

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

Admire Aesthetics

204-442-6350

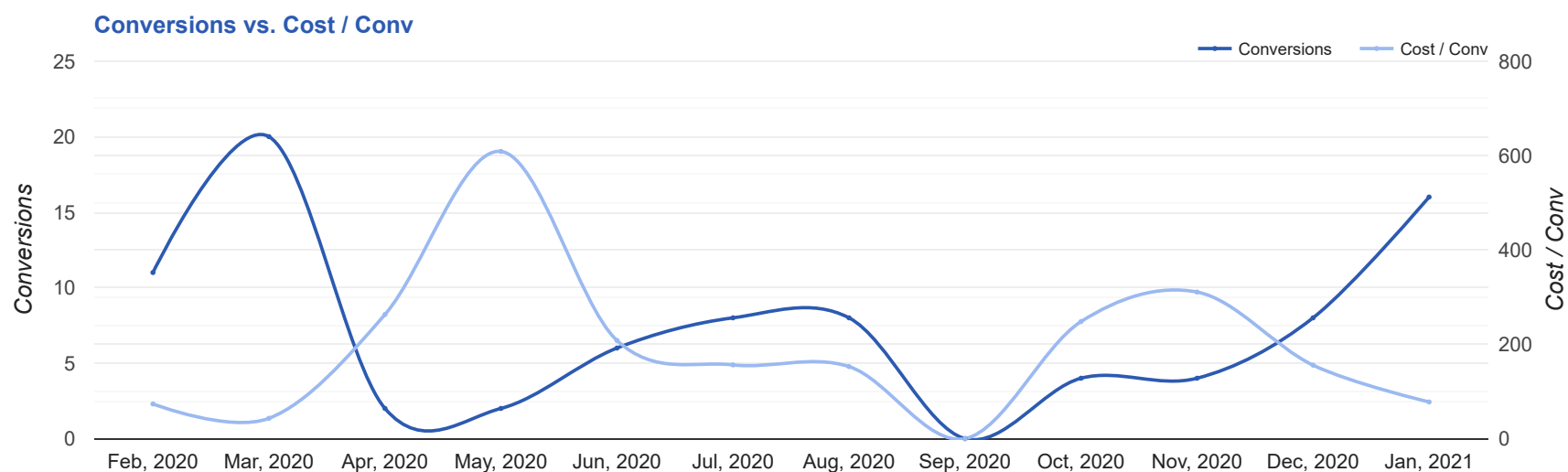
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,241	16	4.68%	\$77.69
↓ 1%	↑ 99%	↑ 7%	↓ 50%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	3,485	184	\$1,249.91	\$6.79	5.28%	-	8	4.36%	\$155.66	32.94%
1 Jan 2021 — 31 Jan 2021	6,190	341	\$1,240.73	\$3.64	5.51%	-	16	4.68%	\$77.69	26.88%
Change	2,705 ↑ 78%	157 ↑ 85%	\$9.18 ↓ 1%	\$3.15 ↓ 46%	0.23% ↑ 4%	--	7.94 ↑ 99%	0.32% ↑ 7%	\$77.97 ↓ 50%	6.06% ↓ 18%

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
Feb '20	3,396	262	\$808.53	\$3.09	7.71%	-	11	4.2%	\$73.50	65.91%
Mar '20	12,368	400	\$861.32	\$2.15	3.23%	-	20	0.8%	\$43.07	5%
Apr '20	10,365	253	\$526.16	\$2.08	2.44%	-	2	0.79%	\$263.08	14.68%
May '20	750	95	\$1,217.41	\$12.81	12.67%	-	2	2.11%	\$608.71	67.43%
Jun '20	735	121	\$1,247.84	\$10.31	16.46%	-	6	4.96%	\$207.97	63.47%
Jul '20	3,018	263	\$1,249.99	\$4.75	8.71%	-	8	3.04%	\$156.25	30.69%
Aug '20	5,293	321	\$1,221.66	\$3.81	6.06%	-	8	2.49%	\$152.71	27.87%
Sep '20	3,883	237	\$1,249.07	\$5.27	6.1%	-	0	0%	\$0.00	29.49%
Oct '20	1,621	212	\$992.36	\$4.68	13.08%	-	4	1.89%	\$248.09	47.34%
Nov '20	2,921	162	\$1,242.75	\$7.67	5.55%	-	4	2.47%	\$310.69	36.05%
Dec '20	3,485	184	\$1,249.91	\$6.79	5.28%	-	8	4.36%	\$155.66	32.94%
Jan '21	6,190	341	\$1,240.73	\$3.64	5.51%	-	16	4.68%	\$77.69	26.88%
Total	54,025	2,851	\$13,107.73	\$4.60	5.28%	-	89	1.79%	\$147.28	13.1%

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	6,190	341	\$1,240.73	\$3.64	5.51%	-	16	4.68%	\$77.69	26.88%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

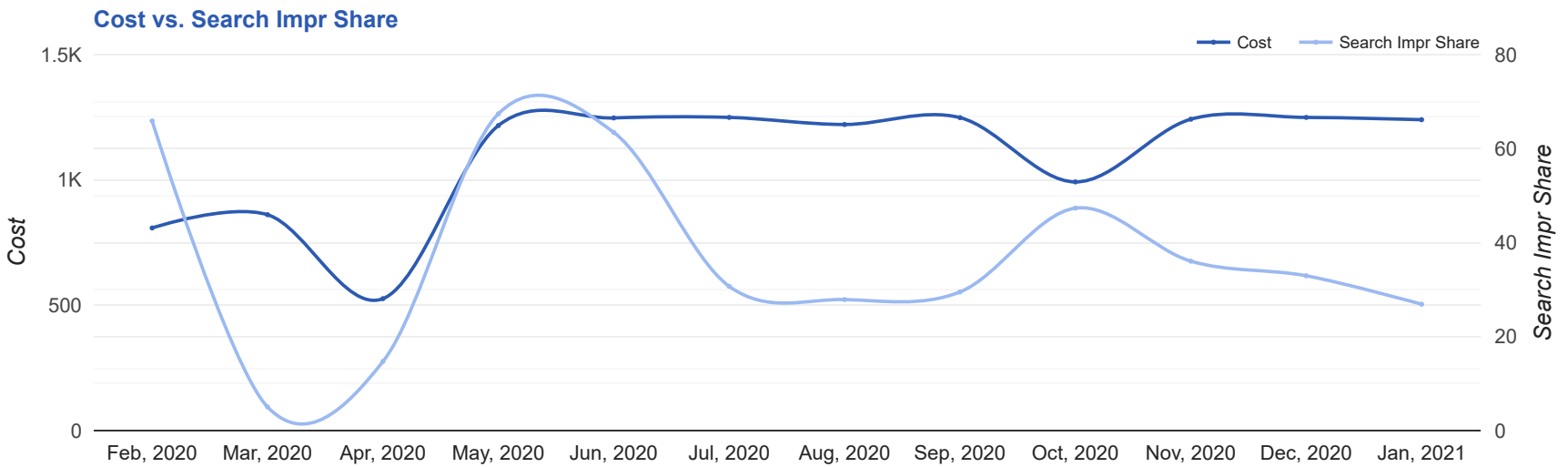
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Medford, OR - Biggest CoolSculpting@ Promo www.admireaesthetics.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR	243	30	\$146.11	\$4.87	12.35%	-	2	6.67%	\$73.06
CoolSculpting® in Medford, OR - Limited Time Offer Jan 2021 - Our Biggest Discount Ever www.admireaesthetics.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	10	3	\$10.29	\$3.43	30.00%	-	2	66.67%	\$5.14
Huge CoolSculpting Promotion - Limited Time Offer Jan 2021 - Flexible Payment Options www.admireaesthetics.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	7	3	\$16.64	\$5.55	42.86%	-	2	66.67%	\$8.32
Fat Reduction in Medford, OR - Our Biggest Discount Ever - Get Rid of Unwanted Fat www.admireaesthetics.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	381	10	\$54.26	\$5.43	2.62%	-	1	10.00%	\$54.26
Fat Reduction in Medford, OR - Freezing Fat Really Works - Offering \$1,000 Off 8+ Cycles www.admireaesthetics.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	121	3	\$8.30	\$2.77	2.48%	-	1	33.33%	\$8.30

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

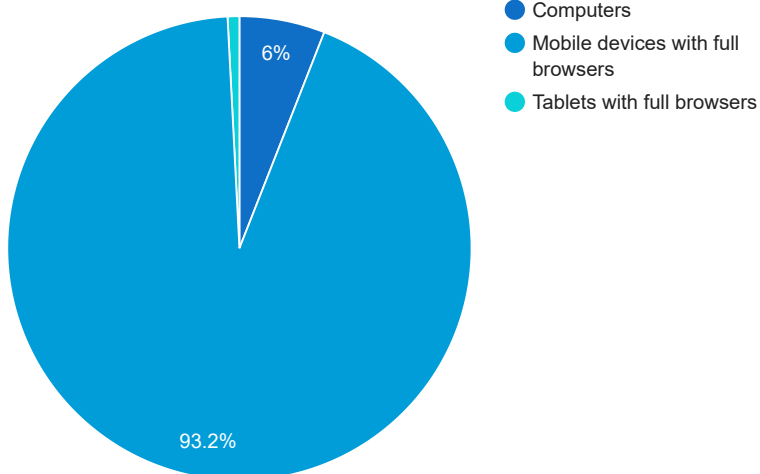
Budget Coverage



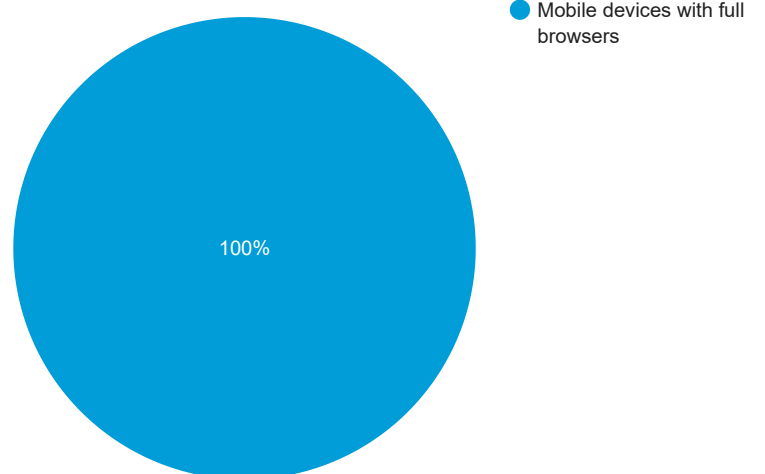
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	808.53	65.91
Mar, 2020	861.32	5
Apr, 2020	526.16	14.68
May, 2020	1,217.41	67.43
Jun, 2020	1,247.84	63.47
Jul, 2020	1,249.99	30.69
Aug, 2020	1,221.66	27.87
Sep, 2020	1,249.07	29.49
Oct, 2020	992.36	47.34
Nov, 2020	1,242.75	36.05
Dec, 2020	1,249.91	32.94
Jan, 2021	1,240.73	26.88

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	5,021	312	\$1,156.66	\$3.71	6.21%	-	16	5.12%	\$72.43
Computers	938	25	\$73.92	\$2.96	2.67%	-	0	0%	\$0.00
Tablets with full browsers	231	4	\$10.15	\$2.54	1.73%	-	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	6,190	341	\$1,240.73	\$3.64	5.51%	-	16	4.68%	\$77.69

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	14
Calls from Ads	1
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 page 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