

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

Dr Chasan - Ranch & Coast

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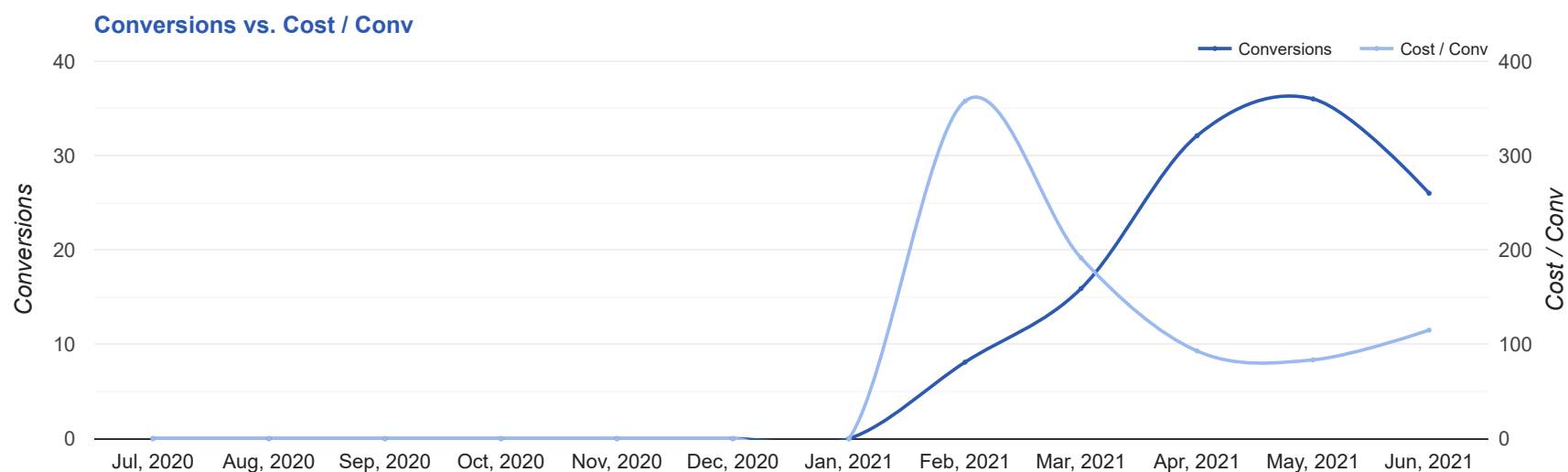
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,990	26	5.53%	\$114.99
↔ 0%	↓ 28%	↓ 14%	↑ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	17,972	560	\$2,999.86	\$5.36	3.12%	-	36	6.42%	\$83.45	19.4%
1 Jun 2021 — 30 Jun 2021	16,285	470	\$2,989.77	\$6.36	2.89%	-	26	5.53%	\$114.99	19.39%
Change	1,687 ↓ 9%	90 ↓ 16%	\$10.09 ↓ 0%	\$1.00 ↑ 19%	0.23% ↓ 7%	0 ↔ -	9.95 ↓ 28%	0.89% ↓ 14%	\$31.54 ↑ 38%	0.01% ↓ 0%

Performance by Month - 1 Jul 2020 — 30 Jun 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	19.4%	
Jun '21	16,285	470	\$2,989.77	\$6.36	2.89%	-	26	5.53%	\$114.99	19.39%	
Total	68,017	2,240	\$14,907.70	\$6.66	3.29%	-	118	5.27%	\$126.34	18.03%	

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	16,285	470	\$2,989.77	\$6.36	2.89%	-	26	5.53%	\$114.99	19.39%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

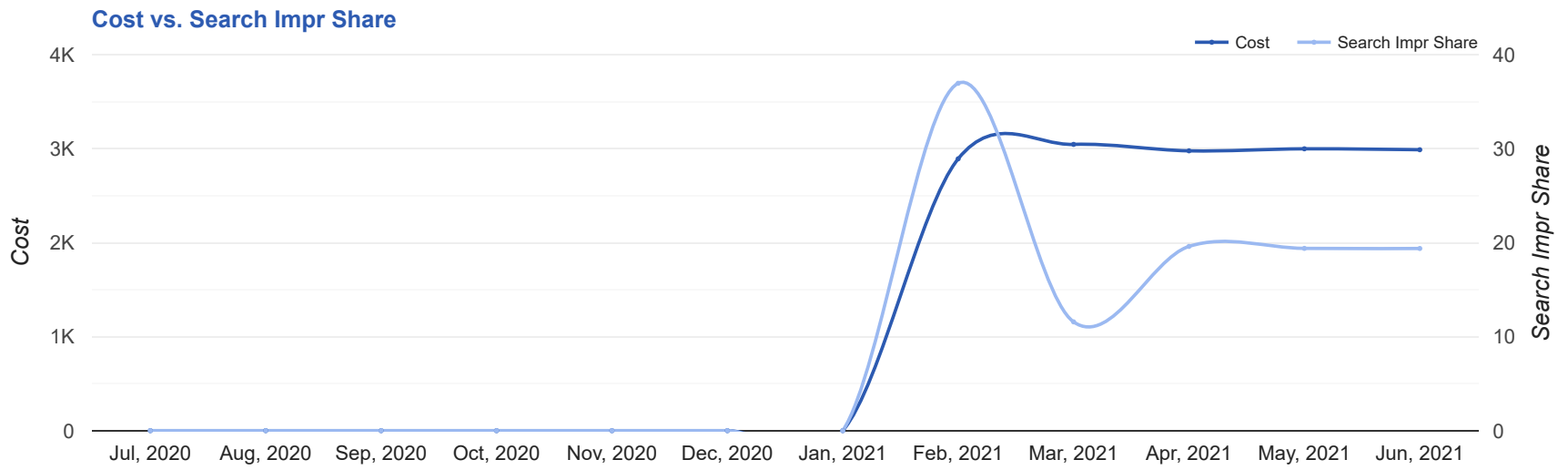
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in San Diego, CA - Biggest CoolSculpting® Promo drchasan.mysculpt.net/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in San Diego, CA.	1,225	61	\$571.03	\$9.36	4.98%	-	7	11.48%	\$81.58
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.	2,784	96	\$560.38	\$5.84	3.45%	-	5	5.21%	\$112.08
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.	3,848	95	\$425.74	\$4.48	2.47%	-	2	2.11%	\$212.87
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.	246	13	\$160.73	\$12.36	5.28%	-	2	15.38%	\$80.36
CoolSculpting in San Diego, CA - Limited Time Offer June 2021 - Our Biggest Discount Ever drchasan.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	313	8	\$51.34	\$6.42	2.56%	-	2	25.00%	\$25.67

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

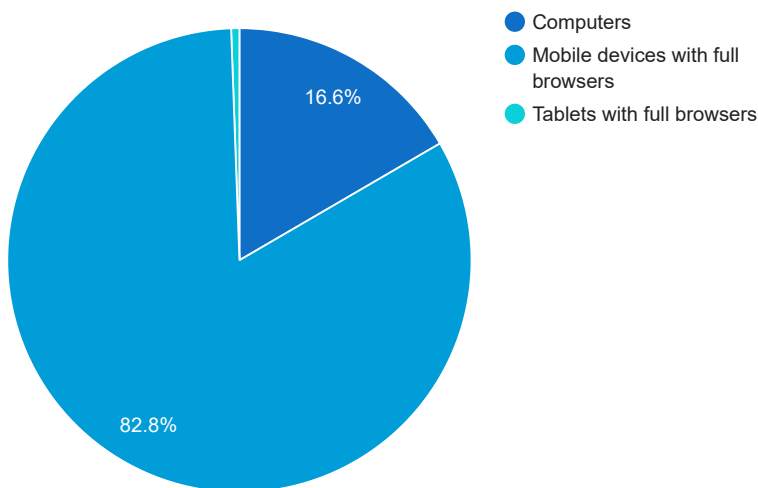
Budget Coverage



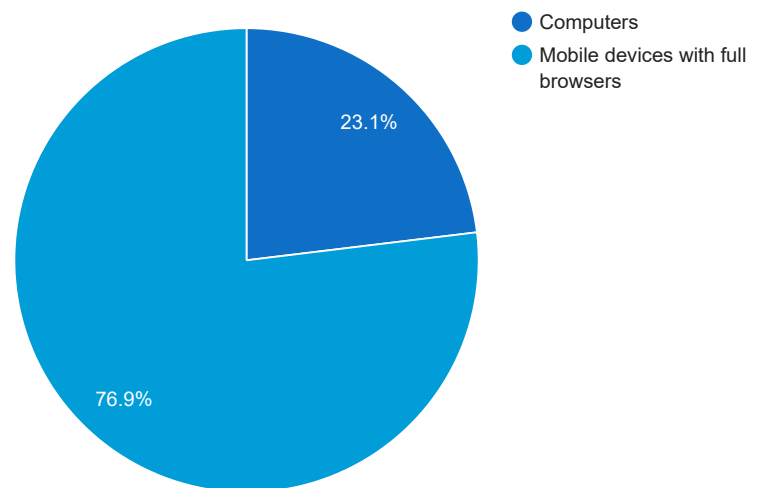
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	2,893.20	36.97
Mar, 2021	3,046.78	11.58
Apr, 2021	2,978.09	19.61
May, 2021	2,999.86	19.40
Jun, 2021	2,989.77	19.39

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	13,294	388	\$2,476.20	\$6.38	2.92%	-	20	5.15%	\$123.81
Computers	2,758	78	\$496.47	\$6.37	2.83%	-	6	7.69%	\$82.75
Tablets with full browsers	233	4	\$17.10	\$4.28	1.72%	-	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	16,285	470	\$2,989.77	\$6.36	2.89%	-	26	5.53%	\$114.99

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Submit lead form	19
Click to Call	6
Call From Ads (MS)	1

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