

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

Shiloh Medical Clinic

575-690-0337

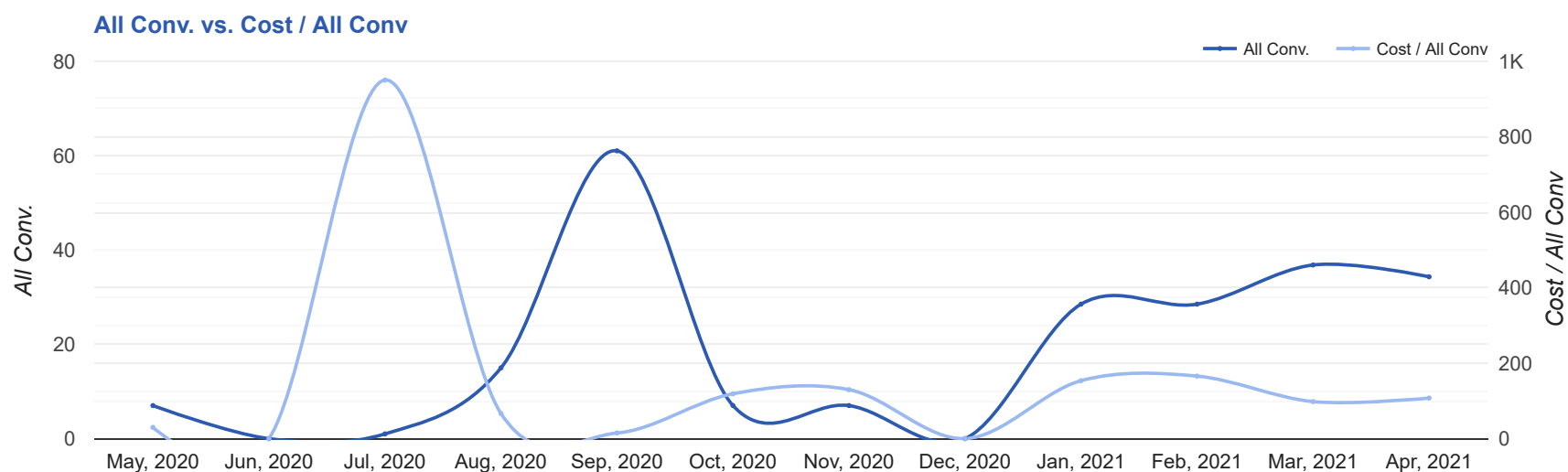
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,677	34.3	7.37%	\$107.36
↑ 2%	↓ 7%	↓ 19%	↑ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	6,738	405	\$3,603.48	\$8.90	6.01%	-	9.07%	\$98.05	36.8
1 Apr 2021 — 30 Apr 2021	7,042	465	\$3,676.97	\$7.91	6.6%	-	7.37%	\$107.36	34.3
Change	304 ↑ 5%	60 ↑ 15%	\$73.49 ↑ 2%	\$0.99 ↓ 11%	0.59% ↑ 10%	0 ↔ -	1.70% ↓ 19%	\$9.31 ↑ 9%	2.50 ↓ 7%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	2,592	86	\$208.18	\$2.42	3.32%	-	7	8.14%	\$29.74
Jun '20	107,417	612	\$337.78	\$0.55	0.57%	-	0	0%	\$0.00
Jul '20	439,635	2,331	\$950.02	\$0.41	0.53%	-	1	0.04%	\$950.02
Aug '20	432,665	2,288	\$997.72	\$0.44	0.53%	-	15	0.66%	\$66.51
Sep '20	308,006	1,775	\$907.10	\$0.51	0.58%	-	61	3.44%	\$14.87
Oct '20	193,838	1,420	\$831.48	\$0.59	0.73%	-	7	0.49%	\$118.78
Nov '20	234,551	1,392	\$907.94	\$0.65	0.59%	-	7	0.5%	\$129.71
Dec '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Jan '21	12,711	665	\$4,373.56	\$6.58	5.23%	-	28.5	4.29%	\$153.46
Feb '21	11,349	630	\$4,719.66	\$7.49	5.55%	-	28.5	4.52%	\$165.60
Mar '21	6,738	405	\$3,603.48	\$8.90	6.01%	-	36.8	9.07%	\$98.05
Apr '21	7,042	465	\$3,676.97	\$7.91	6.6%	-	34.3	7.37%	\$107.36
Total	1,756,544	12,069	\$21,513.89	\$1.78	0.69%	-	226	1.87%	\$95.19

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting billings	4,808	243	\$1,493.98	\$6.15	5.05%	-	19	7.82%	\$78.63
search beta coolsculpting bozeman	1,363	160	\$1,469.68	\$9.19	11.74%	-	12.3	7.66%	\$119.97
search beta genityte	611	43	\$499.92	\$11.63	7.04%	-	2	4.65%	\$249.96
search beta ciovana	260	19	\$213.39	\$11.23	7.31%	-	1	5.26%	\$213.39

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
shiloh medical clinic	16	14	\$22.46	\$1.60	87.50%	-	3	21.43%	\$7.49
cool sculpting	25	12	\$20.91	\$1.74	48.00%	-	1.8	14.58%	\$11.95
how much does cool sculpting cost	1	1	\$4.12	\$4.12	100.00%	-	1	100.00%	\$4.12
medication to help woman climax	3	3	\$31.56	\$10.52	100.00%	-	1	33.33%	\$31.56
weight loss in menopause	2	1	\$6.82	\$6.82	50.00%	-	1	100.00%	\$6.82
best weight loss prescription	2	1	\$10.44	\$10.44	50.00%	-	1	100.00%	\$10.44
lipo b shot near me	1	1	\$6.24	\$6.24	100.00%	-	1	100.00%	\$6.24
coolsculpting bozeman mt	2	2	\$4.83	\$2.42	100.00%	-	1	50.00%	\$4.83
what is overweight for 5 3 female	1	1	\$3.30	\$3.30	100.00%	-	1	100.00%	\$3.30
3 week weight loss challenge	1	1	\$4.29	\$4.29	100.00%	-	1	100.00%	\$4.29

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	309	39	\$218.16	\$5.59	12.62%	-	7.1	18.15%	\$30.81
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	1,866	74	\$526.10	\$7.11	3.97%	-	4	5.41%	\$131.53
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	266	29	\$144.85	\$4.99	10.90%	-	3	10.34%	\$48.28
Fat Reduction in Billings, MT - Freeze Away Body Fat - Get Rid of Unwanted Fat shilohmedicalclinic.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	104	4	\$20.95	\$5.24	3.85%	-	2.5	62.50%	\$8.38
CoolSculpting® Fat Reduction - CoolSculpting in Billings, MT - Biggest Coolsculpting® Promo shilohmedicalclinic.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Billings, MT	251	34	\$190.67	\$5.61	13.55%	-	2	5.88%	\$95.33

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

-

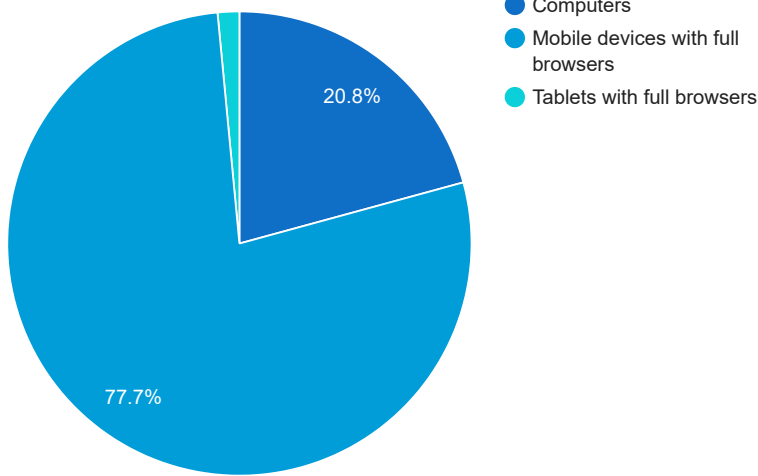
Search Impr Share

44.54%

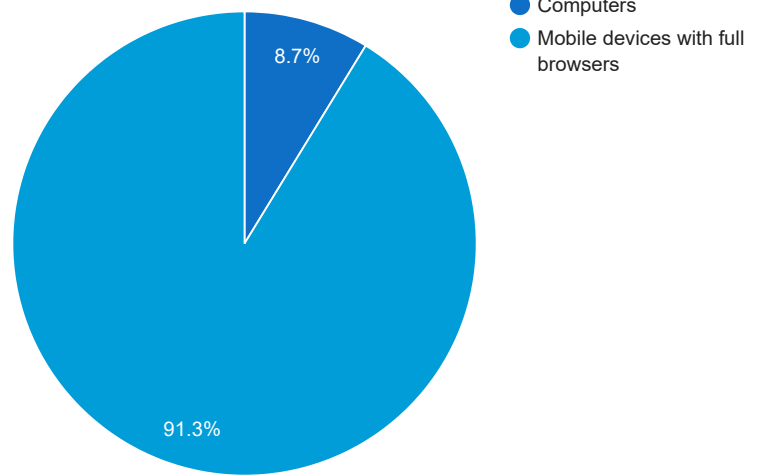
↔ 0%

Cost and Conversions by Device

Cost



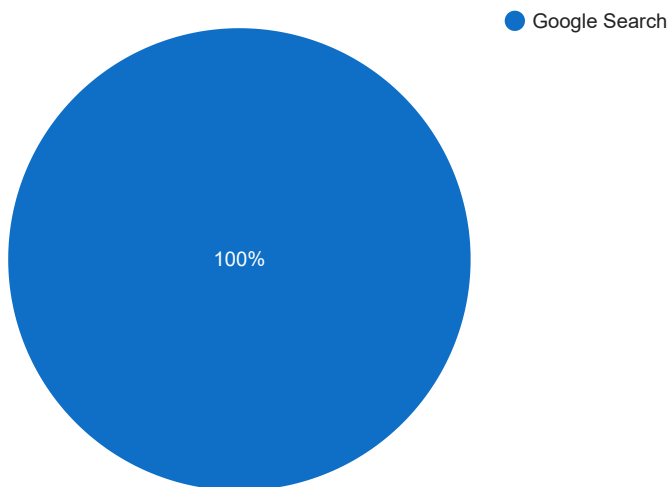
All Conv.



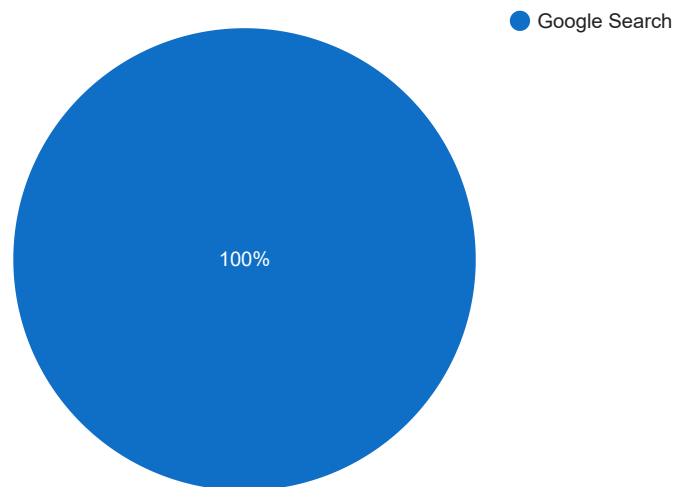
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,468	381	\$2,858.35	\$7.50	6.97%	-	31.3	8.2%	\$91.47
Computers	1,336	80	\$763.22	\$9.54	5.99%	-	3	3.75%	\$254.41
Tablets with full browsers	238	4	\$55.40	\$13.85	1.68%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	7,042	465	\$3,676.97	\$7.91	6.6%	-	34.3	7.37%	\$107.36

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

ALL CONV.

Form submissions

26.8

Click to Call

7.5

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