

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

Trilogy Medical - New

872-594-6925

Key Performance Indicators (KPIs)

Cost

\$6,164

↓ 3%

Conv

53.6

↓ 18%

Conv Rate

3.49%

↓ 33%

Cost / Conv

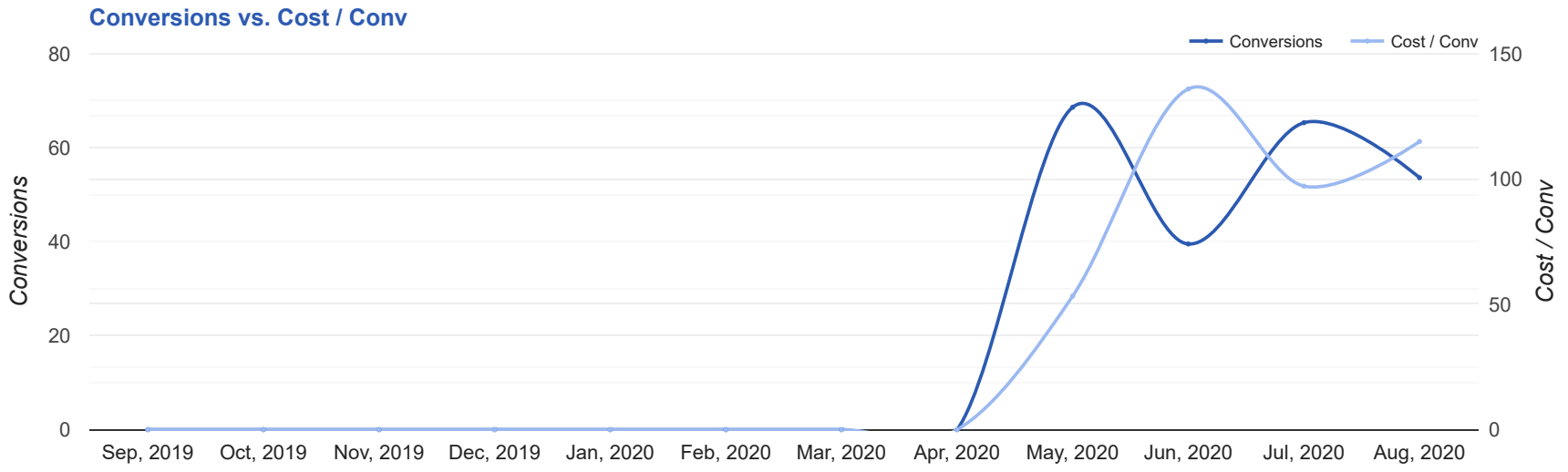
\$114.94

↑ 18%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	23,427	1,261	\$6,342.35	\$5.03	5.38%	-	65.3	5.18%	\$97.16	40.78%
1 Aug 2020 — 31 Aug 2020	33,515	1,536	\$6,163.99	\$4.01	4.58%	-	53.6	3.49%	\$114.94	32.04%
Change	10,088 ↑ 43%	275 ↑ 22%	\$178.36 ↓ 3%	\$1.02 ↓ 20%	0.80% ↓ 15%	--	11.65 ↓ 18%	1.69% ↓ 33%	\$17.78 ↑ 18%	8.74% ↓ 21%

Performance by Month - 1 Sep 2019 — 31 Aug 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%	-	65.3	5.18%	\$97.16		40.78%
Aug '20	33,515	1,536	\$6,163.99	\$4.01	4.58%	-	53.6	3.49%	\$114.94		32.04%
Total	101,627	5,408	\$21,530.53	\$3.98	5.32%	-	227	4.2%	\$94.85		12.99%

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	15,016	513	\$1,984.36	\$3.87	3.42%	-	24.7	4.82%	\$80.24	25.71%
search beta laser hair removal	6,495	338	\$995.96	\$2.95	5.2%	-	13	3.85%	\$76.61	30.1%
search beta dermal fillers	3,066	232	\$752.23	\$3.24	7.57%	-	5	2.16%	\$150.45	29.83%
search beta hydrfacial	2,292	86	\$891.67	\$10.37	3.75%	-	5	5.81%	\$178.33	75.06%
search beta clear and brilliant	1,858	137	\$500.45	\$3.65	7.37%	-	3	2.19%	\$166.82	45.77%
search beta microneedling	4,788	230	\$1,039.32	\$4.52	4.8%	-	2.9	1.26%	\$358.39	79.34%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

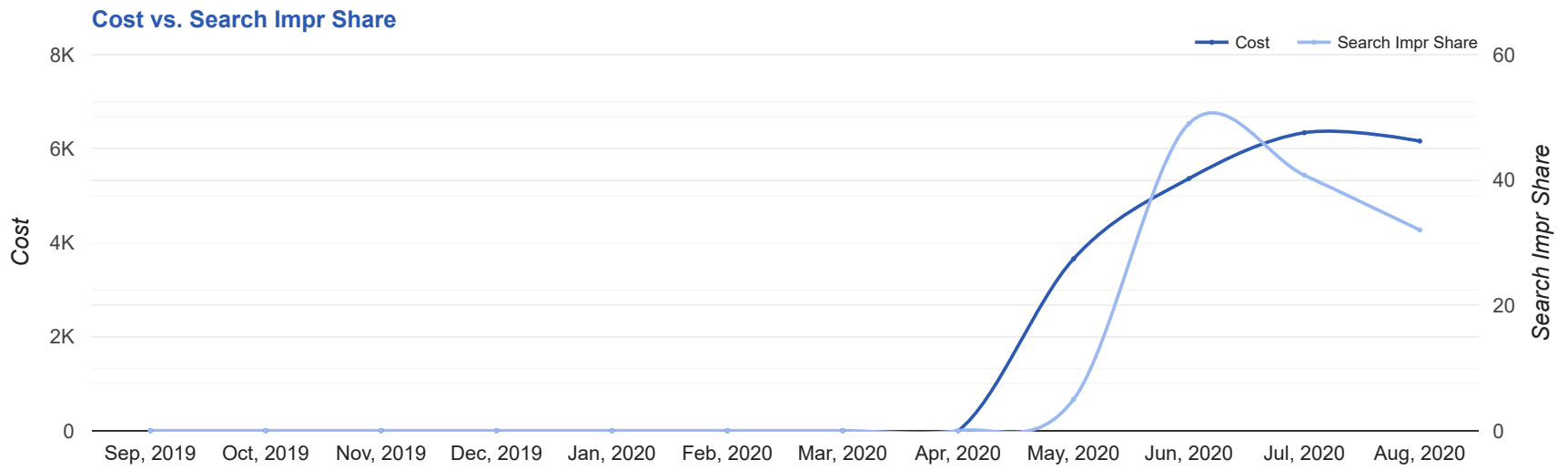
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Midvale - Fat Reduction Treatment - Flexible Payment Options trilogymedicalcenter.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,431	78	\$307.65	\$3.94	2.27%	-	6	7.69%	\$51.27
{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.	2,291	113	\$347.69	\$3.08	4.93%	-	5	4.42%	\$69.54
Hydrating Facial Treatment - Cleanse + Exfoliate + Hydrate - The Best Skin of Your Life trilogymedicalcenter.com/ Cleanse, Extract, & Hydrate with Super Serums. Replenish Your Skin with Vital Nutrients.	1,636	63	\$592.87	\$9.41	3.85%	-	5	7.94%	\$118.57
{Keyword:Trilogy Medical Center} - Dermal Fillers Salt Lake City - Look Younger & More Energized trilogymedicalcenter.com/juvederm/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	814	58	\$256.50	\$4.42	7.13%	-	4.5	7.76%	\$57.00
Trilogy Medical Center - CoolSculpting Midvale - Fat Reduction Treatment trilogymedicalcenter.com/ -- -- Leading CoolSculpting Provider in Midvale, UT. Schedule a Free Consultation	5,082	153	\$513.80	\$3.36	3.01%	-	4	2.61%	\$128.45

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

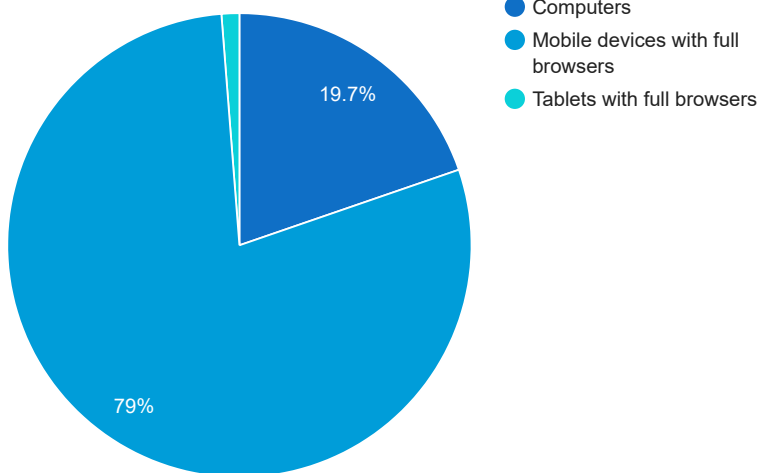
Budget Coverage



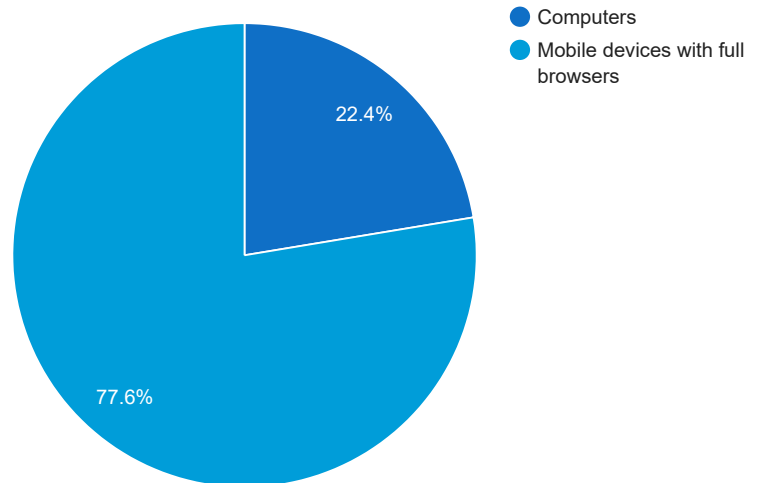
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	3,657.20	5
Jun, 2020	5,366.99	49.03
Jul, 2020	6,342.35	40.78
Aug, 2020	6,163.99	32.04

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	26,654	1,258	\$4,871.79	\$3.87	4.72%	-	41.6	3.31%	\$117.03
Computers	6,233	256	\$1,215.74	\$4.75	4.11%	-	12	4.69%	\$101.31
Tablets with full browsers	628	22	\$76.46	\$3.48	3.5%	-	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	33,515	1,536	\$6,163.99	\$4.01	4.58%	-	53.6	3.49%	\$114.94

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Submit lead form	50.6
Calls from Ads	2
Calls from ads	1
Local actions - Other engagements	0
Local actions - Directions	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