

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

Dr Chasan - Ranch & Coast

854-477-6186

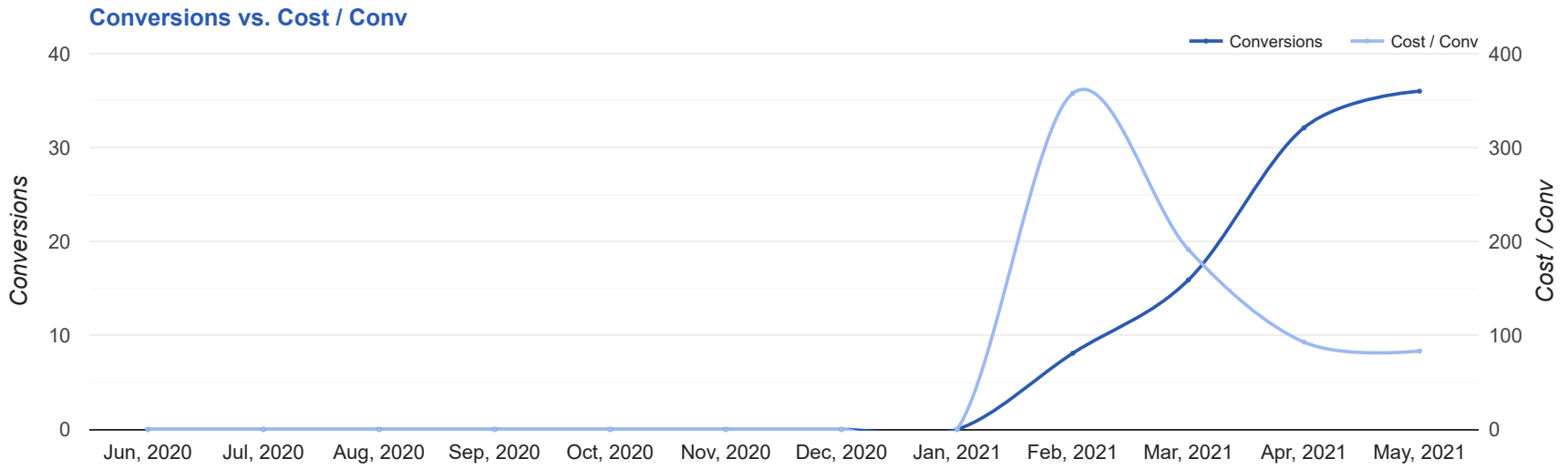
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,000	36	6.42%	\$83.45
↑ 1%	↑ 12%	↑ 19%	↓ 10%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	17,088	594	\$2,978.09	\$5.01	3.48%	-	32.1	5.4%	\$92.92	19.61%
1 May 2021 — 31 May 2021	17,972	560	\$2,999.86	\$5.36	3.12%	-	36	6.42%	\$83.45	19.39%
Change	884 ↑ 5%	34 ↓ 6%	\$21.77 ↑ 1%	\$0.35 ↑ 7%	0.36% ↓ 10%	0 ↔ -	3.90 ↑ 12%	1.02% ↑ 19%	\$9.47 ↓ 10%	0.22% ↓ 1%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	32.1	5.4%	\$92.92	19.61%	
May '21	17,972	560	\$2,999.86	\$5.36	3.12%	-	36	6.42%	\$83.45	19.39%	
Total	51,732	1,770	\$11,917.93	\$6.73	3.42%	-	92	5.2%	\$129.54	17.64%	

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	17,972	560	\$2,999.86	\$5.36	3.12%	-	36	6.42%	\$83.45	19.39%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

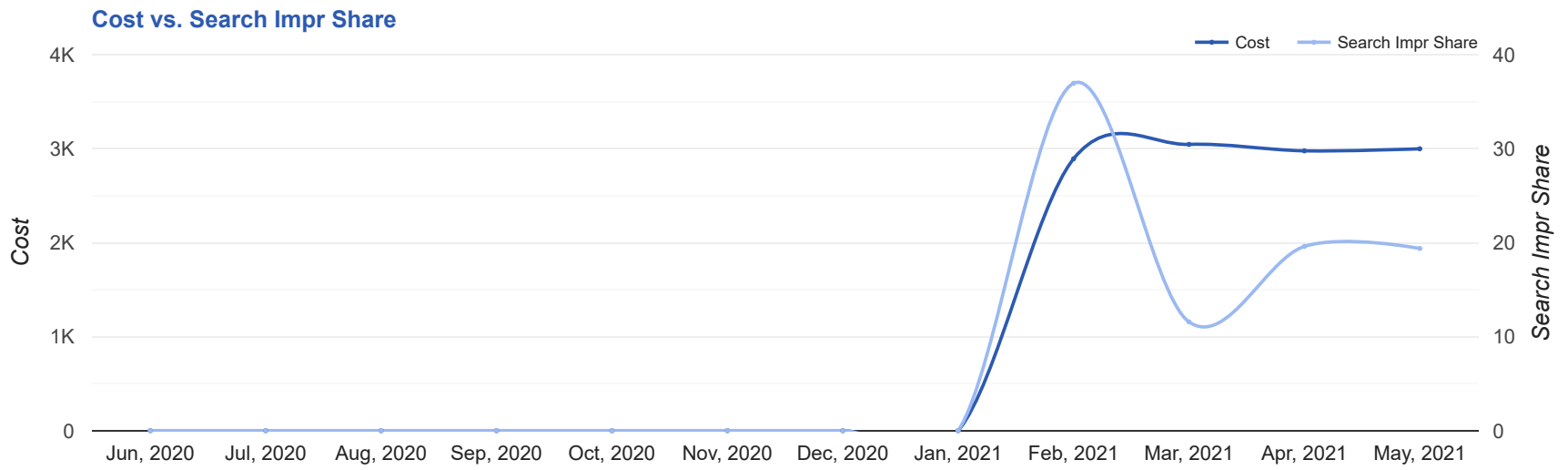
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in San Diego, CA - Biggest CoolSculpting® Promo drchasan.mysculpt.net/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in San Diego, CA.	1,449	77	\$578.25	\$7.51	5.31%	-	7.8	10.17%	\$73.85
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.	4,388	138	\$605.93	\$4.39	3.14%	-	6	4.35%	\$100.99
Best CoolSculpting Deal Ever - Limited Time Offer May 2021 - CoolSculpting Special 25% Off drchasan.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	9	4	\$11.08	\$2.77	44.44%	-	2	50.00%	\$5.54
Fat Reduction in San Diego, CA - Freezing Fat Really Works - Get Rid of Unwanted Fat drchasan.mysculpt.net/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	107	5	\$22.01	\$4.40	4.67%	-	2	40.00%	\$11.01
Fat Reduction in San Diego, CA - Eliminate Fat & Feel Great - Freeze Away Body Fat drchasan.mysculpt.net/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	381	10	\$67.08	\$6.71	2.62%	-	2	20.00%	\$33.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

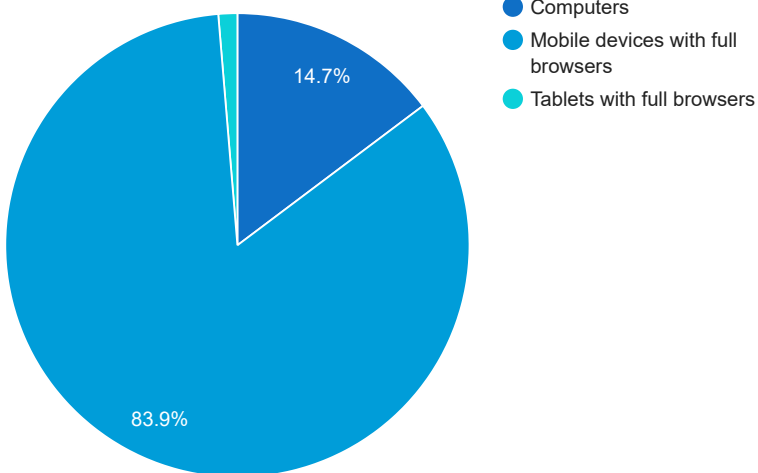
Budget Coverage



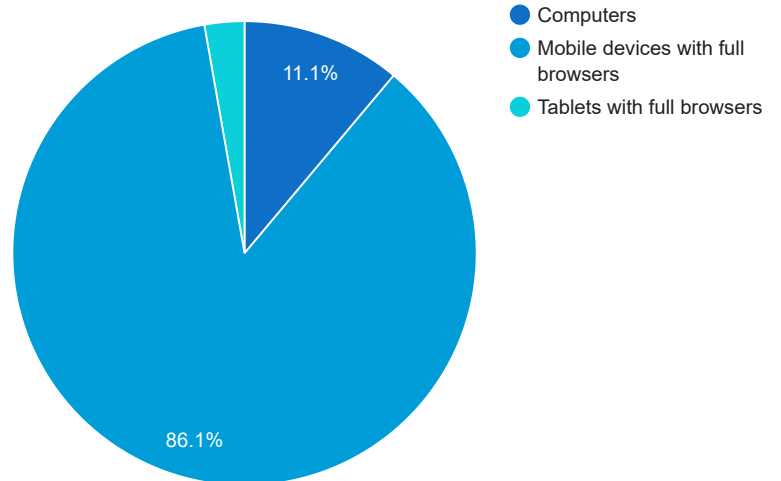
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	2,893.20	36.97
Mar, 2021	3,046.78	11.58
Apr, 2021	2,978.09	19.61
May, 2021	2,999.86	19.39

Cost and Conversions by Device

Cost



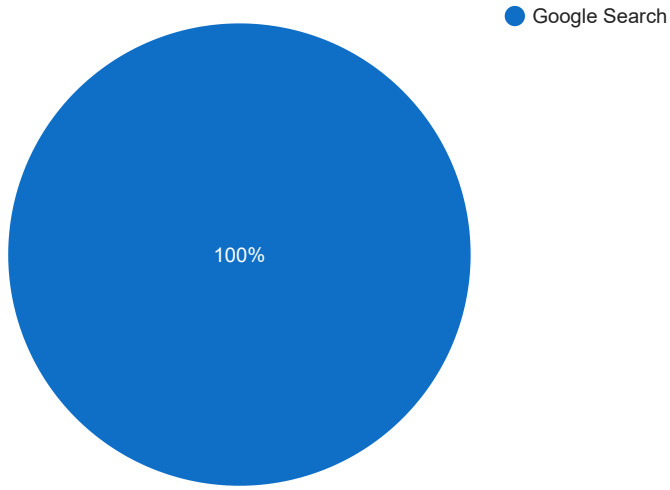
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	15,023	474	\$2,518.00	\$5.31	3.16%	-	31	6.53%	\$81.36
Computers	2,674	77	\$442.28	\$5.74	2.88%	-	4	5.19%	\$110.57
Tablets with full browsers	275	9	\$39.58	\$4.40	3.27%	-	1	11.11%	\$39.58

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	17,972	560	\$2,999.86	\$5.36	3.12%	-	36	6.42%	\$83.45

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Submit lead form	26
Click to Call	8
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