

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

Trilogy Medical - New

872-594-6925

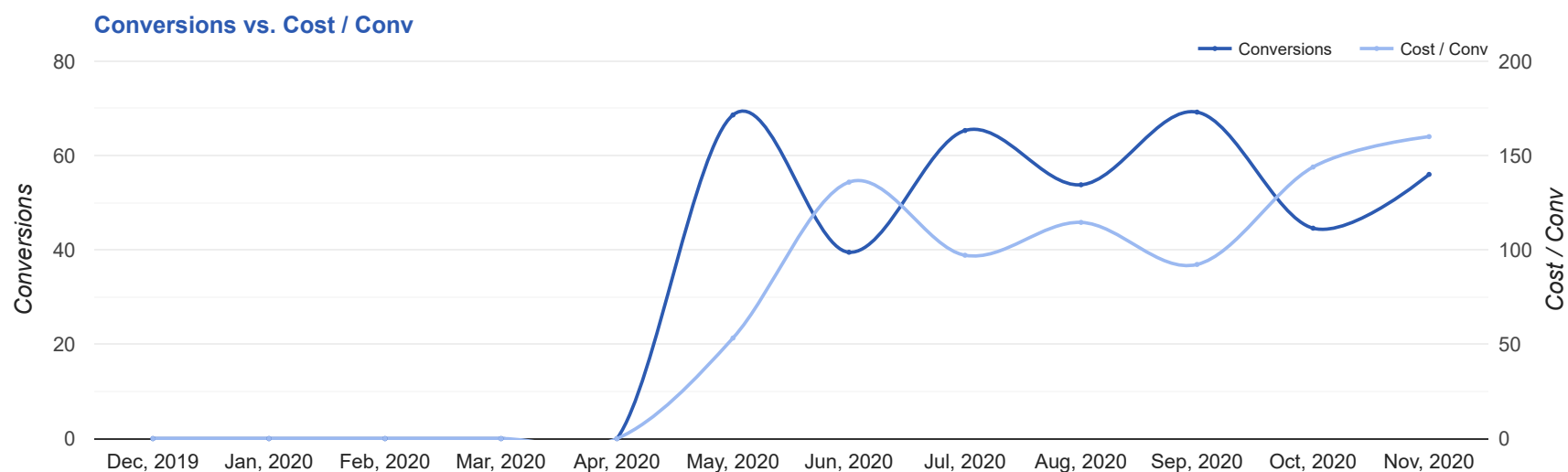
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,961	56	4.4%	\$160.01
↑ 40%	↑ 26%	↑ 21%	↑ 11%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	23,919	1,223	\$6,416.89	\$5.25	5.11%	-	44.6	3.65%	\$143.91	32.29%
1 Nov 2020 — 30 Nov 2020	27,563	1,274	\$8,960.78	\$7.03	4.62%	-	56	4.4%	\$160.01	34.23%
<b>Change</b>	3,644 ↑ 15%	51 ↑ 4%	\$2,543.89 ↑ 40%	\$1.78 ↑ 34%	0.49% ↓ 10%	--	11.41 ↑ 26%	0.75% ↑ 21%	\$16.10 ↑ 11%	1.94% ↑ 6%

# Performance by Month - 1 Dec 2019 — 30 Nov 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%	-	44.6	3.65%	\$143.91		32.29%
Nov '20	27,563	1,274	\$8,960.78	\$7.03	4.62%	-	56	4.4%	\$160.01		34.23%
<b>Total</b>	186,029	9,266	\$43,297.72	\$4.67	4.98%	-	397	4.28%	\$109.06		18.02%

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

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   laser hair removal	4,916	217	\$996.41	\$4.59	4.41%	-	12	5.53%	\$83.03	22.66%
search   beta   dermal fillers	3,568	235	\$754.05	\$3.21	6.59%	-	9	3.83%	\$83.78	32.48%
search   beta   coolsculpting	1,288	91	\$1,499.68	\$16.48	7.07%	-	9	9.89%	\$166.63	76.73%
search   beta   microneedling	6,088	267	\$1,246.78	\$4.67	4.39%	-	9	3.37%	\$138.53	33.45%
search   beta   coolsculpting   exp reach	5,488	171	\$1,488.69	\$8.71	3.12%	-	8	4.68%	\$186.09	31.97%
search   beta   hydrafacial	1,976	88	\$982.08	\$11.16	4.45%	-	4	4.55%	\$245.52	84.28%
search   beta   clear and brilliant	2,039	98	\$502.16	\$5.12	4.81%	-	3	3.06%	\$167.39	43.25%
search   beta   bioidentical hormones	2,200	107	\$1,490.93	\$13.93	4.86%	-	2	1.87%	\$745.47	62.47%

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

## Top Text Ads

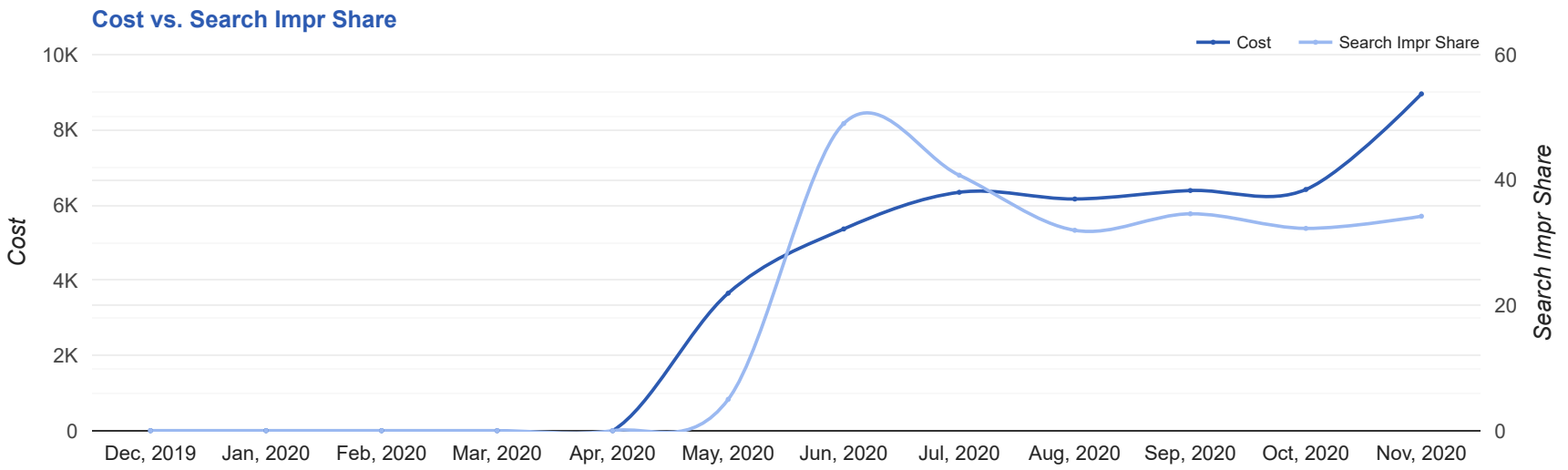
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Trilogy Medical Center} - Best Price in Salt Lake City - Advanced Laser Technology <a href="http://trilogymedicalcenter.com/laser_hair/removal">trilogymedicalcenter.com/laser_hair/removal</a> #1 Laser Hair Removal in Salt Lake City. Painless Effective & Permanent Hair Removal.	2,089	84	\$333.48	\$3.97	4.02%	-	5	5.95%	\$66.70
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.	2,881	100	\$512.56	\$5.13	3.47%	-	4.5	4.50%	\$113.90
{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	611	51	\$125.71	\$2.46	8.35%	-	4	7.84%	\$31.43
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.	1,013	47	\$188.44	\$4.01	4.64%	-	3.5	7.45%	\$53.84
Huge CoolSculpting Promotion - CoolSculpting in Midvale - Biggest Coolsculpting@ Promo <a href="http://trilogymedicalcenter.com/--/--">trilogymedicalcenter.com/--/--</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	304	21	\$368.76	\$17.56	6.91%	-	3	14.29%	\$122.92

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

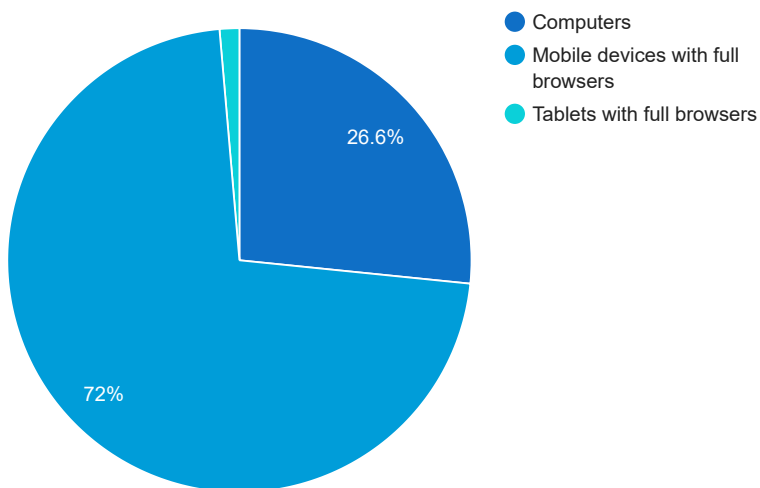
## Budget Coverage



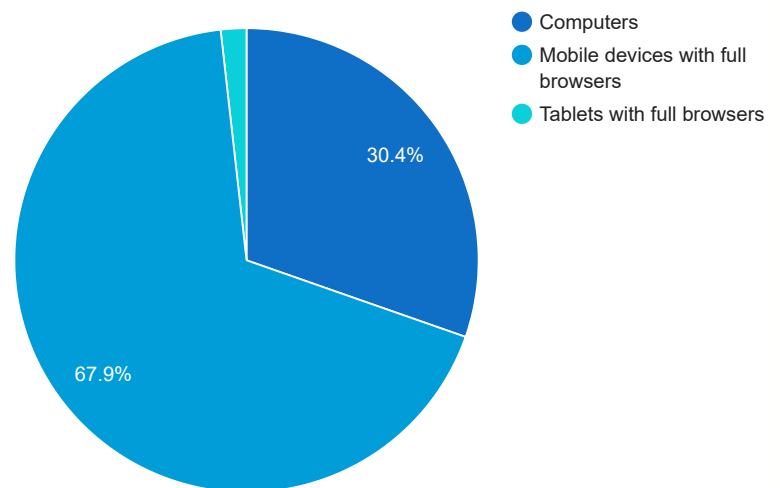
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	3,657.20	5
Jun, 2020	5,366.99	49.03
Jul, 2020	6,342.35	40.78
Aug, 2020	6,163.99	31.99
Sep, 2020	6,389.52	34.62
Oct, 2020	6,416.89	32.29
Nov, 2020	8,960.78	34.23

## 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	20,235	973	\$6,453.50	\$6.63	4.81%	-	38	3.91%	\$169.83
Computers	6,843	282	\$2,384.36	\$8.46	4.12%	-	17	6.03%	\$140.26
Tablets with full browsers	485	19	\$122.92	\$6.47	3.92%	-	1	5.26%	\$122.92

### 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	27,563	1,274	\$8,960.78	\$7.03	4.62%	-	56	4.4%	\$160.01

# Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Submit lead form	43
Calls from Ads	8
Calls from ads	4
Click to Call	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