

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

Trilogy Medical - New

872-594-6925

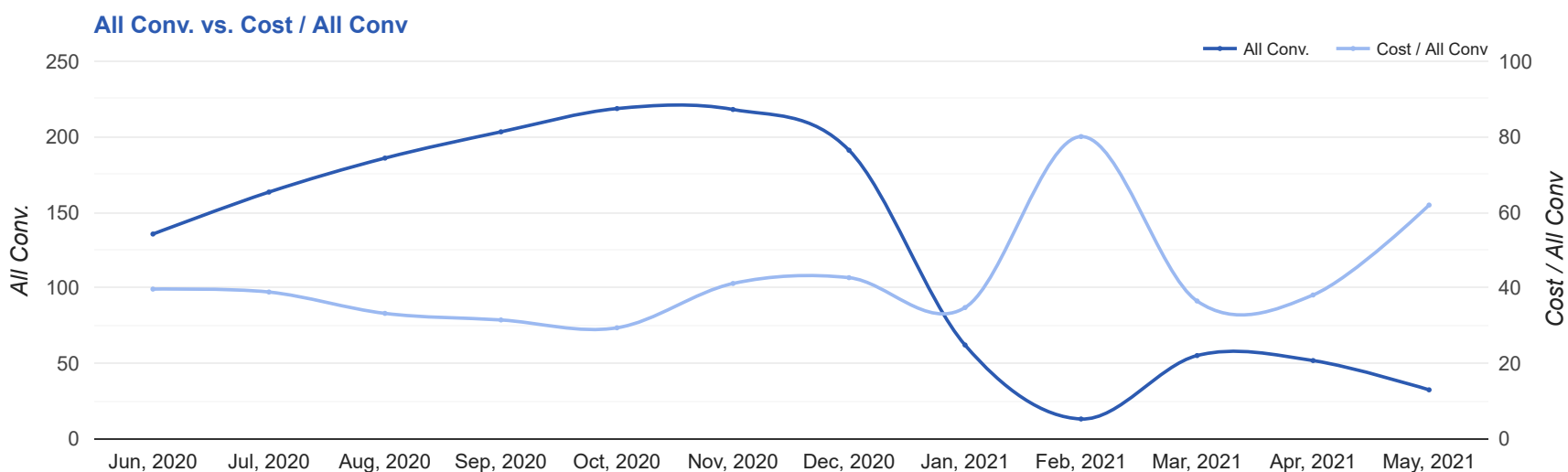
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,996	32.3	15.15%	\$61.88
↑ 1%	↓ 38%	↓ 39%	↑ 63%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	2,160	210	\$1,968.82	\$9.38	9.72%	-	24.64%	\$38.05	51.7
1 May 2021 — 31 May 2021	2,545	213	\$1,996.12	\$9.37	8.37%	-	15.15%	\$61.88	32.3
Change	385 ↑ 18%	3 ↑ 1%	\$27.30 ↑ 1%	\$0.01 ↓ 0%	1.35% ↓ 14%	0 ↔ -	9.49% ↓ 39%	\$23.83 ↑ 63%	19.48 ↓ 38%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	51.7	24.64%	\$38.05
May '21	2,545	213	\$1,996.12	\$9.37	8.37%	-	32.3	15.15%	\$61.88
Total	195,924	9,641	\$56,948.24	\$5.91	4.92%	-	1,529.4	15.86%	\$37.24

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	2,545	213	\$1,996.12	\$9.37	8.37%	-	32.3	15.15%	\$61.88

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	92	25	\$268.67	\$10.75	27.17%	-	7.3	29.20%	\$36.80
coolsculpting utah	18	9	\$134.99	\$15.00	50.00%	-	3.6	40.22%	\$37.29
coolsculpting	73	15	\$163.55	\$10.90	20.55%	-	3	20.00%	\$54.52
thermal sculpting	1	1	\$4.75	\$4.75	100.00%	-	2	200.00%	\$2.38
body sculpting near me	1	1	\$7.19	\$7.19	100.00%	-	2	200.00%	\$3.60
coolsculpting precio	1	1	\$6.06	\$6.06	100.00%	-	1	100.00%	\$6.06
fat removal utah	1	1	\$5.98	\$5.98	100.00%	-	1	100.00%	\$5.98
coolsculpting near me	19	8	\$104.28	\$13.04	42.11%	-	1	12.50%	\$104.28
cool sculpting cost	21	14	\$109.18	\$7.80	66.67%	-	1	7.14%	\$109.18
how much is coolsculpting in utah	1	1	\$10.52	\$10.52	100.00%	-	1	100.00%	\$10.52

Top Performing Ads - 1 May 2021 — 31 May 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.	1,134	89	\$971.87	\$10.92	7.85%	-	11.6	13.06%	\$83.64
Huge CoolSculpting Promotion - CoolSculpting in Midvale - Biggest CoolSculpting® Promo trilogymedicalcenter.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	146	21	\$221.48	\$10.55	14.38%	-	6.4	30.38%	\$34.71
CoolSculpting® in Midvale - May 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.	54	4	\$23.20	\$5.80	7.41%	-	3	75.00%	\$7.73
Huge CoolSculpting Promotion - CoolSculpting in Midvale - Biggest CoolSculpting® Promo trilogymedicalcenter.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	220	32	\$284.33	\$8.89	14.55%	-	2	6.25%	\$142.16
Huge CoolSculpting Promotion - Freeze Away Body Fat - Our Biggest Discount Ever trilogymedicalcenter.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Midvale, Utah.	1	1	\$1.14	\$1.14	100.00%	-	2	200.00%	\$0.57

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

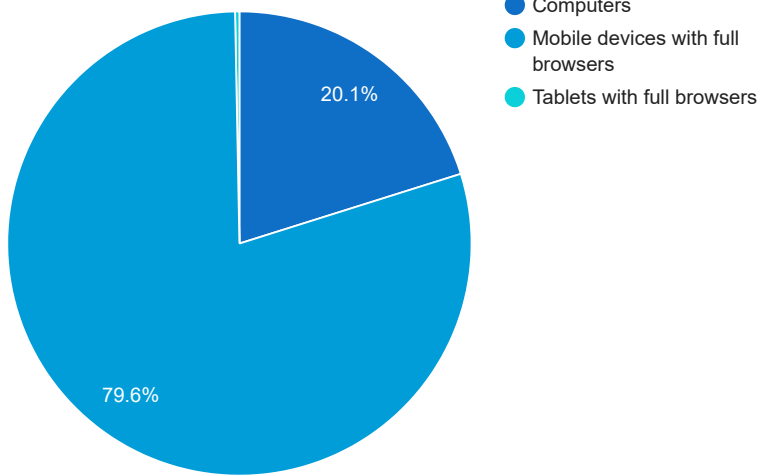
Search Impr Share

83.26%

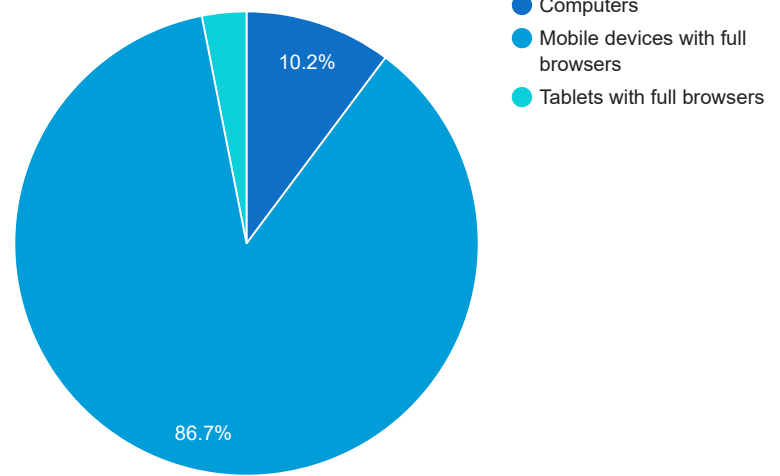
↑ 1%

Cost and Conversions by Device

Cost



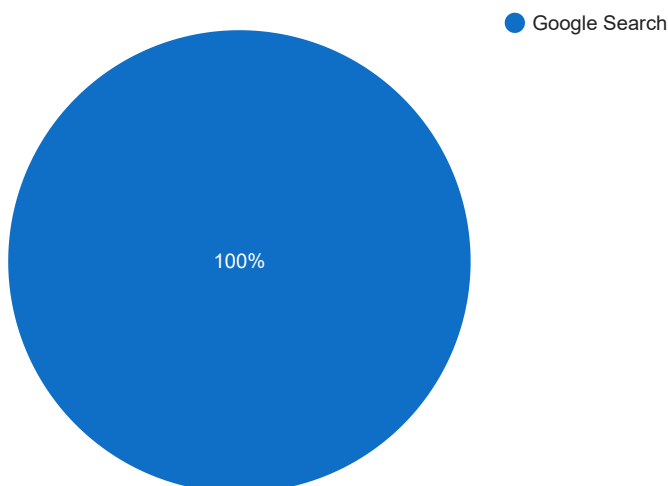
All Conv.



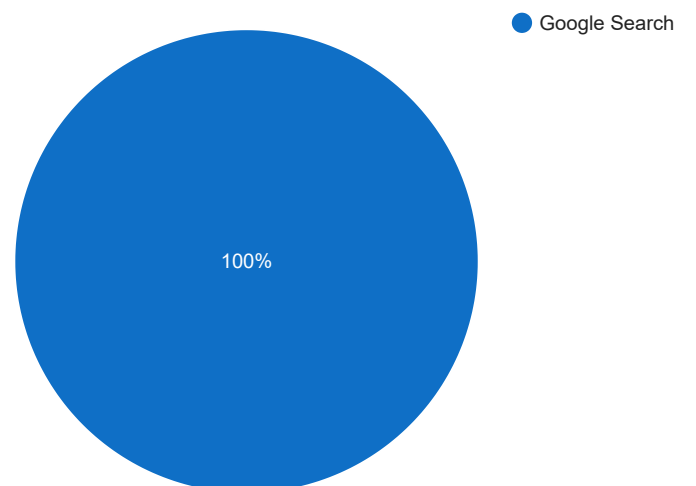
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	2,027	180	\$1,587.98	\$8.82	8.88%	-	28	15.56%	\$56.71
Computers	479	32	\$402.16	\$12.57	6.68%	-	3.3	10.19%	\$123.36
Tablets with full browsers	39	1	\$5.98	\$5.98	2.56%	-	1	100%	\$5.98

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	2,545	213	\$1,996.12	\$9.37	8.37%	-	32.3	15.15%	\$61.88

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	13.9
Click to Call	11.3
Calls from Ads	1
Local actions - Directions	4
Clicks to call	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