96.07

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	22
Click to Call	7
Call From Ads (MS)	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 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