

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

Reston Dermatology

628-617-4799

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,599	45	3.3%	\$102.19
↑ 174%	↑ 543%	↑ 75%	↓ 57%

## 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	6,143	371	\$1,677.22	\$4.52	6.04%	-	7	1.89%	\$239.60	18.74%
1 Jun 2021 — 30 Jun 2021	24,134	1,362	\$4,598.75	\$3.38	5.64%	-	45	3.3%	\$102.19	11.06%
Change	17,991 ↑ 293%	991 ↑ 267%	\$2,921.53 ↑ 174%	\$1.14 ↓ 25%	0.40% ↓ 7%	0 ↔ -	38 ↑ 543%	1.41% ↑ 75%	\$137.41 ↓ 57%	7.68% ↓ 41%

# 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	40,984	241	\$92.70	\$0.38	0.59%	-	0	0%	\$0.00	0%
Mar '21	153,570	1,218	\$412.84	\$0.34	0.79%	-	0	0%	\$0.00	0%
Apr '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '21	6,143	371	\$1,677.22	\$4.52	6.04%	-	7	1.89%	\$239.60	18.74%
Jun '21	24,134	1,362	\$4,598.75	\$3.38	5.64%	-	45	3.3%	\$102.19	11.06%
<b>Total</b>	224,831	3,192	\$6,781.51	\$2.12	1.42%	-	52	1.63%	\$130.41	12.06%

# 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   emtone	7,882	582	\$489.89	\$0.84	7.38%	-	17	2.92%	\$28.82	5%
search   beta   emsculpt neo	10,443	444	\$1,984.55	\$4.47	4.25%	-	15.8	3.55%	\$126.00	15.76%
search   beta   dermal fillers	1,996	148	\$475.88	\$3.22	7.41%	-	6.5	4.39%	\$73.21	39.61%
search   beta   emsella	688	62	\$749.89	\$12.10	9.01%	-	3.3	5.24%	\$230.74	70.47%
search   beta   coolsculpting	3,125	126	\$898.54	\$7.13	4.03%	-	2.5	1.98%	\$359.42	26.66%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

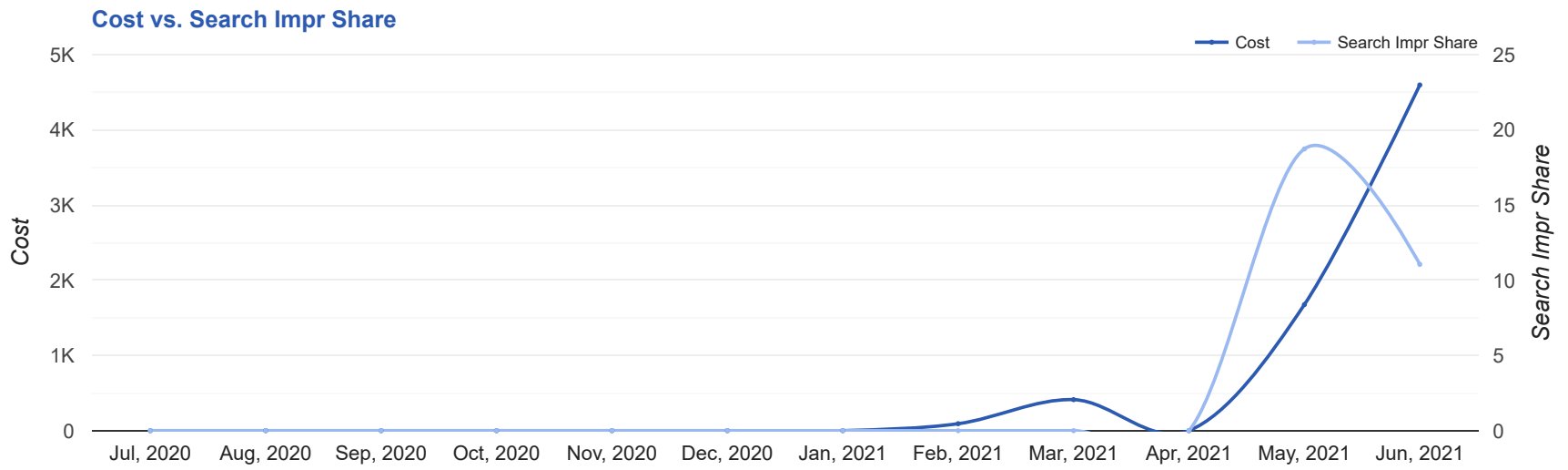
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Emsculpt NEO   Reston, VA - #1 in Body Contouring - Build Muscle + Burn Fat</a> <a href="http://bodylab.restondermatology.com/">bodylab.restondermatology.com//</a> RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals	791	28	\$155.10	\$5.54	3.54%	-	4.3	15.46%	\$35.82
{Keyword:Emtone Cellulite Treatment} - Remove Stubborn Cellulite - Tighten Skin, Smooth Texture <a href="http://bodylab.restondermatology.com/">bodylab.restondermatology.com/ -- --</a> Non-Invasive Cellulite Treatment using Emtone. Smooth Skin. No Surgery or Downtime.	1,994	159	\$195.40	\$1.23	7.97%	-	4	2.52%	\$48.85
<a href="#">Emsculpt NEO in Reston, VA - Let the Fat Melt Away - New Client Specials</a> <a href="http://bodylab.restondermatology.com/">bodylab.restondermatology.com//</a> The All Around Best Non-Surgical Body Contouring is Emsculpt NEO. Nothing Else Compares.	385	25	\$94.00	\$3.76	6.49%	-	3.6	14.32%	\$26.26
<a href="#">Dermal Fillers in Reston, VA - New Client Special \$50 Off - Look Younger &amp; More Energized</a> <a href="http://bodylab.restondermatology.com/dermal_fillers/reston">bodylab.restondermatology.com/dermal_fillers/reston</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under Eye Bags.	210	12	\$58.12	\$4.84	5.71%	-	3.5	29.17%	\$16.61
<a href="#">Cellulite Treatment - See Before &amp; After Photos - No Surgery or Downtime</a> <a href="http://bodylab.restondermatology.com/">bodylab.restondermatology.com//</a> Emtone Remodels Collagen, Reduces Fat, Restores Elasticity, Smooths Skin. Reduce Cellulite	404	29	\$20.86	\$0.72	7.18%	-	3	10.34%	\$6.95

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

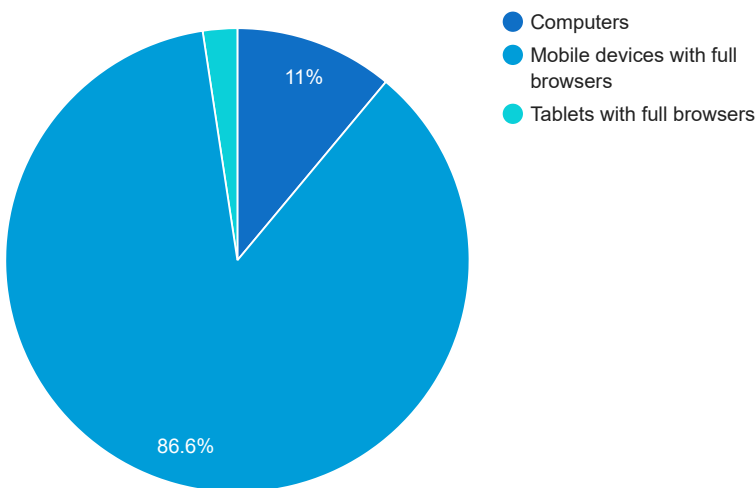
## Budget Coverage



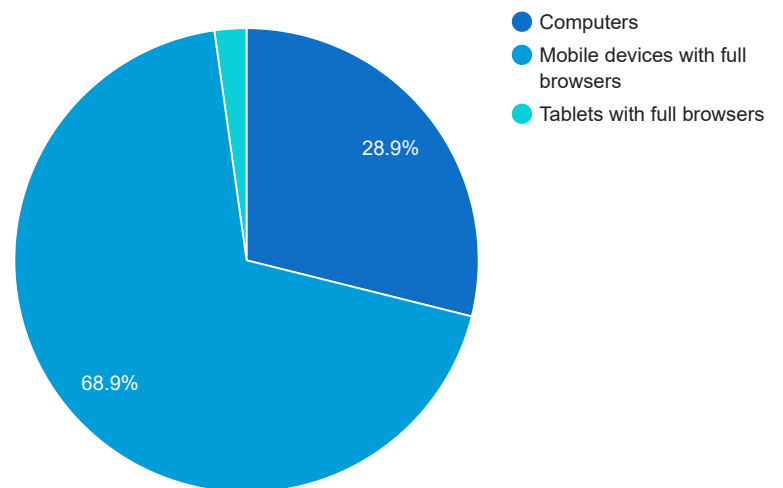
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	92.70	0
Mar, 2021	412.84	0
Apr, 2021	0	0
May, 2021	1,677.22	18.74
Jun, 2021	4,598.75	11.06

## 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	20,509	1,205	\$3,980.32	\$3.30	5.88%	-	31	2.57%	\$128.40
Computers	3,217	132	\$508.05	\$3.85	4.1%	-	13	9.85%	\$39.08
Tablets with full browsers	408	25	\$110.38	\$4.42	6.13%	-	1	4%	\$110.38

### 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	24,134	1,362	\$4,598.75	\$3.38	5.64%	-	45	3.3%	\$102.19

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Click to Call	23
Submit Lead Form	20
Calls from ads	1
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 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