

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

Trilogy Medical - New

872-594-6925

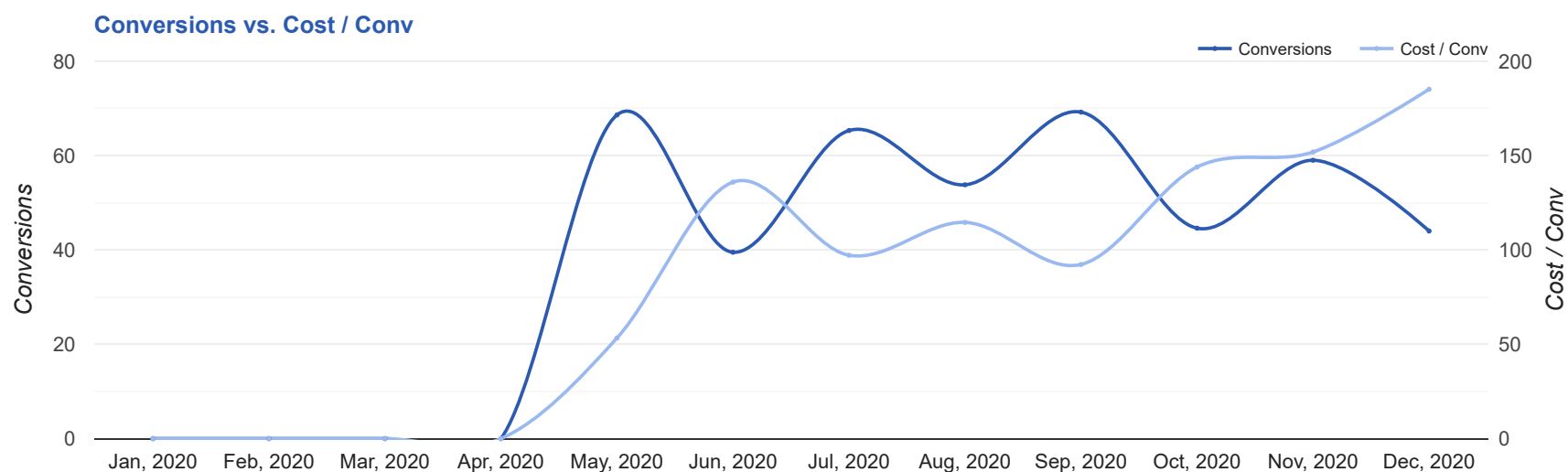
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,145	44	3.77%	\$185.11
↓ 9%	↓ 25%	↓ 19%	↑ 22%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	27,563	1,274	\$8,960.78	\$7.03	4.62%	-	59	4.63%	\$151.88	34.27%
1 Dec 2020 — 31 Dec 2020	24,893	1,167	\$8,144.78	\$6.98	4.69%	-	44	3.77%	\$185.11	34.18%
Change	2,670 ↓ 10%	107 ↓ 8%	\$816.00 ↓ 9%	\$0.05 ↓ 1%	0.07% ↑ 2%	--	15 ↓ 25%	0.86% ↓ 19%	\$33.23 ↑ 22%	0.09% ↓ 0%

Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	59	4.63%	\$151.88		34.27%
Dec '20	24,893	1,167	\$8,144.78	\$6.98	4.69%	-	44	3.77%	\$185.11		34.18%
Total	210,922	10,433	\$51,442.50	\$4.93	4.95%	-	444	4.26%	\$115.86		19.09%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers	4,129	262	\$750.53	\$2.86	6.35%	-	12	4.58%	\$62.54	36.72%
search beta coolsculpting	1,347	105	\$2,063.49	\$19.65	7.8%	-	9	8.57%	\$229.28	71.49%
search beta laser hair removal	4,211	191	\$766.63	\$4.01	4.54%	-	8	4.19%	\$95.83	25.16%
search beta microneedling	5,601	217	\$918.81	\$4.23	3.87%	-	5.5	2.52%	\$168.28	32.34%
search beta bioidentical hormones	2,493	108	\$1,484.52	\$13.75	4.33%	-	4	3.7%	\$371.13	57.41%
search beta coolsculpting exp reach	3,857	123	\$888.53	\$7.22	3.19%	-	3	2.44%	\$296.18	28.1%
search beta clear and brilliant	2,191	110	\$502.42	\$4.57	5.02%	-	2.5	2.31%	\$197.80	37.59%
search beta hydrafacial	1,064	51	\$769.85	\$15.10	4.79%	-	0	0%	\$0.00	69.15%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

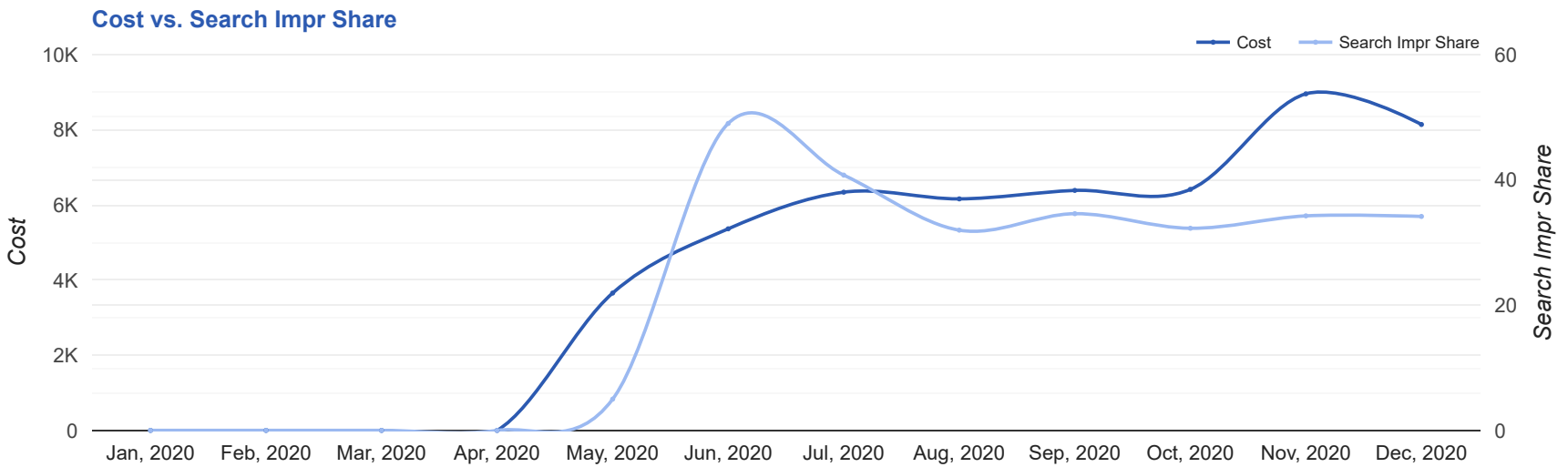
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Trilogy Medical Center} - Dermal Fillers Salt Lake City - Look Younger & More Energized trilogymedicalcenter.com/juvederm/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	710	50	\$190.62	\$3.81	7.04%	-	5	10.00%	\$38.12
{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.	1,874	81	\$367.62	\$4.54	4.32%	-	4.5	5.56%	\$81.69
{Keyword:Trilogy Medical Center} - Dermal Fillers Salt Lake City - Smooth Wrinkles Restore Volume trilogymedicalcenter.com/dermal_fillers/-- Look Younger and More Energized with Dermal Fillers. Leading Provider in Salt Lake City	1,631	86	\$189.75	\$2.21	5.27%	-	4.5	5.23%	\$42.17
Huge CoolSculpting Promotion - CoolSculpting in Midvale - Biggest CoolSculpting® Promo trilogymedicalcenter.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	499	30	\$613.46	\$20.45	6.01%	-	3	10.00%	\$204.49
Microneedling Midvale, UT - Tighten and Smooth Skin - Rejuvenate Skin Naturally trilogymedicalcenter.com// Renew Skin, Improve Blemishes, and Diminish the Signs of Aging Without Surgery or Pain.	2,444	73	\$414.53	\$5.68	2.99%	-	2.5	3.37%	\$168.51

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

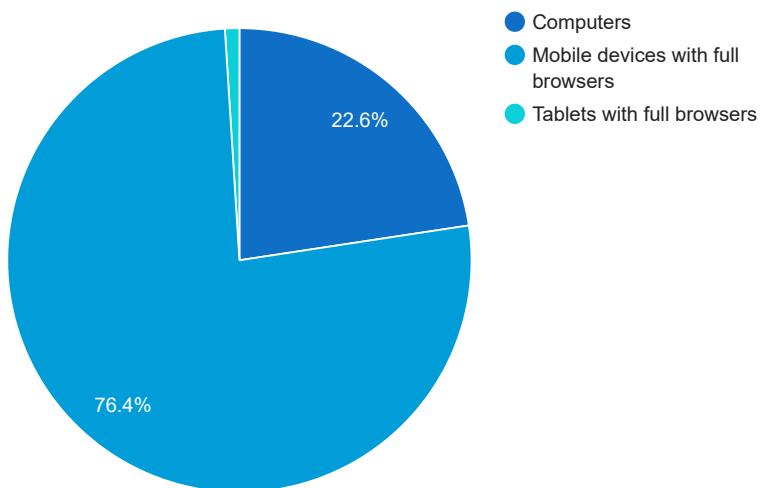
Budget Coverage



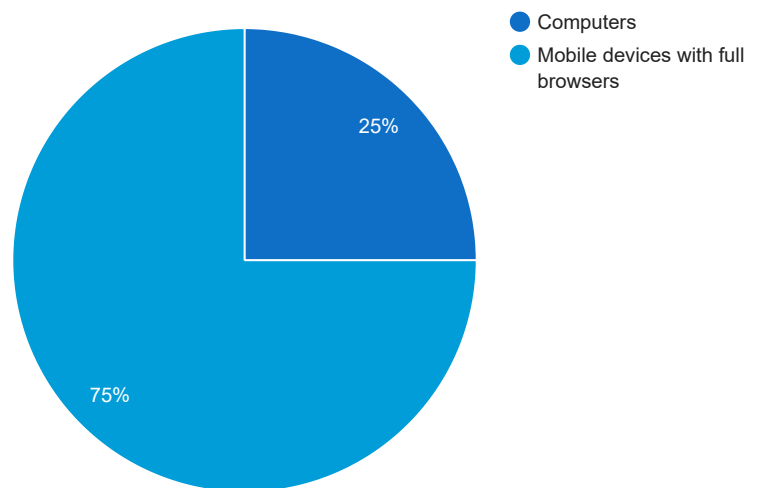
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	3,657.20	5
Jun, 2020	5,366.99	49.03
Jul, 2020	6,342.35	40.78
Aug, 2020	6,163.99	31.99
Sep, 2020	6,389.52	34.62
Oct, 2020	6,416.89	32.29
Nov, 2020	8,960.78	34.27
Dec, 2020	8,144.78	34.18

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	18,543	927	\$6,222.34	\$6.71	5%	-	33	3.56%	\$188.56
Computers	5,925	227	\$1,840.91	\$8.11	3.83%	-	11	4.85%	\$167.36
Tablets with full browsers	425	13	\$81.53	\$6.27	3.06%	-	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	24,893	1,167	\$8,144.78	\$6.98	4.69%	-	44	3.77%	\$185.11

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	39
Calls from Ads	2
Calls from ads	2
Click to Call	1
Local actions - Website visits	0
Clicks to call	0
Local actions - Directions	0
Local actions - Other engagements	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