

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

Trilogy Medical - New

872-594-6925

# Key Performance Indicators (KPIs)

Cost

\$6,417

↔ 0%

Conv

42.6

↓ 39%

Conv Rate

3.48%

↓ 32%

Cost / Conv

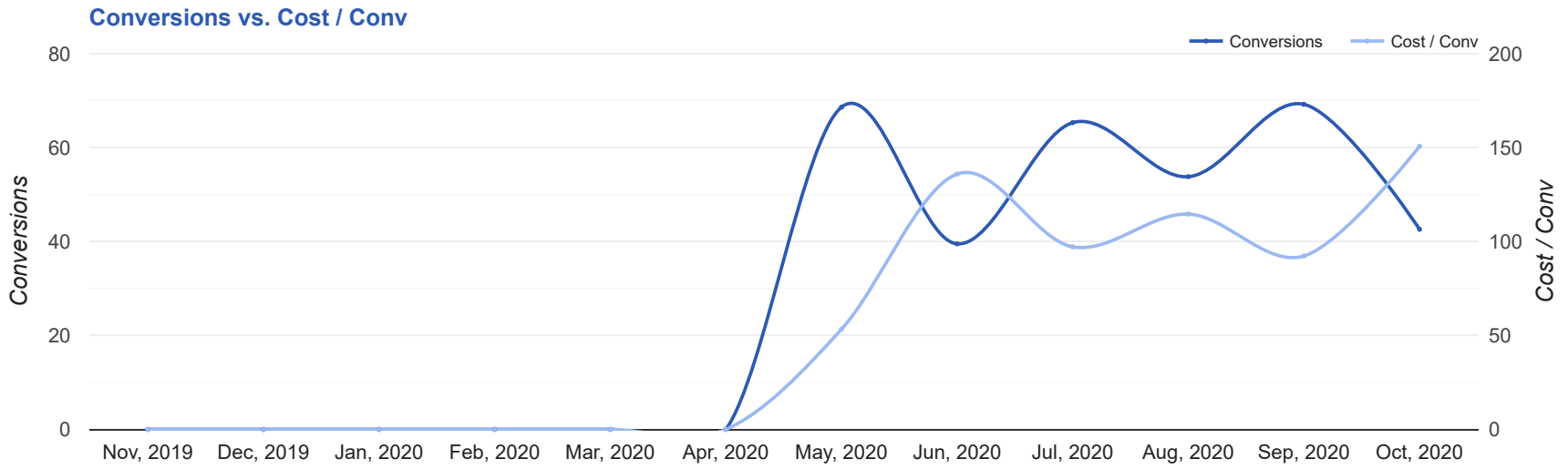
\$150.67

↑ 63%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Sep 2020 — 30 Sep 2020</b>	32,920	1,361	\$6,389.52	\$4.69	4.13%	-	69.2	5.09%	\$92.28	34.62%
<b>1 Oct 2020 — 31 Oct 2020</b>	23,919	1,223	\$6,416.89	\$5.25	5.11%	-	42.6	3.48%	\$150.67	32.36%
<b>Change</b>	9,001 ↓ 27%	138 ↓ 10%	\$27.37 ↑ 0%	\$0.56 ↑ 12%	0.98% ↑ 24%	--	26.65 ↓ 39%	1.61% ↓ 32%	\$58.39 ↑ 63%	2.26% ↓ 7%

# Performance by Month - 1 Nov 2019 — 31 Oct 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%	-	69.2	5.09%	\$92.28		34.62%
Oct '20	23,919	1,223	\$6,416.89	\$5.25	5.11%	-	42.6	3.48%	\$150.67		32.36%
<b>Total</b>	<b>158,466</b>	<b>7,992</b>	<b>\$34,336.94</b>	<b>\$4.30</b>	<b>5.04%</b>	<b>-</b>	<b>339</b>	<b>4.24%</b>	<b>\$101.29</b>		<b>16.65%</b>

## Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	4,894	320	\$806.76	\$2.52	6.54%	-	12	3.75%	\$67.23	35.15%
search   beta   laser hair removal	5,217	304	\$978.23	\$3.22	5.83%	-	11.3	3.72%	\$86.49	25.2%
search   beta   microneedling	5,819	229	\$1,238.95	\$5.41	3.94%	-	7.8	3.4%	\$159.25	33.32%
search   beta   coolsculpting	3,096	160	\$1,939.17	\$12.12	5.17%	-	7	4.38%	\$277.02	29.94%
search   beta   clear and brilliant	2,205	136	\$543.13	\$3.99	6.17%	-	3.5	2.57%	\$155.18	37%
search   beta   hydrfacial	2,506	69	\$882.90	\$12.80	2.75%	-	1	1.45%	\$882.90	53.8%
search   beta   coolsculpting   exp reach	182	5	\$27.75	\$5.55	2.75%	-	0	0%	\$0.00	19.39%

# Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

## Top Text Ads

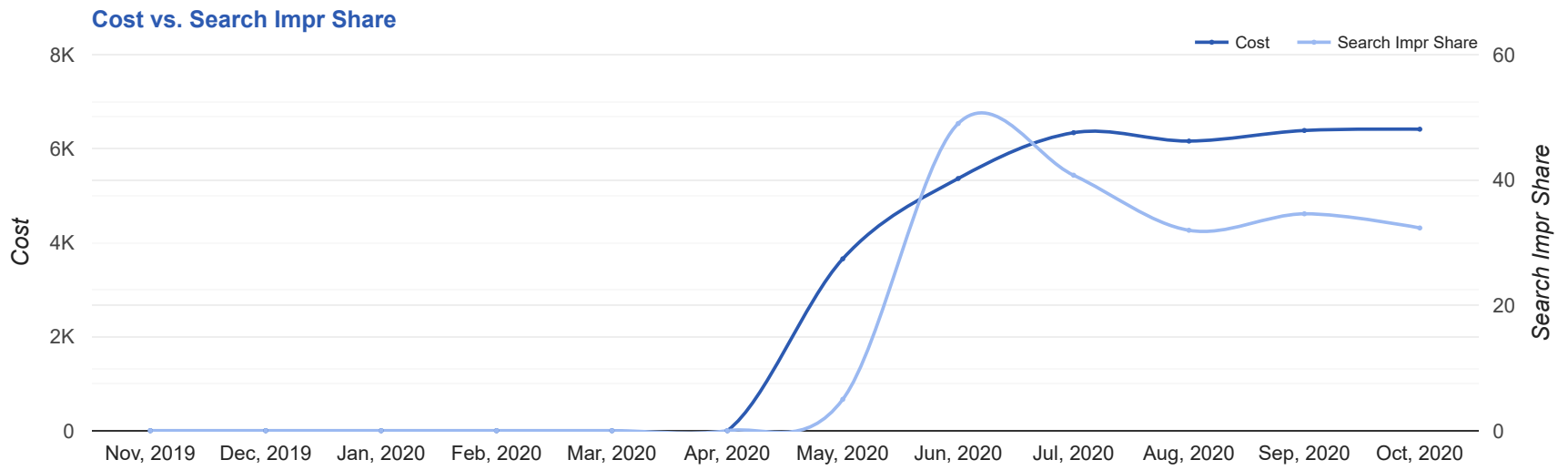
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Trilogy Medical Center} - Dermal Fillers Salt Lake City - Look Younger & More Energized <a href="http://trilogymedicalcenter.com/juvederm/">trilogymedicalcenter.com/juvederm/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	903	58	\$236.96	\$4.09	6.42%	-	5.7	9.78%	\$41.79
Microneedling   Midvale, UT - Tighten and Smooth Skin - Rejuvenate Skin Naturally <a href="http://trilogymedicalcenter.com//">trilogymedicalcenter.com//</a> Renew Skin, Improve Blemishes, and Diminish the Signs of Aging Without Surgery or Pain.	1,803	56	\$365.73	\$6.53	3.11%	-	3.8	6.75%	\$96.75
{Keyword:Trilogy Medical Center} - Clear + Brilliant Skin Laser - Laser Skin Resurfacing <a href="http://trilogymedicalcenter.com/--/">trilogymedicalcenter.com/--/</a> Fractional Laser Facial Improves Skin Tone & Texture, Fine Lines, Large Pores & Acne Scars	1,559	95	\$374.52	\$3.94	6.09%	-	3.5	3.68%	\$107.01
{Keyword:Trilogy Medical Center} - Laser Hair Removal Near Me - Advanced Laser Technology <a href="http://trilogymedicalcenter.com/laser_hair/removal_near_me">trilogymedicalcenter.com/laser_hair/removal_near_me</a> Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	43	10	\$46.77	\$4.68	23.26%	-	3	30.00%	\$15.59
{Keyword:Trilogy Medical Center} - Dermal Fillers Salt Lake City - Look Younger & More Energized <a href="http://trilogymedicalcenter.com/dermal_fillers/">trilogymedicalcenter.com/dermal_fillers/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	929	82	\$181.87	\$2.22	8.83%	-	3	3.66%	\$60.62

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

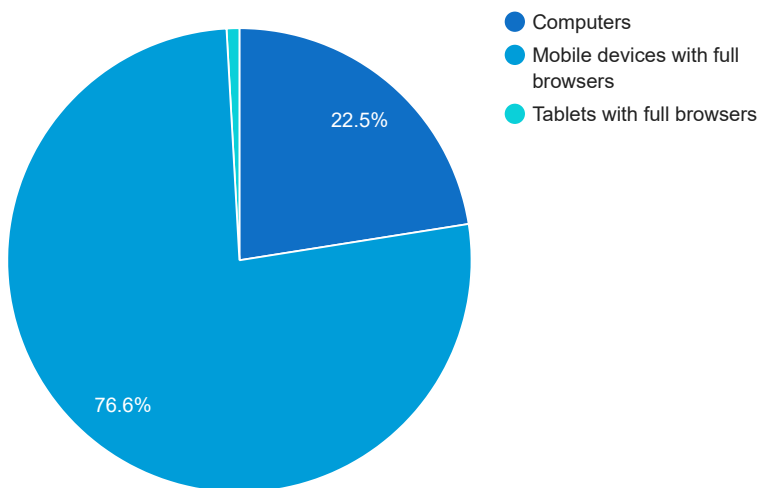
## Budget Coverage



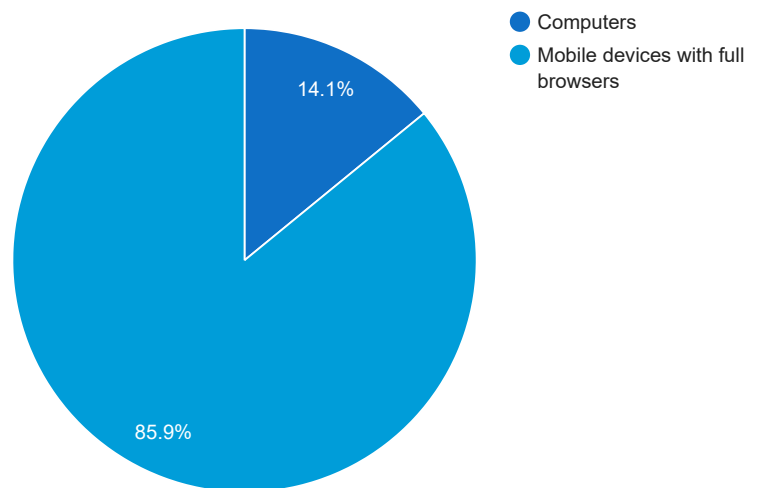
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	3,657.20	5
Jun, 2020	5,366.99	49.03
Jul, 2020	6,342.35	40.78
Aug, 2020	6,163.99	31.99
Sep, 2020	6,389.52	34.62
Oct, 2020	6,416.89	32.36

## Cost and Conversions by Device

### Cost



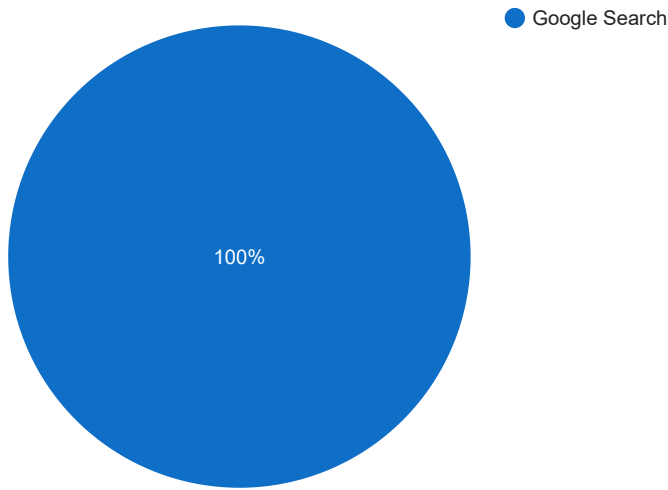
### Conversions



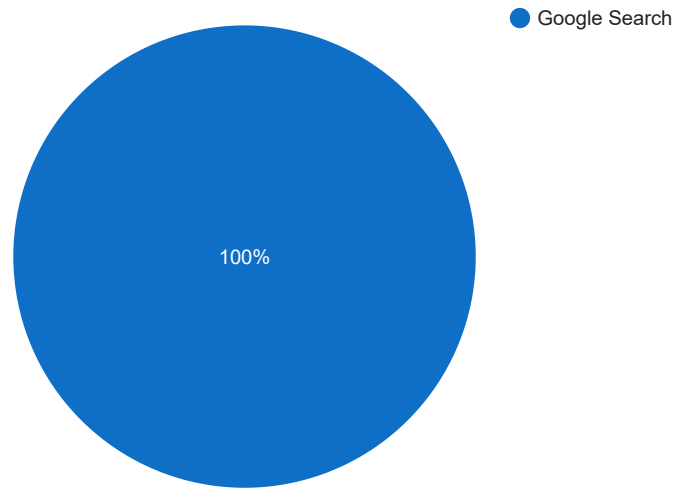
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	18,572	986	\$4,916.18	\$4.99	5.31%	-	36.6	3.71%	\$134.36
Computers	5,024	224	\$1,443.71	\$6.45	4.46%	-	6	2.68%	\$240.62
Tablets with full browsers	323	13	\$57.00	\$4.38	4.02%	-	0	0%	\$0.00

### 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	23,919	1,223	\$6,416.89	\$5.25	5.11%	-	42.6	3.48%	\$150.67

## Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	31.6
Calls from ads	5
Click to Call	3
Calls from Ads	3
Local actions - Other engagements	0
Local actions - Directions	0
Clicks to call	0
Local actions - Website visits	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