

**Monthly Account  
Performance Report  
1 Sep 2020 — 30 Sep 2020**

Trilogy Medical - New

872-594-6925

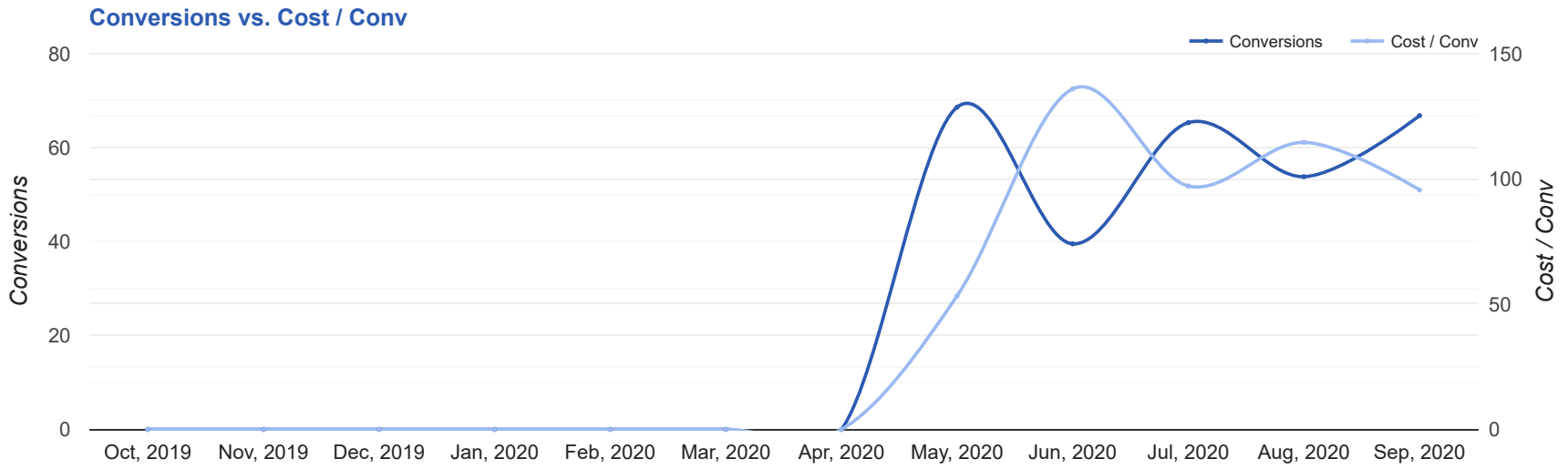
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,390	66.8	4.91%	\$95.61
↑ 4%	↑ 24%	↑ 40%	↓ 17%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Aug 2020 — 31 Aug 2020</b>	33,515	1,536	\$6,163.99	\$4.01	4.58%	-	53.8	3.5%	\$114.57	31.99%
<b>1 Sep 2020 — 30 Sep 2020</b>	32,920	1,361	\$6,389.52	\$4.69	4.13%	-	66.8	4.91%	\$95.61	34.59%
<b>Change</b>	595 ↓ 2%	175 ↓ 11%	\$225.53 ↑ 4%	\$0.68 ↑ 17%	0.45% ↓ 10%	--	13.03 ↑ 24%	1.41% ↑ 40%	\$18.96 ↓ 17%	2.60% ↑ 8%

# Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	53.8	3.5%	\$114.57		31.99%
Sep '20	32,920	1,361	\$6,389.52	\$4.69	4.13%	-	66.8	4.91%	\$95.61		34.59%
<b>Total</b>	134,547	6,769	\$27,920.05	\$4.12	5.03%	-	294	4.34%	\$94.97		15.33%

## Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	12,654	431	\$1,995.04	\$4.63	3.41%	-	31.4	7.29%	\$63.50	26.4%
search   beta   laser hair removal	5,982	301	\$977.88	\$3.25	5.03%	-	13.5	4.48%	\$72.54	29.26%
search   beta   dermal fillers	3,961	243	\$750.75	\$3.09	6.13%	-	8.4	3.46%	\$89.38	38.21%
search   beta   clear and brilliant	2,038	138	\$501.99	\$3.64	6.77%	-	6	4.35%	\$83.67	48.18%
search   beta   microneedling	4,998	160	\$1,184.82	\$7.41	3.2%	-	4.5	2.82%	\$262.13	75.88%
search   beta   hydrfacial	3,287	88	\$979.04	\$11.13	2.68%	-	3	3.41%	\$326.35	66.06%

# Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

## Top Text Ads

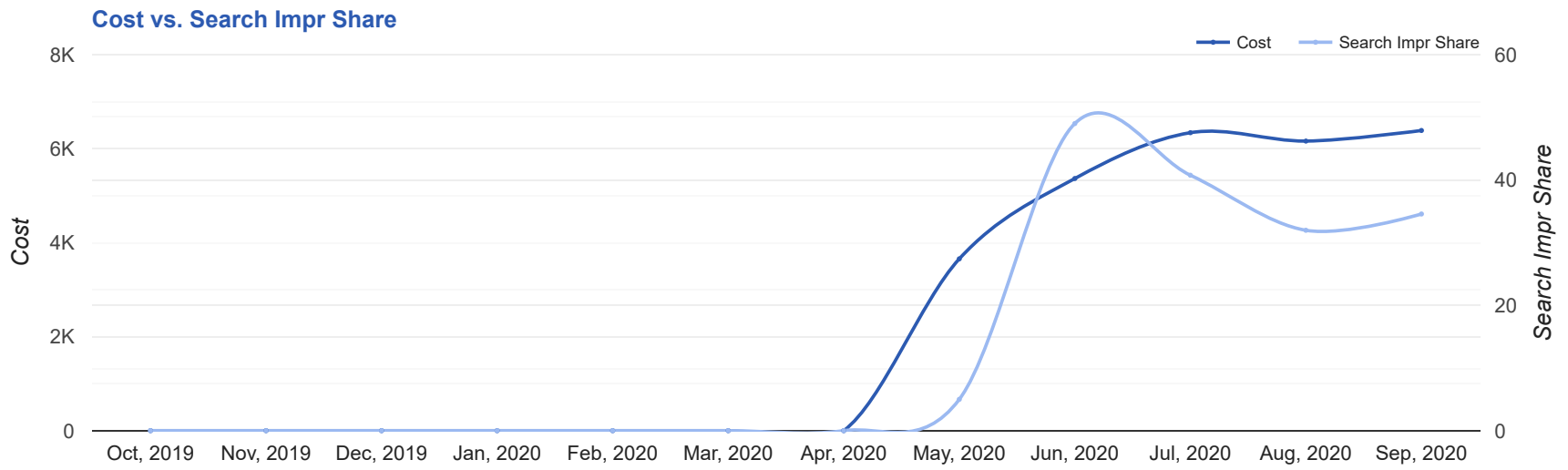
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Trilogy Medical Center - CoolSculpting Midvale - Fat Reduction Treatment</a> <a href="#">trilogymedicalcenter.com/ --/ --</a> Leading CoolSculpting Provider in Midvale, UT. Schedule a Free Consultation	5,746	168	\$662.76	\$3.94	2.92%	-	11	6.55%	\$60.25
{Keyword:Trilogy Medical Center} - CoolSculpting Midvale - Fat Reduction Treatment <a href="#">trilogymedicalcenter.com/ --/ --</a> Leading CoolSculpting Provider in Midvale, UT. Schedule a Free Consultation	1,701	66	\$425.35	\$6.44	3.88%	-	7.9	12.00%	\$53.71
{Keyword:Trilogy Medical Center} - Dermal Fillers Salt Lake City - Look Younger & More Energized <a href="#">trilogymedicalcenter.com/dermal_fillers/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	1,716	125	\$341.74	\$2.73	7.28%	-	5.9	4.74%	\$57.63
{Keyword:Trilogy Medical Center} - Clear + Brilliant Skin Laser - Laser Skin Resurfacing <a href="#">trilogymedicalcenter.com/ --/ --</a> Fractional Laser Facial Improves Skin Tone & Texture, Fine Lines, Large Pores & Acne Scars	1,453	97	\$355.97	\$3.67	6.68%	-	5	5.15%	\$71.19
{Keyword:Trilogy Medical Center} - Save On Laser Hair Removal - Advanced Laser Technology <a href="#">trilogymedicalcenter.com/laser_hair/removal_cost</a> Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	809	69	\$160.39	\$2.32	8.53%	-	3.5	5.04%	\$46.09

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2020 — 30 Sep 2020

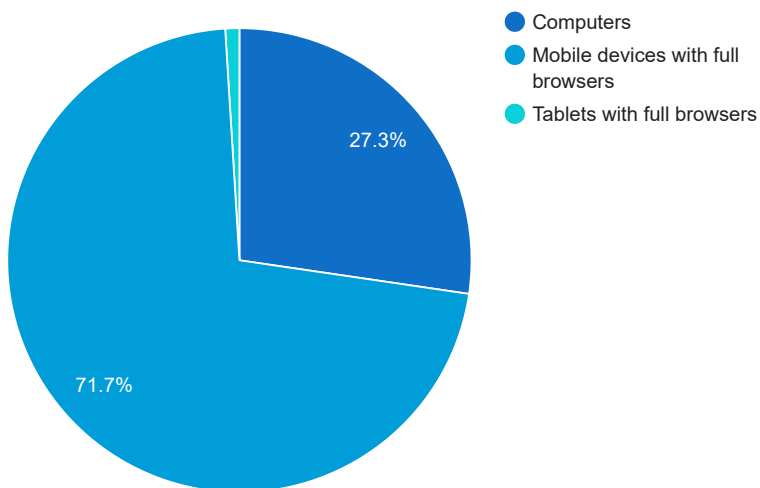
## Budget Coverage



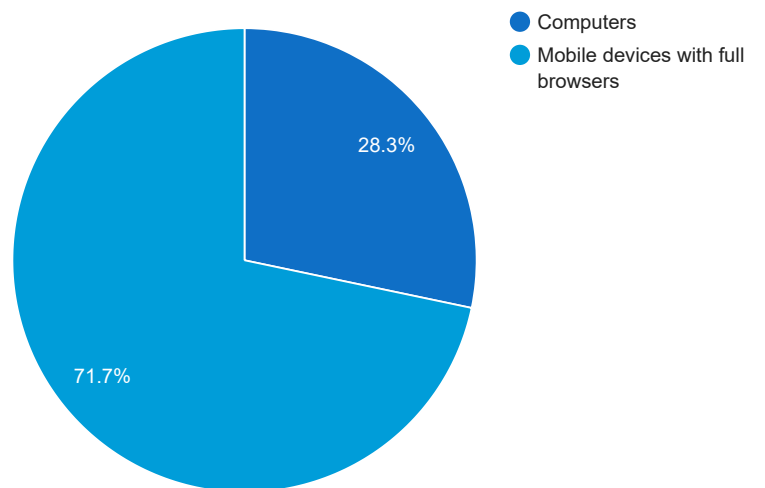
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	3,657.20	5
Jun, 2020	5,366.99	49.03
Jul, 2020	6,342.35	40.78
Aug, 2020	6,163.99	31.99
Sep, 2020	6,389.52	34.59

## 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	25,627	1,074	\$4,581.70	\$4.27	4.19%	-	47.9	4.46%	\$95.59
Computers	6,779	270	\$1,745.26	\$6.46	3.98%	-	18.9	7%	\$92.34
Tablets with full browsers	514	17	\$62.56	\$3.68	3.31%	-	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	32,920	1,361	\$6,389.52	\$4.69	4.13%	-	66.8	4.91%	\$95.61

## Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Submit lead form	58.8
Click to Call	3
Calls from Ads	3
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