

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Trilogy Medical - New

872-594-6925

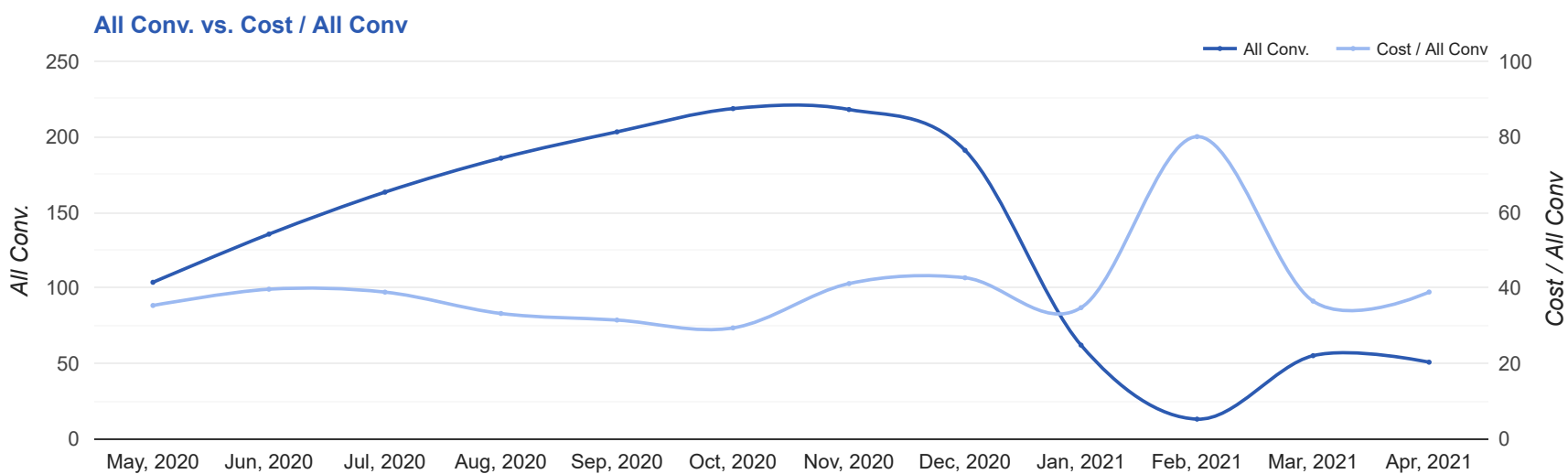
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,969	50.7	24.12%	\$38.86
↓ 2%	↓ 8%	↓ 23%	↑ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	2,231	175	\$2,005.12	\$11.46	7.84%	-	31.43%	\$36.46	55
1 Apr 2021 — 30 Apr 2021	2,160	210	\$1,968.82	\$9.38	9.72%	-	24.12%	\$38.86	50.7
Change	71 ↓ 3%	35 ↑ 20%	\$36.30 ↓ 2%	\$2.08 ↓ 18%	1.88% ↑ 24%	0 ↔ -	7.31% ↓ 23%	\$2.40 ↑ 7%	4.34 ↓ 8%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	29,464	1,759	\$3,657.20	\$2.08	5.97%	-	103.6	5.89%	\$35.30
Jun '20	15,221	852	\$5,366.99	\$6.30	5.6%	-	135.5	15.9%	\$39.61
Jul '20	23,427	1,261	\$6,342.35	\$5.03	5.38%	-	163.3	12.95%	\$38.84
Aug '20	33,515	1,536	\$6,163.99	\$4.01	4.58%	-	185.8	12.1%	\$33.18
Sep '20	32,920	1,361	\$6,389.52	\$4.69	4.13%	-	203.2	14.93%	\$31.44
Oct '20	23,919	1,223	\$6,416.89	\$5.25	5.11%	-	218.6	17.87%	\$29.36
Nov '20	27,563	1,274	\$8,960.78	\$7.03	4.62%	-	218	17.11%	\$41.10
Dec '20	24,893	1,167	\$8,144.78	\$6.98	4.69%	-	191	16.37%	\$42.64
Jan '21	4,992	275	\$2,152.65	\$7.83	5.51%	-	62	22.55%	\$34.72
Feb '21	2,538	94	\$1,040.23	\$11.07	3.7%	-	13	13.83%	\$80.02
Mar '21	2,231	175	\$2,005.12	\$11.46	7.84%	-	55	31.43%	\$36.46
Apr '21	2,160	210	\$1,968.82	\$9.38	9.72%	-	50.7	24.12%	\$38.86
Total	222,843	11,187	\$58,609.32	\$5.24	5.02%	-	1,599.7	14.3%	\$36.64

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	2,160	210	\$1,968.82	\$9.38	9.72%	-	50.7	24.12%	\$38.86

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	119	28	\$281.37	\$10.05	23.53%	-	7	25.00%	\$40.20
coolsculpting utah	21	15	\$204.79	\$13.65	71.43%	-	6	40.00%	\$34.13
cool sculpting cost	23	9	\$89.94	\$9.99	39.13%	-	6	66.67%	\$14.99
coolsculpting near me	7	6	\$69.29	\$11.55	85.71%	-	2.6	43.67%	\$26.45
cool sculpting cost utah	7	5	\$37.37	\$7.47	71.43%	-	2	40.00%	\$18.68
coolsculpting elite	5	4	\$43.62	\$10.90	80.00%	-	2	50.00%	\$21.81
how much does coolsculpting cost in utah	3	3	\$18.51	\$6.17	100.00%	-	2	66.67%	\$9.26
chin fat removal near me	1	1	\$16.03	\$16.03	100.00%	-	2	200.00%	\$8.02
coolsculpting	40	15	\$156.32	\$10.42	37.50%	-	1.4	9.20%	\$113.28
can cool sculpting tighten loose skin	1	1	\$17.73	\$17.73	100.00%	-	1	100.00%	\$17.73

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Huge CoolSculpting Promotion - CoolSculpting in Midvale - Biggest CoolSculpting® Promo trilogymedicalcenter.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	892	78	\$829.81	\$10.64	8.74%	-	20.2	25.95%	\$41.00
Huge CoolSculpting Promotion - CoolSculpting in Midvale - Biggest CoolSculpting® Promo trilogymedicalcenter.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	232	37	\$251.86	\$6.81	15.95%	-	10	27.03%	\$25.19
Huge CoolSculpting Promotion - CoolSculpting in Midvale - Biggest CoolSculpting® Promo trilogymedicalcenter.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	148	23	\$226.28	\$9.84	15.54%	-	6	26.09%	\$37.71
Best CoolSculpting Deal Ever - Apr Only 50% Off 8+ Treatments - Our Biggest Discount Ever trilogymedicalcenter.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	5	2	\$29.87	\$14.94	40.00%	-	2	100.00%	\$14.94
{Keyword:Trilogy Medical Center} - CoolSculpting® Elite - Fat Reduction Treatment trilogymedicalcenter.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Midvale, Utah. Schedule a Free Consultation	13	6	\$57.76	\$9.63	46.15%	-	2	33.33%	\$28.88

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

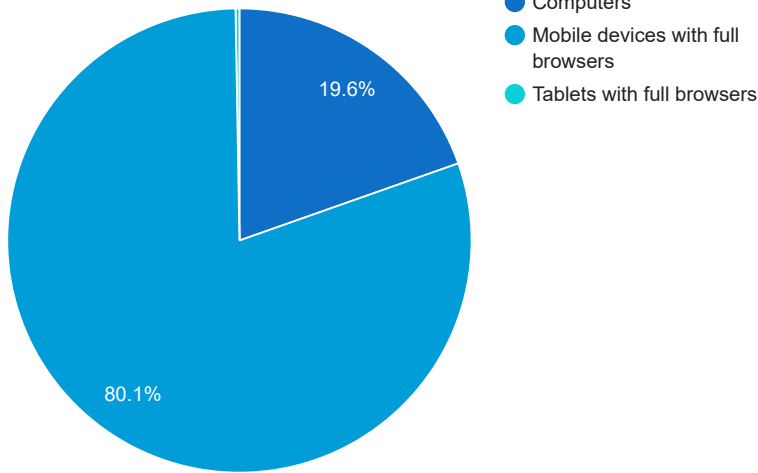
Search Impr Share

82.37%

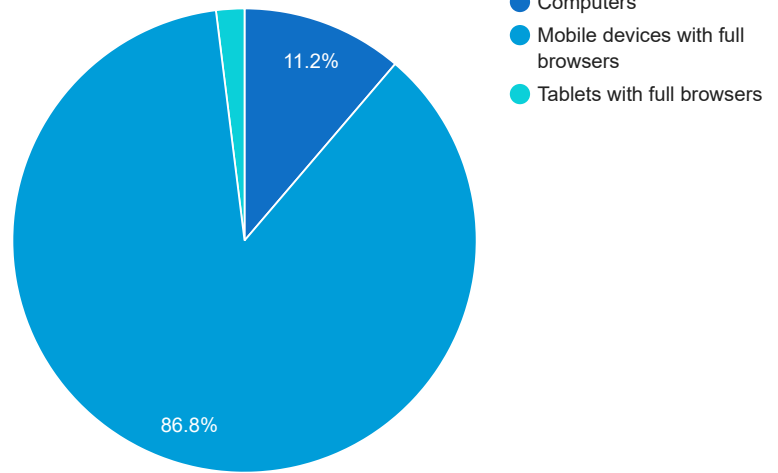
↑ 52%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	1,669	174	\$1,577.52	\$9.07	10.43%	-	44	25.29%	\$35.85
Computers	467	35	\$386.01	\$11.03	7.49%	-	5.7	16.17%	\$68.20
Tablets with full browsers	24	1	\$5.29	\$5.29	4.17%	-	1	100%	\$5.29

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	2,160	210	\$1,968.82	\$9.38	9.72%	-	50.7	24.12%	\$38.86

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	25
Click to Call	20.7
Clicks to call	3
Local actions - Directions	2

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