

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

Shiloh Medical Clinic

575-690-0337

Key Performance Indicators (KPIs)

Cost

\$4,374

↑ ∞

Conv

27

↑ ∞

Conv Rate

4.06%

↑ ∞

Cost / Conv

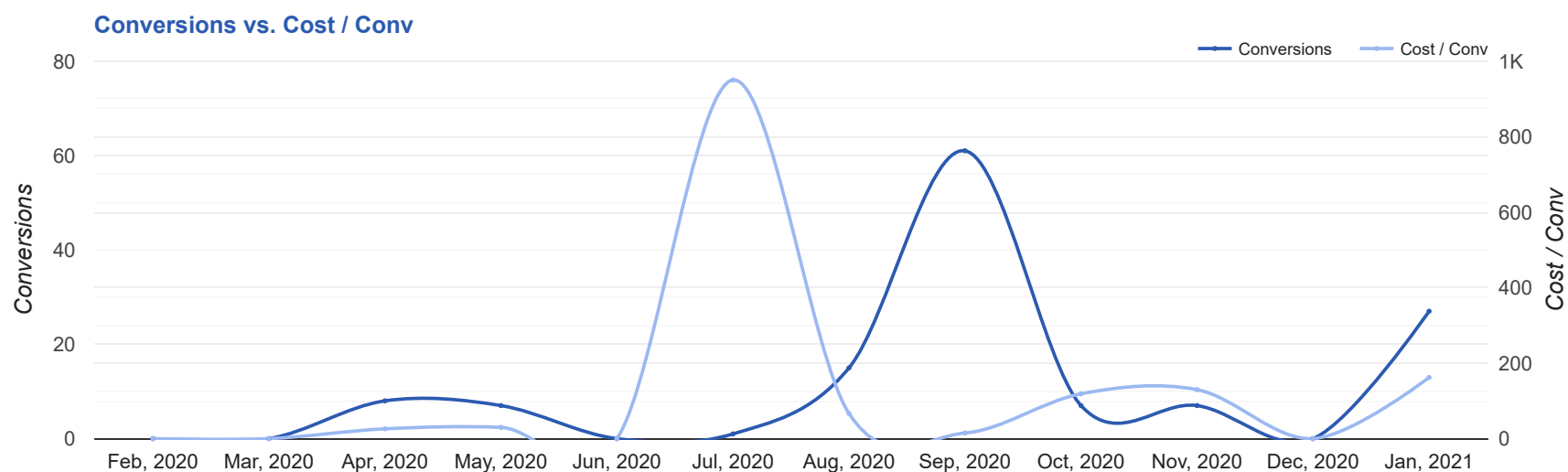
\$161.98

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jan 2021 — 31 Jan 2021	12,711	665	\$4,373.56	\$6.58	5.23%	-	27	4.06%	\$161.98	43.93%
Change	12,711 ↑ ∞%	665 ↑ ∞%	\$4,373.56 ↑ ∞%	\$6.58 ↑ ∞%	5.23% ↑ ∞%	--	27 ↑ ∞%	4.06% ↑ ∞%	\$161.98 ↑ ∞%	43.93% ↑ ∞%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '20	1,340	28	\$153.05	\$5.47	2.09%	-	0	0%	\$0.00	84%
Apr '20	17,540	102	\$207.41	\$2.03	0.58%	-	8	7.84%	\$25.93	77.52%
May '20	2,592	86	\$208.18	\$2.42	3.32%	-	7	8.14%	\$29.74	71.3%
Jun '20	107,417	612	\$337.78	\$0.55	0.57%	-	0	0%	\$0.00	42.04%
Jul '20	439,635	2,331	\$950.02	\$0.41	0.53%	-	1	0.04%	\$950.02	28.23%
Aug '20	432,665	2,288	\$997.72	\$0.44	0.53%	-	15	0.66%	\$66.51	34%
Sep '20	308,006	1,775	\$907.10	\$0.51	0.58%	-	61	3.44%	\$14.87	90.98%
Oct '20	193,838	1,420	\$831.48	\$0.59	0.73%	-	7	0.49%	\$118.78	53.29%
Nov '20	234,551	1,392	\$907.94	\$0.65	0.59%	-	7	0.5%	\$129.71	66.62%
Dec '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jan '21	12,711	665	\$4,373.56	\$6.58	5.23%	-	27	4.06%	\$161.98	43.93%
Total	1,750,295	10,699	\$9,874.24	\$0.92	0.61%	-	133	1.24%	\$74.24	41.71%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers billings	1,007	113	\$498.05	\$4.41	11.22%	-	10	8.85%	\$49.81	66.33%
search beta coolsculpting billings	4,859	207	\$1,490.47	\$7.20	4.26%	-	10	4.83%	\$149.05	41.73%
search beta dermal fillers bozeman	1,289	106	\$498.70	\$4.70	8.22%	-	4	3.77%	\$124.68	63.35%
search beta coolsculpting bozeman	4,583	188	\$1,386.62	\$7.38	4.1%	-	3	1.6%	\$462.21	40.68%
search beta botox bozeman	161	9	\$171.90	\$19.10	5.59%	-	0	0%	\$0.00	85.53%
search beta botox billings	211	10	\$202.34	\$20.23	4.74%	-	0	0%	\$0.00	96.3%
search beta coolsculpting billings #2	598	32	\$125.48	\$3.92	5.35%	-	0	0%	\$0.00	29.74%
search beta botox billings #2	3	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	100%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

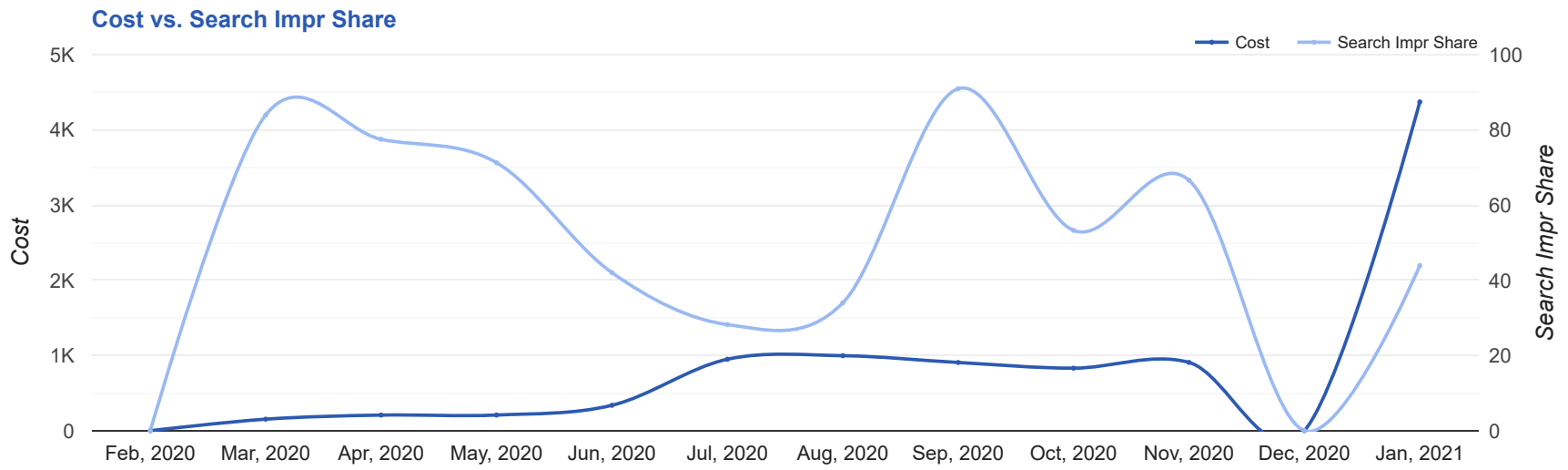
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Shiloh Medical Clinic} - Dermal Fillers in Billings, MT - Look Younger & More Energized shilohmedicalclinic.com/juvederm/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under Eye Bags	235	32	\$158.70	\$4.96	13.62%	-	5	15.63%	\$31.74
[Dynamic Headline] [Dynamic Display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Billings, MT	22	5	\$23.32	\$4.66	22.73%	-	4	80.00%	\$5.83
{Keyword:Shiloh Medical Clinic} - Dermal Fillers in Billings, MT - Smooth Wrinkles Restore Volume shilohmedicalclinic.com/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	228	31	\$120.92	\$3.90	13.60%	-	3	9.68%	\$40.31
Dermal Fillers in Bozeman, MT - Longest Lasting Facial Filler - Look Younger & More Energized shilohmedicalclinic.com/ Long-Lasting Dermal Filler That Treats Wrinkles and Skin Folds	183	10	\$31.83	\$3.18	5.46%	-	2	20.00%	\$15.91
{Keyword:Shiloh Medical Clinic} - Dermal Fillers in Bozeman, MT - Look Younger & More Energized shilohmedicalclinic.com/juvederm/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under Eye Bags	381	30	\$105.39	\$3.51	7.87%	-	2	6.67%	\$52.70

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

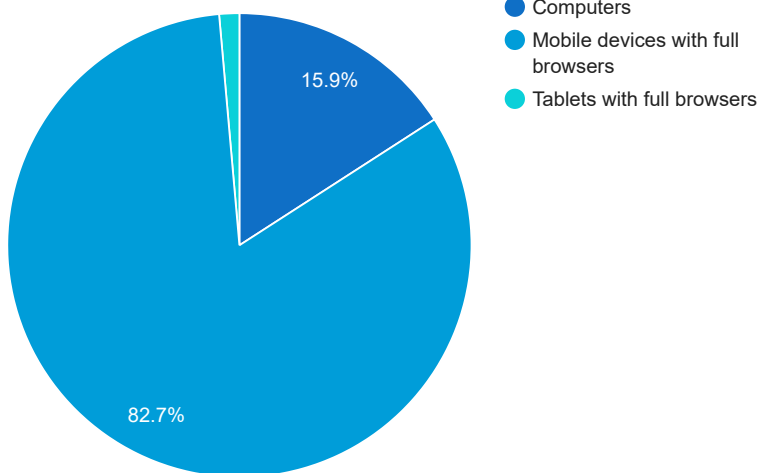
Budget Coverage



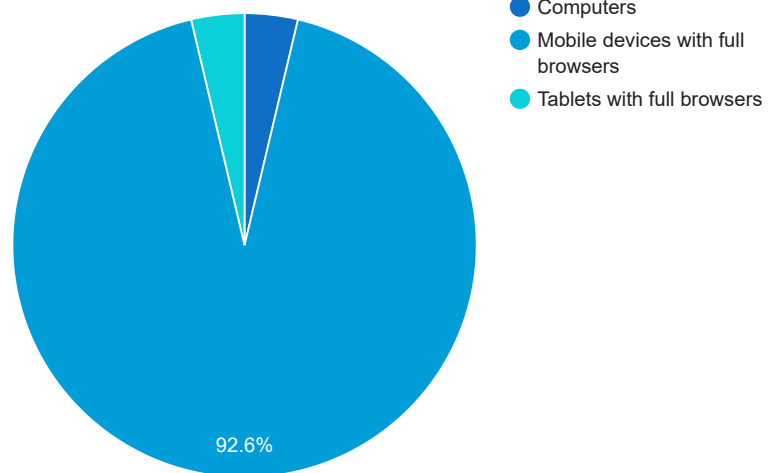
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	153.05	84
Apr, 2020	207.41	77.52
May, 2020	208.18	71.30
Jun, 2020	337.78	42.04
Jul, 2020	950.02	28.23
Aug, 2020	997.72	34
Sep, 2020	907.10	90.98
Oct, 2020	831.48	53.29
Nov, 2020	907.94	66.62
Dec, 2020	0	0
Jan, 2021	4,373.56	43.93

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	9,791	562	\$3,617.74	\$6.44	5.74%	-	25	4.45%	\$144.71
Computers	2,547	88	\$694.62	\$7.89	3.46%	-	1	1.14%	\$694.62
Tablets with full browsers	373	15	\$61.20	\$4.08	4.02%	-	1	6.67%	\$61.20

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	12,711	665	\$4,373.56	\$6.58	5.23%	-	27	4.06%	\$161.98

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form submissions	17
Contact Form Submission (Default Google Ads Profile)	9
Phone Link (Default Google Ads Profile)	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