

**Monthly Account
Performance Report
1 Jul 2020 — 31 Jul 2020**

Trilogy Medical - New

872-594-6925

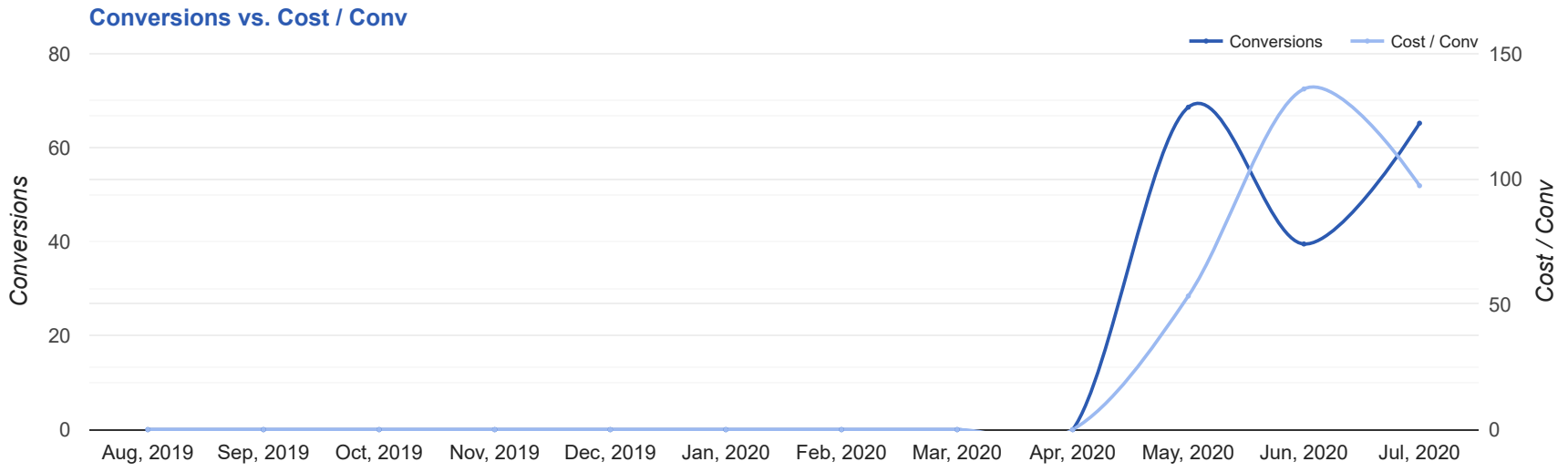
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,342	65.2	5.17%	\$97.31
↑ 18%	↑ 65%	↑ 12%	↓ 28%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	15,221	852	\$5,366.99	\$6.30	5.6%	-	39.5	4.63%	\$135.91	49.03%
1 Jul 2020 — 31 Jul 2020	23,427	1,261	\$6,342.35	\$5.03	5.38%	-	65.2	5.17%	\$97.31	40.82%
Change	8,206 ↑ 54%	409 ↑ 48%	\$975.36 ↑ 18%	\$1.27 ↓ 20%	0.22% ↓ 4%	--	25.69 ↑ 65%	0.54% ↑ 12%	\$38.60 ↓ 28%	8.21% ↓ 17%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
May '20	29,464	1,759	\$3,657.20	\$2.08	5.97%	-	68.6	3.9%	\$53.31		5%
Jun '20	15,221	852	\$5,366.99	\$6.30	5.6%	-	39.5	4.63%	\$135.91		49.03%
Jul '20	23,427	1,261	\$6,342.35	\$5.03	5.38%	-	65.2	5.17%	\$97.31		40.82%
Total	68,112	3,872	\$15,366.54	\$3.97	5.68%	-	173.3	4.47%	\$88.69		10.05%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,334	314	\$1,999.95	\$6.37	4.96%	-	26.3	8.37%	\$76.13	31.86%
search beta laser hair removal	5,510	293	\$990.30	\$3.38	5.32%	-	14	4.78%	\$70.74	34.9%
search beta dermal fillers	3,752	242	\$754.12	\$3.12	6.45%	-	13	5.37%	\$58.01	37.41%
search beta microneedling	4,421	225	\$1,133.79	\$5.04	5.09%	-	6	2.67%	\$188.97	82.19%
search beta clear and brilliant	1,312	99	\$500.80	\$5.06	7.55%	-	4.9	4.96%	\$102.00	43.61%
search beta hydrfacial	2,098	88	\$963.39	\$10.95	4.19%	-	1	1.14%	\$963.39	80.19%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

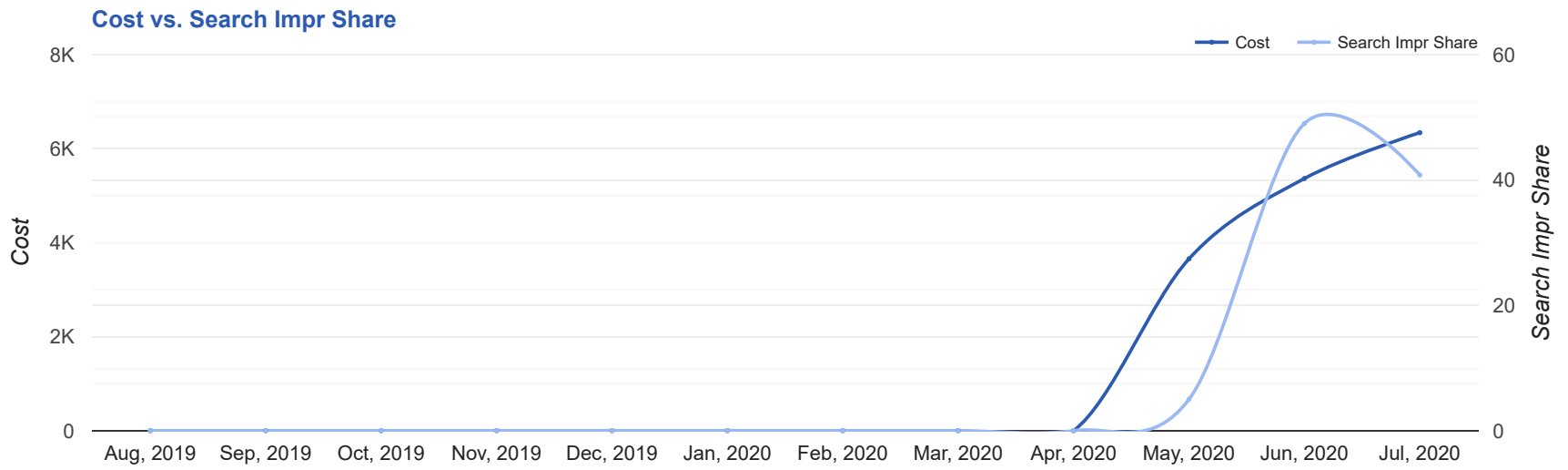
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Trilogy Medical Center} - CoolSculpt: Freeze Away Fat - What is CoolSculpting? trilogymedicalcenter.com/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	1,567	87	\$654.06	\$7.52	5.55%	-	11	12.64%	\$59.46
{Keyword:Trilogy Medical Center} - Dermal Fillers Salt Lake City - Look Younger & More Energized trilogymedicalcenter.com/dermal_fillers/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	2,167	148	\$400.51	\$2.71	6.83%	-	9	6.08%	\$44.50
{Keyword:Trilogy Medical Center} - Best Price in Salt Lake City - Advanced Laser Technology trilogymedicalcenter.com/laser_hair/removal #1 Laser Hair Removal in Salt Lake City. Painless Effective & Permanent Hair Removal.	2,892	126	\$446.03	\$3.54	4.36%	-	5	3.97%	\$89.21
{Keyword:Trilogy Medical Center} - Clear + Brilliant Skin Laser - Laser Skin Resurfacing trilogymedicalcenter.com/ --/ -- Fractional Laser Facial Improves Skin Tone & Texture, Fine Lines, Large Pores & Acne Scars	887	70	\$390.43	\$5.58	7.89%	-	4.9	7.01%	\$79.52
Trilogy Medical Center - CoolSculpting Midvale - Fat Reduction Treatment trilogymedicalcenter.com/ --/ -- Leading CoolSculpting Provider in Midvale, UT. Schedule a Free Consultation	1,610	58	\$253.29	\$4.37	3.60%	-	4	6.90%	\$63.32

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

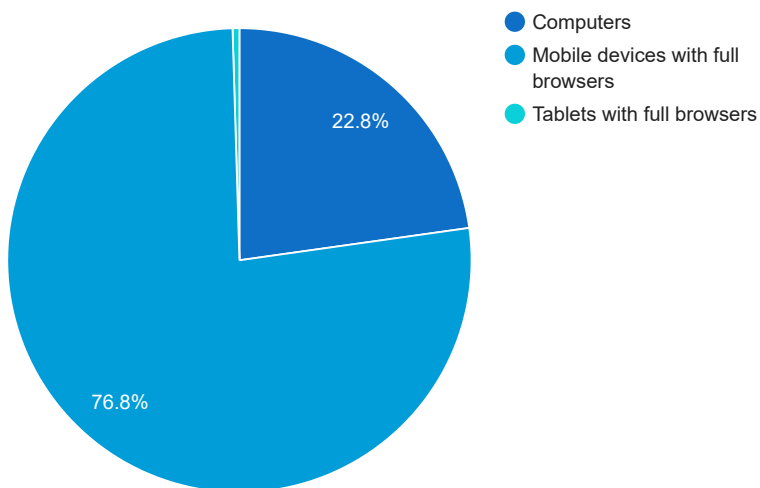
Budget Coverage



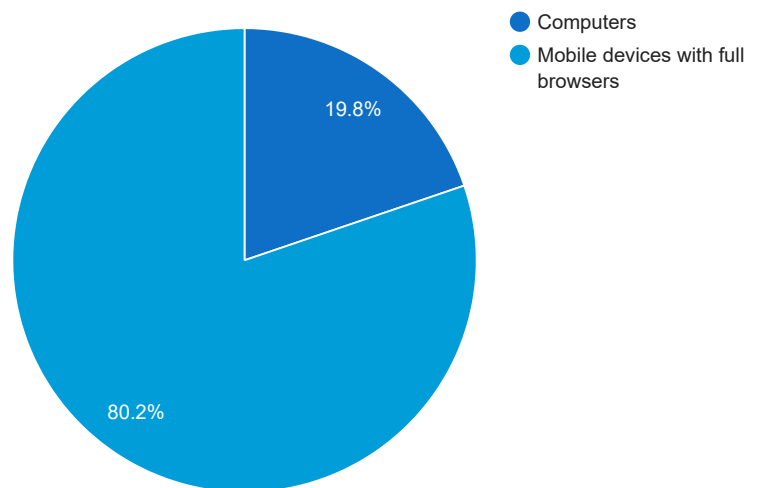
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	3,657.20	5
Jun, 2020	5,366.99	49.03
Jul, 2020	6,342.35	40.82

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	18,331	1,009	\$4,867.97	\$4.82	5.5%	-	52.3	5.18%	\$93.13
Computers	4,771	243	\$1,444.30	\$5.94	5.09%	-	12.9	5.31%	\$111.87
Tablets with full browsers	325	9	\$30.08	\$3.34	2.77%	-	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	23,427	1,261	\$6,342.35	\$5.03	5.38%	-	65.2	5.17%	\$97.31

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Submit lead form	58.2
Calls from Ads	5
Calls from ads	2
Local actions - Directions	0
Local actions - Other engagements	0
Local actions - Website visits	0
Clicks to call	0

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