

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

Shore Medical Aesthetics

886-007-8544

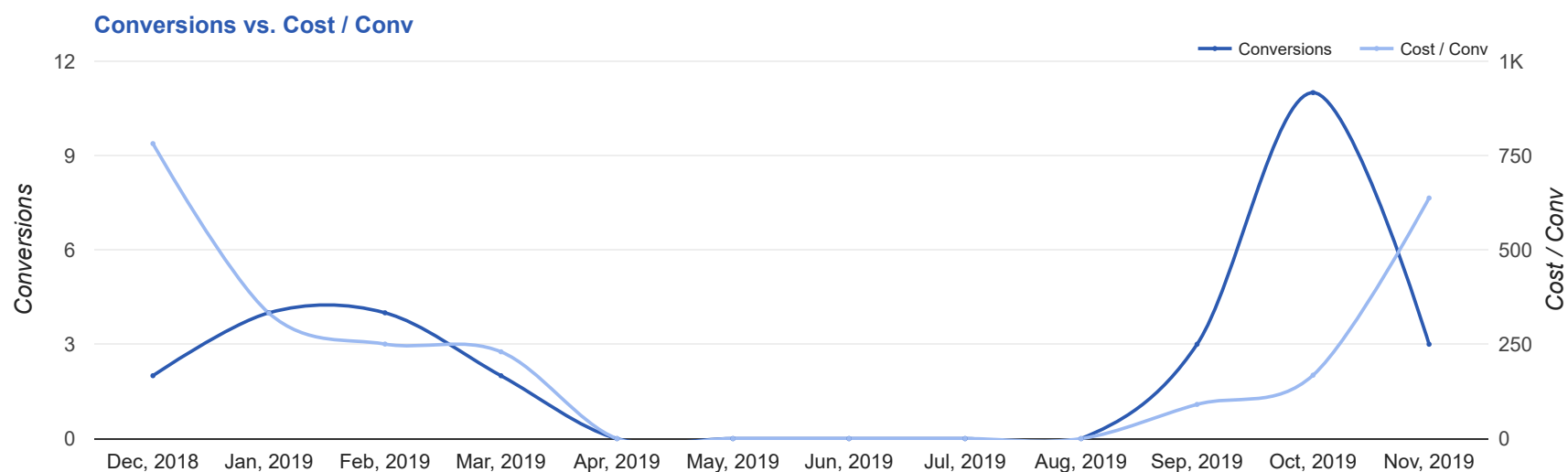
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,912	3	3.09%	\$637.45
↑ 3%	↓ 73%	↓ 55%	↑ 279%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	2,731	161	\$1,848.64	\$11.48	5.9%	-	11	6.83%	\$168.06	72.53%
1 Nov 2019 — 30 Nov 2019	2,066	97	\$1,912.36	\$19.72	4.7%	-	3	3.09%	\$637.45	67.43%
Change	665 ↓ 24%	64 ↓ 40%	\$63.72 ↑ 3%	\$8.24 ↑ 72%	1.20% ↓ 20%	--	8 ↓ 73%	3.74% ↓ 55%	\$469.39 ↑ 279%	5.10% ↓ 7%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '18	48,053	518	\$1,563.13	\$3.02	1.08%	-	2	0.39%	\$781.57	29.29%
Jan '19	90,349	713	\$1,329.19	\$1.86	0.79%	-	4	0.56%	\$332.30	31.29%
Feb '19	81,581	597	\$1,002.02	\$1.68	0.73%	-	4	0.67%	\$250.51	35.49%
Mar '19	30,745	214	\$460.04	\$2.15	0.7%	-	2	0.93%	\$230.02	50.65%
Apr '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jul '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Aug '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Sep '19	518	35	\$271.82	\$7.77	6.76%	-	3	8.57%	\$90.61	65.8%
Oct '19	2,731	161	\$1,848.64	\$11.48	5.9%	-	11	6.83%	\$168.06	72.57%
Nov '19	2,066	97	\$1,912.36	\$19.72	4.7%	-	3	3.09%	\$637.45	67.43%
Total	256,043	2,335	\$8,387.20	\$3.59	0.91%	-	29	1.24%	\$289.21	34.09%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta smartlipo	319	26	\$216.92	\$8.34	8.15%	-	2	7.69%	\$108.46	77.67%
search beta coolsculpting	387	22	\$432.15	\$19.64	5.68%	-	1	4.55%	\$432.15	64.46%
search awareness botox	159	10	\$91.93	\$9.19	6.29%	-	0	0%	\$0.00	73.17%
search awareness laser skin resurfacing	16	1	\$17.71	\$17.71	6.25%	-	0	0%	\$0.00	78.95%
search beta emsculpt	329	11	\$291.25	\$26.48	3.34%	-	0	0%	\$0.00	65.69%
search alpha coolsculpting	440	14	\$549.95	\$39.28	3.18%	-	0	0%	\$0.00	46.45%
search alpha emsculpt	416	13	\$312.45	\$24.03	3.13%	-	0	0%	\$0.00	85.95%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

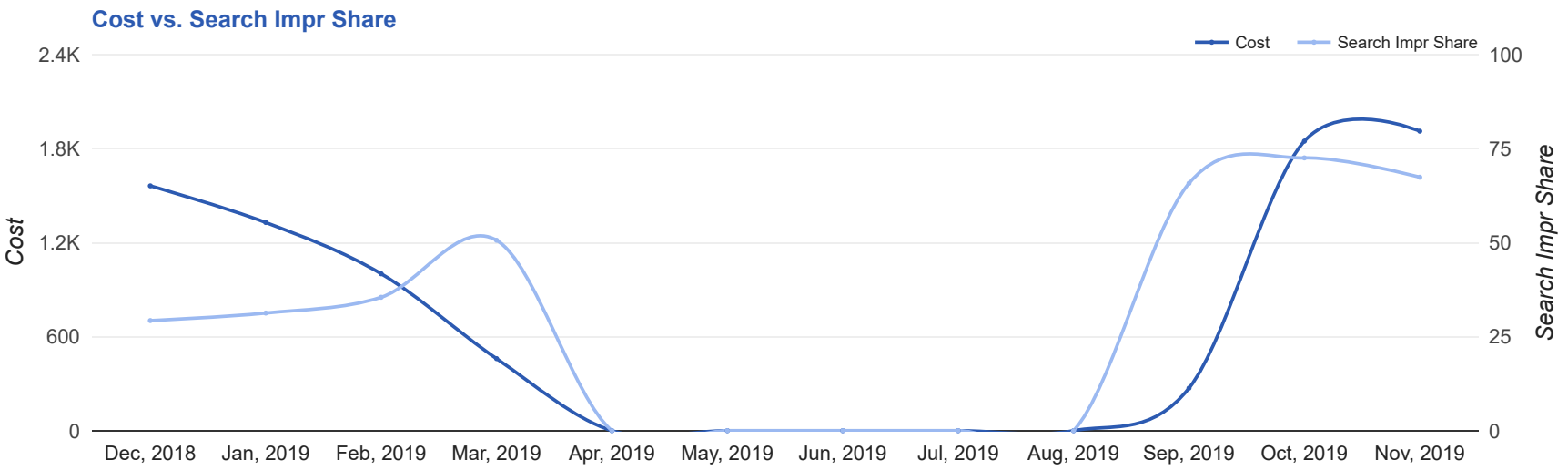
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Laser Lipo Special} - Minimally Invasive Liposuction - Melt Away Fat: Body Contouring www.shoremedaesthetics.com/ --/ -- Smart Lipo Uses Advanced Laser Technology to Reduce Fat with Less Pain and Downtime.	263	21	\$170.14	\$8.10	7.98%	-	2	9.52%	\$85.07
CoolSculpting in Babylon - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.shoremedaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	120	8	\$155.70	\$19.46	6.67%	-	1	12.50%	\$155.70
25% Off All CoolSculpting® - Best Price in Babylon - Shore Medical Aesthetics www.shoremedaesthetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	19	1	\$28.16	\$28.16	5.26%	-	0	0.00%	-
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Shore Medical Aesthetics www.shoremedaesthetics.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2	1	\$28.26	\$28.26	50.00%	-	0	0.00%	-
#1 Provider in Babylon - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.shoremedaesthetics.com/coolsculpting/babylon #1 CoolSculpting Deal. Freeze Fat. Top Provider in Babylon, NY. Free Consult.	16	1	\$12.11	\$12.11	6.25%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

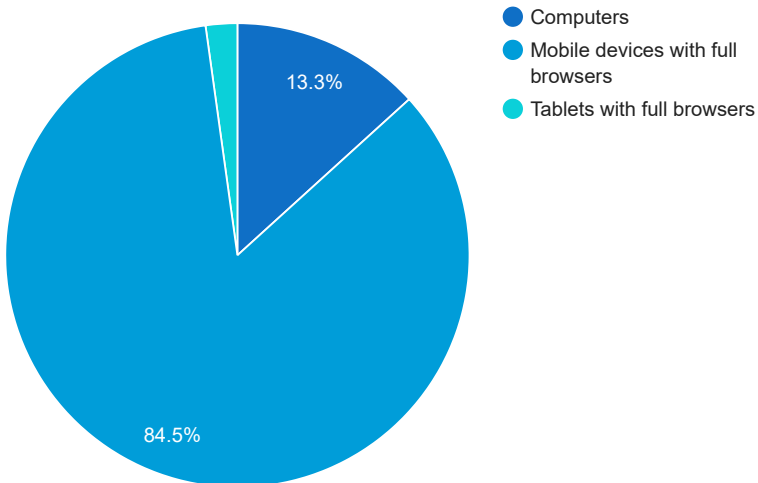
Budget Coverage



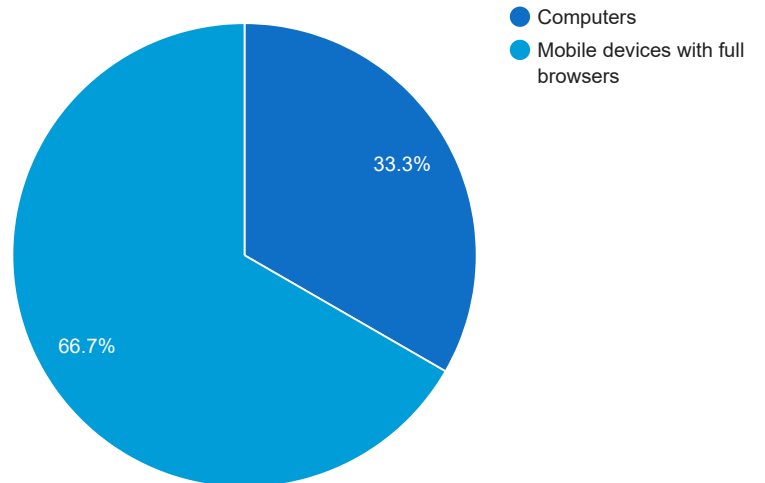
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	1,563.13	29.29
Jan, 2019	1,329.19	31.29
Feb, 2019	1,002.02	35.49
Mar, 2019	460.04	50.65
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	271.82	65.80
Oct, 2019	1,848.64	72.57
Nov, 2019	1,912.36	67.43

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	1,763	83	\$1,616.64	\$19.48	4.71%	-	2	2.41%	\$808.32
Computers	272	13	\$253.66	\$19.51	4.78%	-	1	7.69%	\$253.66
Tablets with full browsers	31	1	\$42.06	\$42.06	3.23%	-	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	2,066	97	\$1,912.36	\$19.72	4.7%	-	3	3.09%	\$637.45

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submission

3

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