

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

Shiloh Medical Clinic

575-690-0337

Key Performance Indicators (KPIs)

Cost

\$3,603

↓ 24%

Conv

35

↑ 23%

Conv Rate

8.64%

↑ 91%

Cost / Conv

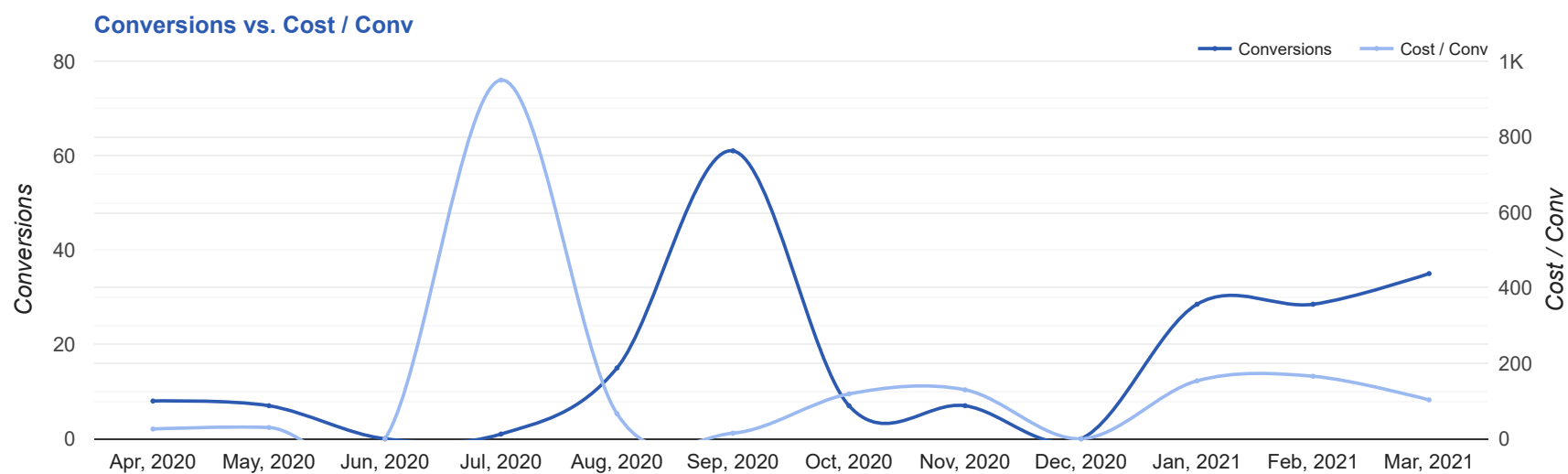
\$102.96

↓ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	11,349	630	\$4,719.66	\$7.49	5.55%	-	28.5	4.52%	\$165.60	54.72%
1 Mar 2021 — 31 Mar 2021	6,738	405	\$3,603.48	\$8.90	6.01%	-	35	8.64%	\$102.96	44.89%
Change	4,611 ↓ 41%	225 ↓ 36%	\$1,116.18 ↓ 24%	\$1.41 ↑ 19%	0.46% ↑ 8%	0 ↔ -	6.50 ↑ 23%	4.12% ↑ 91%	\$62.64 ↓ 38%	9.83% ↓ 18%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	28.5	4.29%	\$153.46	44.32%	
Feb '21	11,349	630	\$4,719.66	\$7.49	5.55%	-	28.5	4.52%	\$165.60	54.72%	
Mar '21	6,738	405	\$3,603.48	\$8.90	6.01%	-	35	8.64%	\$102.96	44.89%	
Total	1,767,042	11,706	\$18,044.33	\$1.54	0.66%	-	198	1.69%	\$91.13	41.77%	

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting billings	5,234	244	\$1,492.28	\$6.12	4.66%	-	18	7.38%	\$82.90	40.36%
search beta coolsculpting bozeman	1,012	112	\$1,450.74	\$12.95	11.07%	-	16	14.29%	\$90.67	79.95%
search beta cliovana	102	15	\$182.76	\$12.18	14.71%	-	1	6.67%	\$182.76	89.09%
search beta botox bozeman	14	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	82.35%
search beta dermal fillers bozeman	35	4	\$18.85	\$4.71	11.43%	-	0	0%	\$0.00	45.21%
search beta dermal fillers billings	45	3	\$14.97	\$4.99	6.67%	-	0	0%	\$0.00	87.76%
search beta botox billings	38	2	\$1.59	\$0.80	5.26%	-	0	0%	\$0.00	63.33%
search beta genityte	258	25	\$442.29	\$17.69	9.69%	-	0	0%	\$0.00	73.8%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

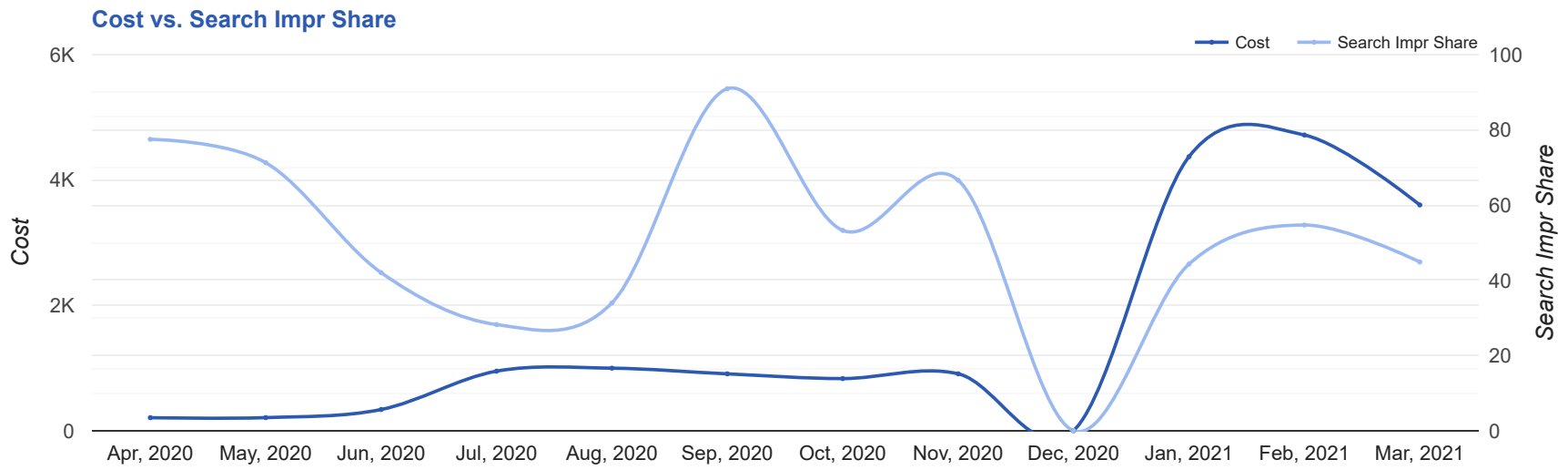
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Bozeman, MT - Biggest Coolsculpting® Promo shilohmedicalclinic.com/ --/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bozeman, MT	183	22	\$189.34	\$8.61	12.02%	-	4	18.18%	\$47.34
CoolSculpting® Fat Reduction - CoolSculpting in Billings, MT - Biggest Coolsculpting® Promo shilohmedicalclinic.com/ --/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Billings, MT	174	33	\$204.31	\$6.19	18.97%	-	3.5	10.61%	\$58.37
Shiloh Medical Clinic - Fat Reduction in Bozeman, MT - Non-Surgical Fat Reduction shilohmedicalclinic.com/ --/-- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	260	24	\$288.15	\$12.01	9.23%	-	3	12.50%	\$96.05
Shiloh Medical Clinic - Fat Reduction in Billings, MT - Non-Surgical Fat Reduction shilohmedicalclinic.com/ --/-- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	161	14	\$78.75	\$5.63	8.70%	-	2	14.29%	\$39.38
[Dynamic Headline] [Dynamic Display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Billings, MT	9	2	\$1.91	\$0.95	22.22%	-	2	100.00%	\$0.95

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

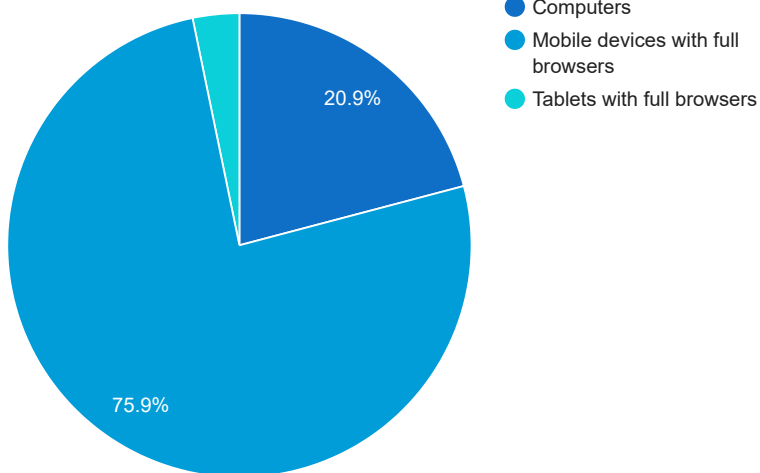
Budget Coverage



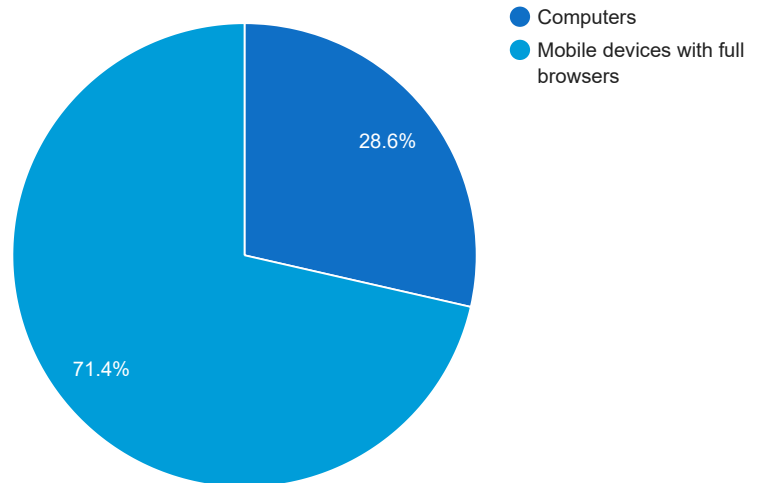
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	207.41	77.52
May, 2020	208.18	71.30
Jun, 2020	337.78	42.04
Jul, 2020	950.02	28.23
Aug, 2020	997.72	34
Sep, 2020	907.10	90.98
Oct, 2020	831.48	53.29
Nov, 2020	907.94	66.62
Dec, 2020	0	0
Jan, 2021	4,373.56	44.32
Feb, 2021	4,719.66	54.72
Mar, 2021	3,603.48	44.89

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	5,068	321	\$2,733.98	\$8.52	6.33%	-	25	7.79%	\$109.36
Computers	1,427	76	\$752.79	\$9.91	5.33%	-	10	13.16%	\$75.28
Tablets with full browsers	243	8	\$116.71	\$14.59	3.29%	-	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	6,738	405	\$3,603.48	\$8.90	6.01%	-	35	8.64%	\$102.96

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Form submissions	28
Click to Call	6
Calls from ads	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