

**Monthly Account  
Performance Report  
1 Jan 2021 — 31 Jan 2021**

Trilogy Medical - New

872-594-6925

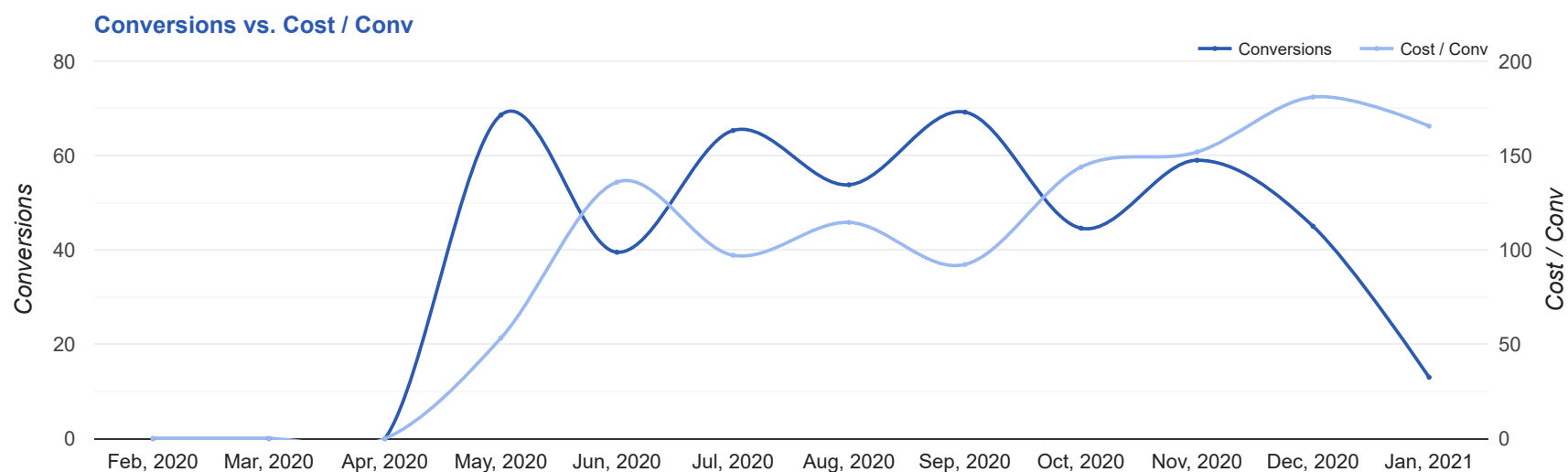
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,153	13	4.73%	\$165.59
↓ 74%	↓ 71%	↑ 23%	↓ 9%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Dec 2020 — 31 Dec 2020</b>	24,893	1,167	\$8,144.78	\$6.98	4.69%	-	45	3.86%	\$181.00	34.17%
<b>1 Jan 2021 — 31 Jan 2021</b>	4,992	275	\$2,152.65	\$7.83	5.51%	-	13	4.73%	\$165.59	32.42%
<b>Change</b>	19,901 ↓ 80%	892 ↓ 76%	\$5,992.13 ↓ 74%	\$0.85 ↑ 12%	0.82% ↑ 17%	--	32 ↓ 71%	0.87% ↑ 23%	\$15.41 ↓ 9%	1.75% ↓ 5%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



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%	-	45	3.86%	\$181.00		34.17%
Jan '21	4,992	275	\$2,152.65	\$7.83	5.51%	-	13	4.73%	\$165.59		32.42%
<b>Total</b>	215,914	10,708	\$53,595.15	\$5.01	4.96%	-	458	4.28%	\$117.02		19.27%

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	951	87	\$1,236.44	\$14.21	9.15%	-	7	8.05%	\$176.63	78.89%
search   beta   coolsculpting   exp reach	2,652	104	\$512.30	\$4.93	3.92%	-	2	1.92%	\$256.15	23.16%
search   beta   clear and brilliant	466	22	\$91.41	\$4.16	4.72%	-	2	9.09%	\$45.71	49.87%
search   beta   dermal fillers	653	51	\$155.83	\$3.06	7.81%	-	1	1.96%	\$155.83	50.63%
search   beta   bioidentical hormones	270	11	\$156.67	\$14.24	4.07%	-	1	9.09%	\$156.67	71.68%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

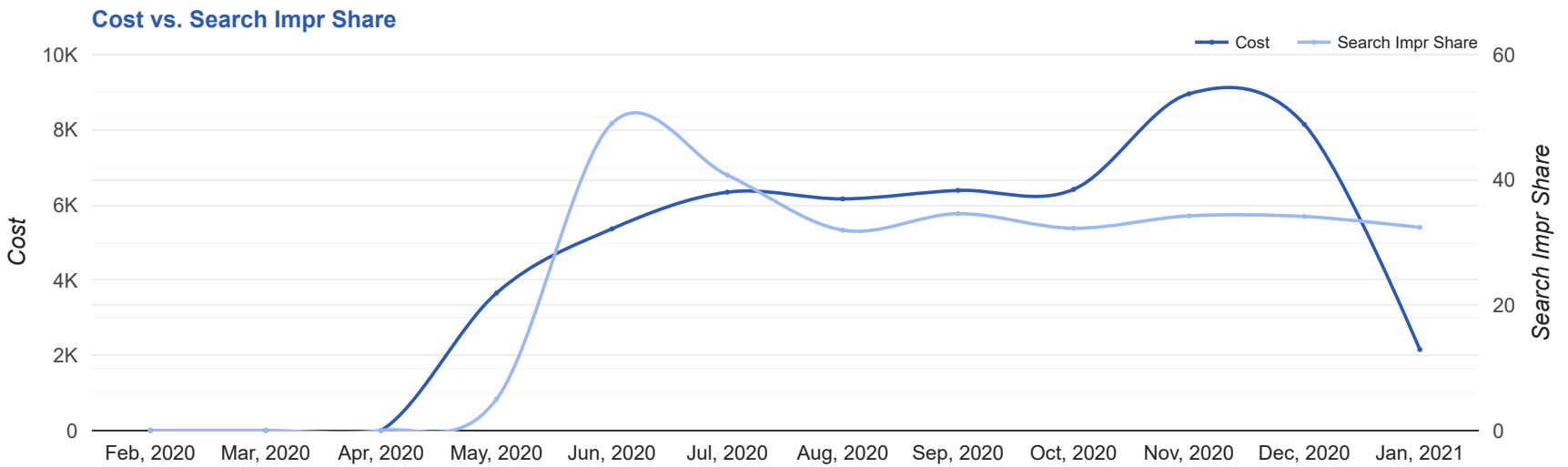
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Huge CoolSculpting Promotion - CoolSculpting in Midvale - Biggest CoolSculpting@ Promo <a href="http://trilogymedicalcenter.com/">trilogymedicalcenter.com/</a> --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	406	30	\$541.82	\$18.06	7.39%	-	3	10.00%	\$180.61
<a href="#">Trilogy Medical Center - Fat Reduction in Midvale - Non-Surgical Fat Reduction <a href="http://trilogymedicalcenter.com/">trilogymedicalcenter.com/</a> --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	733	36	\$154.29	\$4.29	4.91%	-	2	5.56%	\$77.14
<a href="#">CoolSculpting® in Midvale - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="http://trilogymedicalcenter.com/">trilogymedicalcenter.com/</a></a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, UT	26	4	\$70.27	\$17.57	15.38%	-	1	25.00%	\$70.27
<a href="#">Best CoolSculpting Deal Ever - Freeze Away Body Fat - Our Biggest Discount Ever <a href="http://trilogymedicalcenter.com/">trilogymedicalcenter.com/</a></a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah	10	1	\$24.71	\$24.71	10.00%	-	1	100.00%	\$24.71
<a href="#">Hormone Replacement Therapy - Natural Anti-Aging Treatment - Restore Hormonal Balance <a href="http://trilogymedicalcenter.com/">trilogymedicalcenter.com/</a></a> Balance Your Hormones with Leading Hormone Specialist. Bioidentical Hormone Replacement.	27	2	\$8.18	\$4.09	7.41%	-	1	50.00%	\$8.18

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

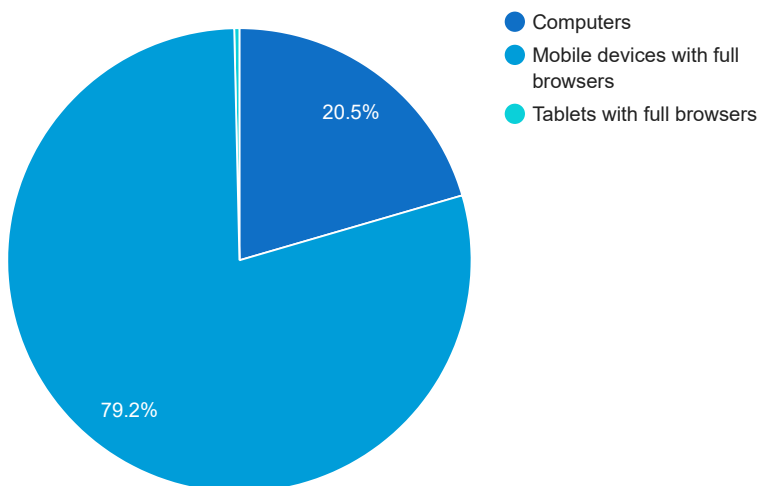
## Budget Coverage



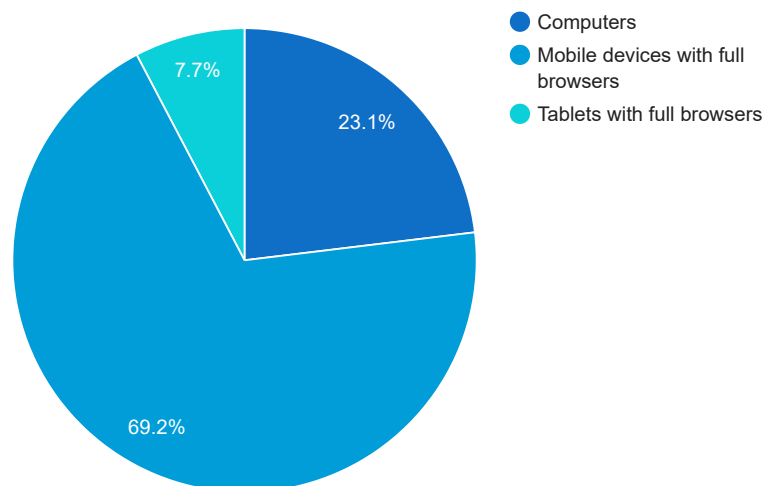
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	3,657.20	5
Jun, 2020	5,366.99	49.03
Jul, 2020	6,342.35	40.78
Aug, 2020	6,163.99	31.99
Sep, 2020	6,389.52	34.62
Oct, 2020	6,416.89	32.29
Nov, 2020	8,960.78	34.27
Dec, 2020	8,144.78	34.17
Jan, 2021	2,152.65	32.42

## 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	3,785	224	\$1,703.86	\$7.61	5.92%	-	9	4.02%	\$189.32
Computers	1,118	50	\$441.08	\$8.82	4.47%	-	3	6%	\$147.03
Tablets with full browsers	89	1	\$7.71	\$7.71	1.12%	-	1	100%	\$7.71

### 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	4,992	275	\$2,152.65	\$7.83	5.51%	-	13	4.73%	\$165.59

# Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	12
Calls from Ads	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