

Total Eye Care Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Total Eye Care Centers - New

\$3,238.21

\$0.00 100.00%

Clicks
Total Eye Care Centers - New

133

0 100.00%

Avg CPC
Total Eye Care Centers - New

\$24.35

\$0.00 100.00%

Conversions
Total Eye Care Centers - New

12

0 100.00%

Conv. Rate
Total Eye Care Centers - New

9.02%

0.00% 100.00%

Cost / Conv
Total Eye Care Centers - New

\$269.85

\$0.00 100.00%

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Total Eye Care Centers - New

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,238.21	\$0.00	100.00%
Impressions	4,219	0	100.00%
Clicks	133	0	100.00%
Avg CPC	\$24.35	\$0.00	100.00%
CTR	3.15%	0.00%	100.00%
Conversions	12	0	100.00%
Conv Rate	9.02%	0.00%	100.00%
Cost / Conv	\$269.85	\$0.00	100.00%

Budget Coverage

Search Impr. Share
Total Eye Care Centers - New

47.21%

0.00% 100.00%

Search IS Lost (due to Budget)
Total Eye Care Centers - New

10.87%

0.00% 100.00%

Search IS Lost (due to Rank)
Total Eye Care Centers - New

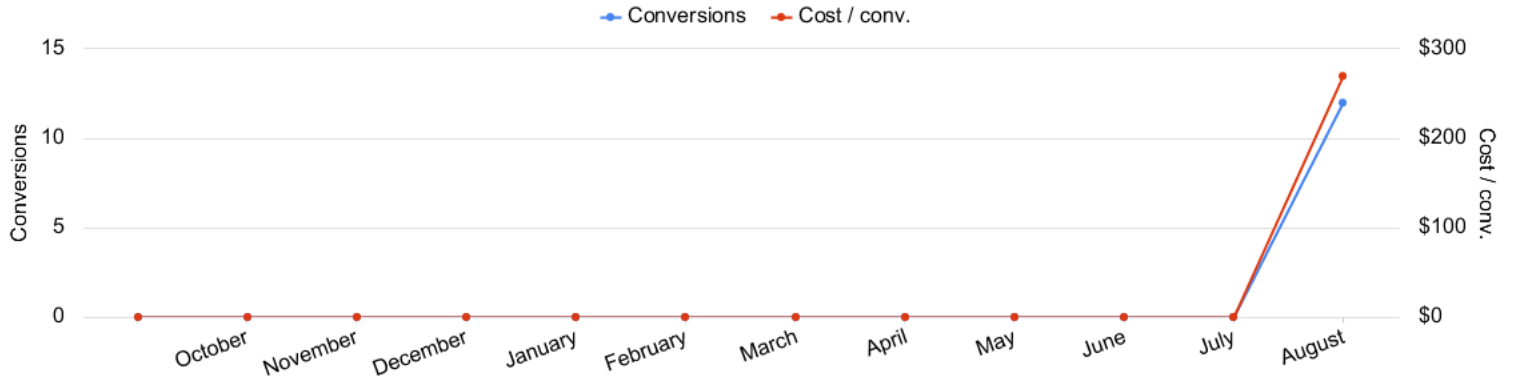
41.92%

0.00% 100.00%

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Total Eye Care Centers - New




Account Performance by Month
Total Eye Care Centers - New

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2021	\$3,238.21	4,219	133	\$24.35	3.15%	12	9.02%	\$269.85	47.21%	10.87%
Total	\$3,238.21	4,219	133	\$24.35	3.15%	12	9.02%	\$269.85	47.21%	10.87%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Total Eye Care Centers - New

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta lasik	\$2,533.33	2,804	71	\$35.68	2.53%	9	12.68%	\$281.48
search beta cataract	\$704.88	1,415	62	\$11.37	4.38%	3	4.84%	\$234.96

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Total Eye Care Centers - New

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
laser eye surgery cost	\$8.50	2	1	\$8.50	50.00%	2	200.00%	\$4.25
cataract surgery	\$18.62	26	4	\$4.66	15.38%	2	50.00%	\$9.31
campus eye group hamilton nj	\$12.40	1	1	\$12.40	100.00%	2	200.00%	\$6.20
lasik eye surgery	\$351.06	28	3	\$117.02	10.71%	1	33.33%	\$351.06
eye associates cherry hill	\$7.76	1	1	\$7.76	100.00%	1	100.00%	\$7.76
lasik eye surgery	\$10.14	2	1	\$10.14	50.00%	0	0.00%	\$0.00
symfony intraocular lens	\$17.19	1	1	\$17.19	100.00%	0	0.00%	\$0.00
does everyone get cataracts with age	\$6.27	1	1	\$6.27	100.00%	0	0.00%	\$0.00
cure for farsightedness	\$18.28	1	1	\$18.28	100.00%	0	0.00%	\$0.00
what's the procedure for cataract surgery	\$2.73	1	1	\$2.73	100.00%	0	0.00%	\$0.00
how do you know when you have cataracts	\$0.91	1	1	\$0.91	100.00%	0	0.00%	\$0.00
eye clinic near me	\$10.45	2	1	\$10.45	50.00%	0	0.00%	\$0.00
laser eye color change	\$6.92	1	1	\$6.92	100.00%	0	0.00%	\$0.00
tlc laser eye centers	\$116.16	1	1	\$116.16	100.00%	0	0.00%	\$0.00
kremer eye center	\$38.81	1	1	\$38.81	100.00%	0	0.00%	\$0.00
dr chen ophthalmologist	\$10.27	1	1	\$10.27	100.00%	0	0.00%	\$0.00
cataract surgery price	\$2.23	1	1	\$2.23	100.00%	0	0.00%	\$0.00
lasik eye surgery near me	\$24.21	4	1	\$24.21	25.00%	0	0.00%	\$0.00
princeton eye group somerset nj	\$3.32	2	1	\$3.32	50.00%	0	0.00%	\$0.00
how do you know if you have cataracts	\$0.30	1	1	\$0.30	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

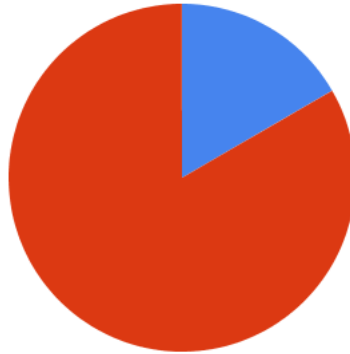
08/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)
Total Eye Care Centers - New

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Total Eye Care Centers} Levittown Lasik With Dr. Stein See Videos Of The Procedure totaleyecare.eyehealthpros.com/lasik/levittown Dr. Stein Has Performed Over 15,000 LASIK Surgeries, And Even Had LASIK Surgery Himself. Blade-Free LASIK Means Less Discomfort, Faster Recovery Times, And Better Visual Outcomes.	search beta lasik	\$273.73	611	13	\$21.06	2.13%	2	15.38%	\$136.87
{Keyword:Total Eye Care Centers} Leading Cataract Surgeons Don't Wait To Fix Cataracts totaleyecare.eyehealthpros.com/cataracts/levittown Been Told You Have Cataracts? Get a Second Opinion from the Experts at Total Eye Care No Eye Patch Needed After Procedure. Safer & Painless. See Improvement Within A Few Hours.	search beta cataract	\$476.70	714	40	\$11.92	5.60%	1	2.50%	\$476.70
{Keyword:Total Eye Care Centers} Levittown Lasik With Dr. Stein See Videos Of The Procedure totaleyecare.eyehealthpros.com/lasik/levittown Dr. Stein Has Performed Over 15,000 LASIK Surgeries, And Even Had LASIK Surgery Himself. Blade-Free LASIK Means Less Discomfort, Faster Recovery Times, And Better Visual Outcomes.	search beta lasik	\$27.51	82	3	\$9.17	3.66%	0	0.00%	\$0.00

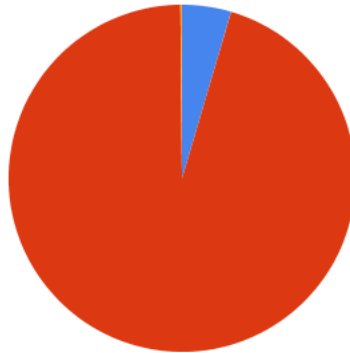
Budget Utilization by Device

Conversions by Device
Total Eye Care Centers - New



■ Computers - Conversions: 2 (16.67%) ■ Mobile devices with full browsers - Conversions: 10 (83.33%)

Cost by Device
Total Eye Care Centers - New




■ Computers - Cost: \$148.31 (4.58%) ■ Mobile devices with full browsers - Cost: \$3,085.49 (95.28%) ■ Tablets with full browsers - Cost: \$4.41 (0.14%)


Device Performance (by Conversions)
Total Eye Care Centers - New

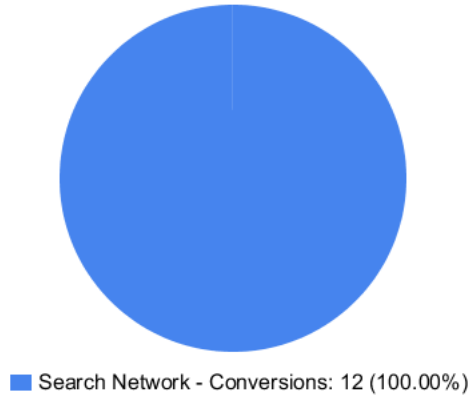
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	3,497	118	\$3,085.49	\$26.15	3.37%	10	8.47%	\$308.55
Computers	631	12	\$148.31	\$12.36	1.90%	2	16.67%	\$74.16
Tablets with full browsers	91	3	\$4.41	\$1.47	3.30%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Total Eye Care Centers - New



 Conversions by Network
Total Eye Care Centers - New




 Network Performance
Total Eye Care Centers - New

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	4,219	133	\$3,238.21	\$24.35	3.15%	12	9.02%	\$269.85

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Total Eye Care Centers - New

Conversion name	All conv.
Submit lead form	8
Call From Ads (MS)	3
Click to Call	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Total Eye Care Centers - New

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	75	4	\$458.19
New Jersey	58	8	\$175.68

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage