

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

Shiloh Medical Clinic

575-690-0337

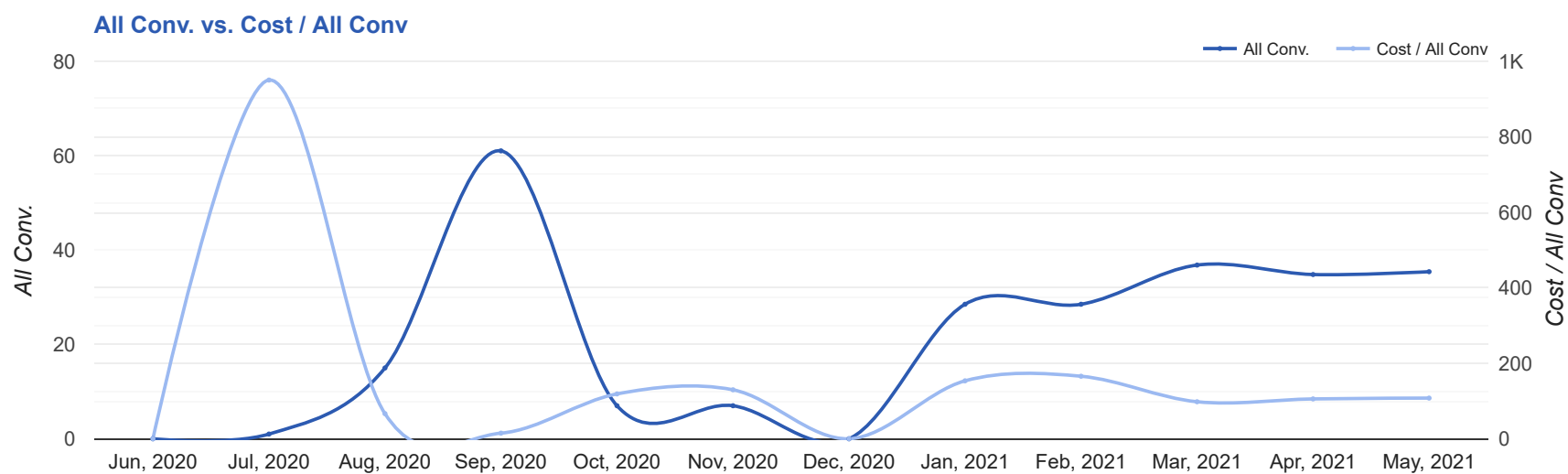
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,816	35.4	7.04%	\$107.74
↑ 4%	↑ 2%	↓ 6%	↑ 2%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	7,042	465	\$3,676.97	\$7.91	6.6%	-	7.49%	\$105.57	34.8
1 May 2021 — 31 May 2021	7,868	503	\$3,816.31	\$7.59	6.39%	-	7.04%	\$107.74	35.4
Change	826 ↑ 12%	38 ↑ 8%	\$139.34 ↑ 4%	\$0.32 ↓ 4%	0.21% ↓ 3%	0 ↔ -	0.45% ↓ 6%	\$2.17 ↑ 2%	0.59 ↑ 2%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	34.8	7.49%	\$105.57
May '21	7,868	503	\$3,816.31	\$7.59	6.39%	-	35.4	7.04%	\$107.74
Total	1,761,820	12,486	\$25,122.02	\$2.01	0.71%	-	255	2.04%	\$98.52

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting billings	5,273	277	\$1,499.93	\$5.41	5.25%	-	19.3	6.95%	\$77.92
search beta coolsculpting bozeman	1,500	157	\$1,459.61	\$9.30	10.47%	-	13.7	8.71%	\$106.77
search beta genityte	824	49	\$475.38	\$9.70	5.95%	-	1.5	3.06%	\$316.92
search beta cliovana	271	20	\$381.39	\$19.07	7.38%	-	1	5%	\$381.39

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting billings mt	12	10	\$98.92	\$9.89	83.33%	-	3.3	33.30%	\$29.71
liposuction	13	7	\$29.99	\$4.28	53.85%	-	2	28.57%	\$14.99
cool tone	1	1	\$4.40	\$4.40	100.00%	-	2	200.00%	\$2.20
sculpting body	1	1	\$6.32	\$6.32	100.00%	-	1	100.00%	\$6.32
tummy fat workouts	1	1	\$8.68	\$8.68	100.00%	-	1	100.00%	\$8.68
cool sculpting cost	8	5	\$64.69	\$12.94	62.50%	-	1	20.00%	\$64.69
how much does coolsculpting cost	1	1	\$0.65	\$0.65	100.00%	-	1	100.00%	\$0.65
what is cool sculpting	4	5	\$10.29	\$2.06	125.00%	-	1	20.00%	\$10.29
infrared wrap weight loss	1	1	\$2.75	\$2.75	100.00%	-	1	100.00%	\$2.75
shiloh medical clinic	2	2	\$0.33	\$0.17	100.00%	-	1	50.00%	\$0.33

Top Performing Ads - 1 May 2021 — 31 May 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	357	50	\$497.83	\$9.96	14.01%	-	7	14.00%	\$71.12
CoolSculpting® Fat Reduction - CoolSculpting in Billings, MT - Biggest Coolsculpting® Promo shilohmedicalclinic.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Billings, MT	285	47	\$209.13	\$4.45	16.49%	-	6.8	14.36%	\$30.98
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	2,368	103	\$611.51	\$5.94	4.35%	-	2.5	2.43%	\$244.60
CoolSculpting® Fat Reduction - CoolSculpting in Billings, MT - Biggest Coolsculpting® Promo shilohmedicalclinic.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Billings, MT	39	7	\$34.13	\$4.88	17.95%	-	2	28.57%	\$17.07
Fat Reduction in Billings, MT - Eliminate Fat & Feel Great - Get \$1,000 Off 8+ Treatments shilohmedicalclinic.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	80	2	\$42.04	\$21.02	2.50%	-	2	100.00%	\$21.02

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

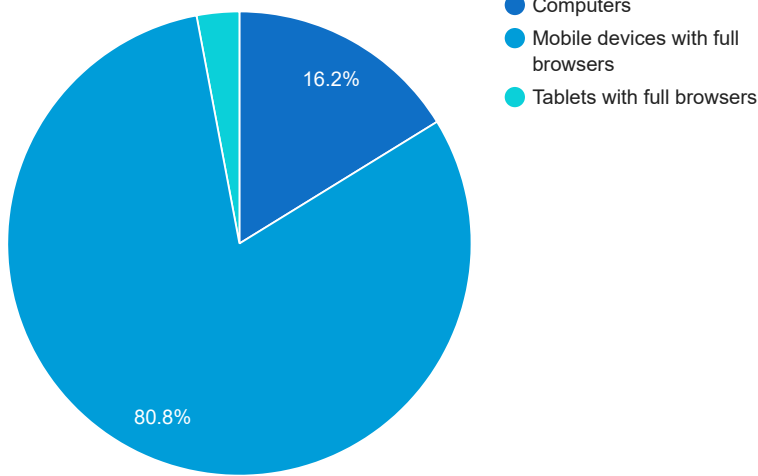
Search Impr Share

49.38%

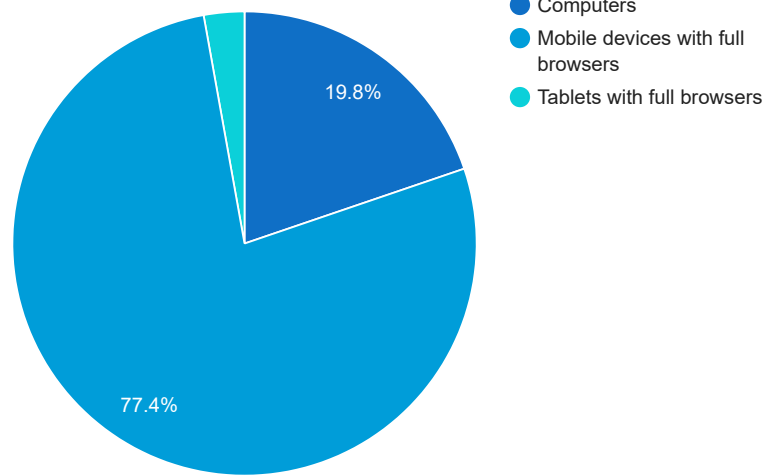
↑ 11%

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	6,339	421	\$3,084.52	\$7.33	6.64%	-	27.4	6.51%	\$112.49
Computers	1,248	66	\$618.68	\$9.37	5.29%	-	7	10.61%	\$88.38
Tablets with full browsers	281	16	\$113.11	\$7.07	5.69%	-	1	6.25%	\$113.11

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	7,868	503	\$3,816.31	\$7.59	6.39%	-	35.4	7.04%	\$107.74

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

ALL CONV.

Form submissions

26.8

Click to Call

8.7

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