

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

Admire Aesthetics

204-442-6350

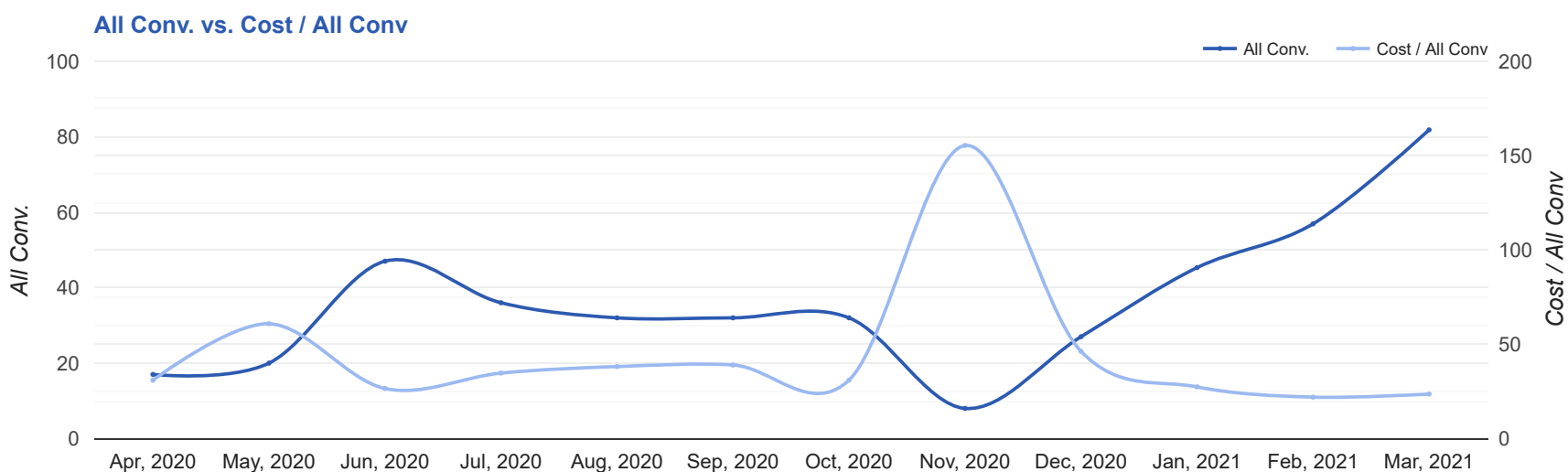
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,932	81.8	17.68%	\$23.61
↑ 55%	↑ 44%	↑ 19%	↑ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	4,899	383	\$1,249.81	\$3.26	7.82%	-	14.84%	\$21.98	56.9
1 Mar 2021 — 31 Mar 2021	6,401	463	\$1,932.26	\$4.17	7.23%	-	17.68%	\$23.61	81.8
Change	1,502 ↑ 31%	80 ↑ 21%	\$682.45 ↑ 55%	\$0.91 ↑ 28%	0.59% ↓ 8%	0 ↔ -	2.84% ↑ 19%	\$1.63 ↑ 7%	24.99 ↑ 44%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Apr '20	10,365	253	\$526.16	\$2.08	2.44%	-	17	6.72%	\$30.95
May '20	750	95	\$1,217.41	\$12.81	12.67%	-	20	21.05%	\$60.87
Jun '20	735	121	\$1,247.84	\$10.31	16.46%	-	47	38.84%	\$26.55
Jul '20	3,018	263	\$1,249.99	\$4.75	8.71%	-	36	13.69%	\$34.72
Aug '20	5,293	321	\$1,221.66	\$3.81	6.06%	-	32	9.97%	\$38.18
Sep '20	3,883	237	\$1,249.07	\$5.27	6.1%	-	32	13.5%	\$39.03
Oct '20	1,621	212	\$992.36	\$4.68	13.08%	-	32	15.09%	\$31.01
Nov '20	2,921	162	\$1,242.75	\$7.67	5.55%	-	8	4.94%	\$155.34
Dec '20	3,485	184	\$1,249.91	\$6.79	5.28%	-	27	14.69%	\$46.24
Jan '21	6,190	341	\$1,240.73	\$3.64	5.51%	-	45.3	13.28%	\$27.40
Feb '21	4,899	383	\$1,249.81	\$3.26	7.82%	-	56.9	14.84%	\$21.98
Mar '21	6,401	463	\$1,932.26	\$4.17	7.23%	-	81.8	17.68%	\$23.61
Total	49,561	3,035	\$14,619.95	\$4.82	6.12%	-	435	14.33%	\$33.61

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	6,401	463	\$1,932.26	\$4.17	7.23%	-	81.8	17.68%	\$23.61

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	16	16	\$37.52	\$2.35	100.00%	-	14.8	92.75%	\$2.53
cool sculpting medford oregon	11	9	\$36.07	\$4.01	81.82%	-	8	88.89%	\$4.51
coolsculpting near me	17	8	\$56.34	\$7.04	47.06%	-	5	62.50%	\$11.27
coolsculpting medford	1	1	\$2.51	\$2.51	100.00%	-	5	500.00%	\$0.50
cool sculpting cost chin	1	2	\$23.30	\$11.65	200.00%	-	3	150.00%	\$7.77
coolsculpting in medford oregon	6	5	\$17.33	\$3.47	83.33%	-	2	40.00%	\$8.66
liposuction near me	1	2	\$9.48	\$4.74	200.00%	-	2	100.00%	\$4.74
cool sculpting cost	9	9	\$35.93	\$3.99	100.00%	-	2	22.22%	\$17.96
liposuction medford oregon	4	5	\$10.14	\$2.03	125.00%	-	2	40.00%	\$5.07
does dieting work	1	1	\$6.22	\$6.22	100.00%	-	2	200.00%	\$3.11

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 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 Medford, OR - Biggest CoolSculpting® Promo www.admireaesthetics.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR	490	59	\$207.81	\$3.52	12.04%	-	30.8	52.27%	\$6.74
Huge CoolSculpting Promotion - CoolSculpting in Medford, OR - 2021 CoolSculpting Discount www.admireaesthetics.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR	88	26	\$123.54	\$4.75	29.55%	-	6.7	25.81%	\$18.41
CoolSculpting® in Medford, OR - Save \$1,000 Off 8+ Treatments - Hurry Offer Ends In <code>{=COUNTDOWN("2021/04/30 00:00:00","en-US",31)}</code> www.admireaesthetics.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR	9	1	\$5.38	\$5.38	11.11%	-	5	500.00%	\$1.08
CoolSculpting® in Medford, OR - Save \$1,000 Off 8+ Treatments - Flexible Payment Options www.admireaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	20	6	\$44.92	\$7.49	30.00%	-	4	66.67%	\$11.23
Admire Aesthetics - Fat Reduction in Medford, OR - Non-Surgical Fat Reduction www.admireaesthetics.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,069	76	\$313.81	\$4.13	7.11%	-	3	3.95%	\$104.60

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

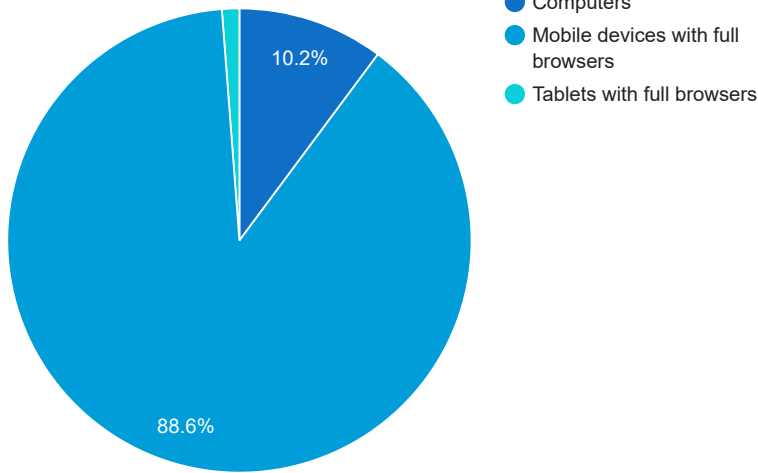
Search Impr Share

32.29%

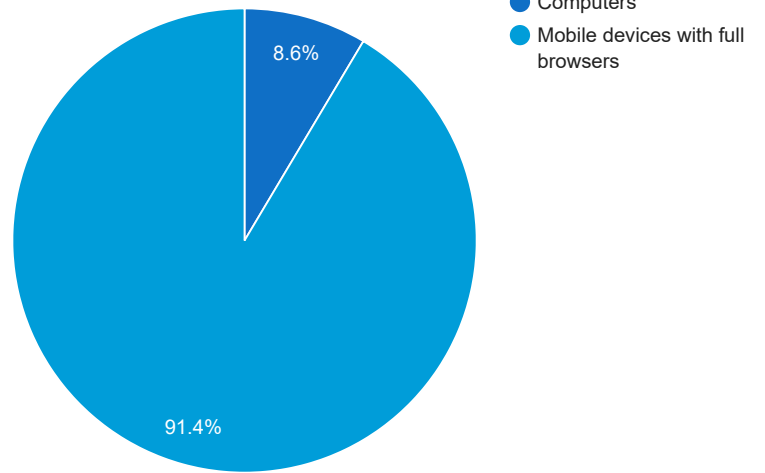
↑ 28%

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	5,087	413	\$1,712.22	\$4.15	8.12%	-	74.8	18.12%	\$22.88
Computers	1,136	43	\$196.65	\$4.57	3.79%	-	7	16.28%	\$28.09
Tablets with full browsers	178	7	\$23.39	\$3.34	3.93%	-	0	0%	\$0.00

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	6,401	463	\$1,932.26	\$4.17	7.23%	-	81.8	17.68%	\$23.61

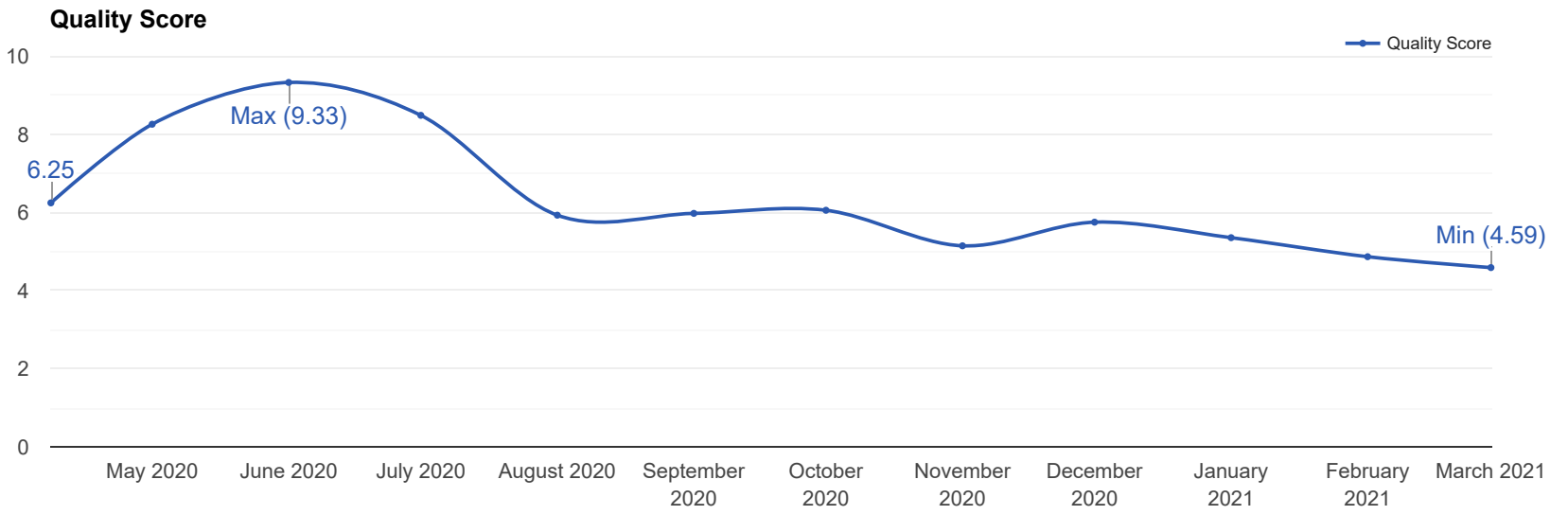
Account Health - Quality Score

Current Quality Score

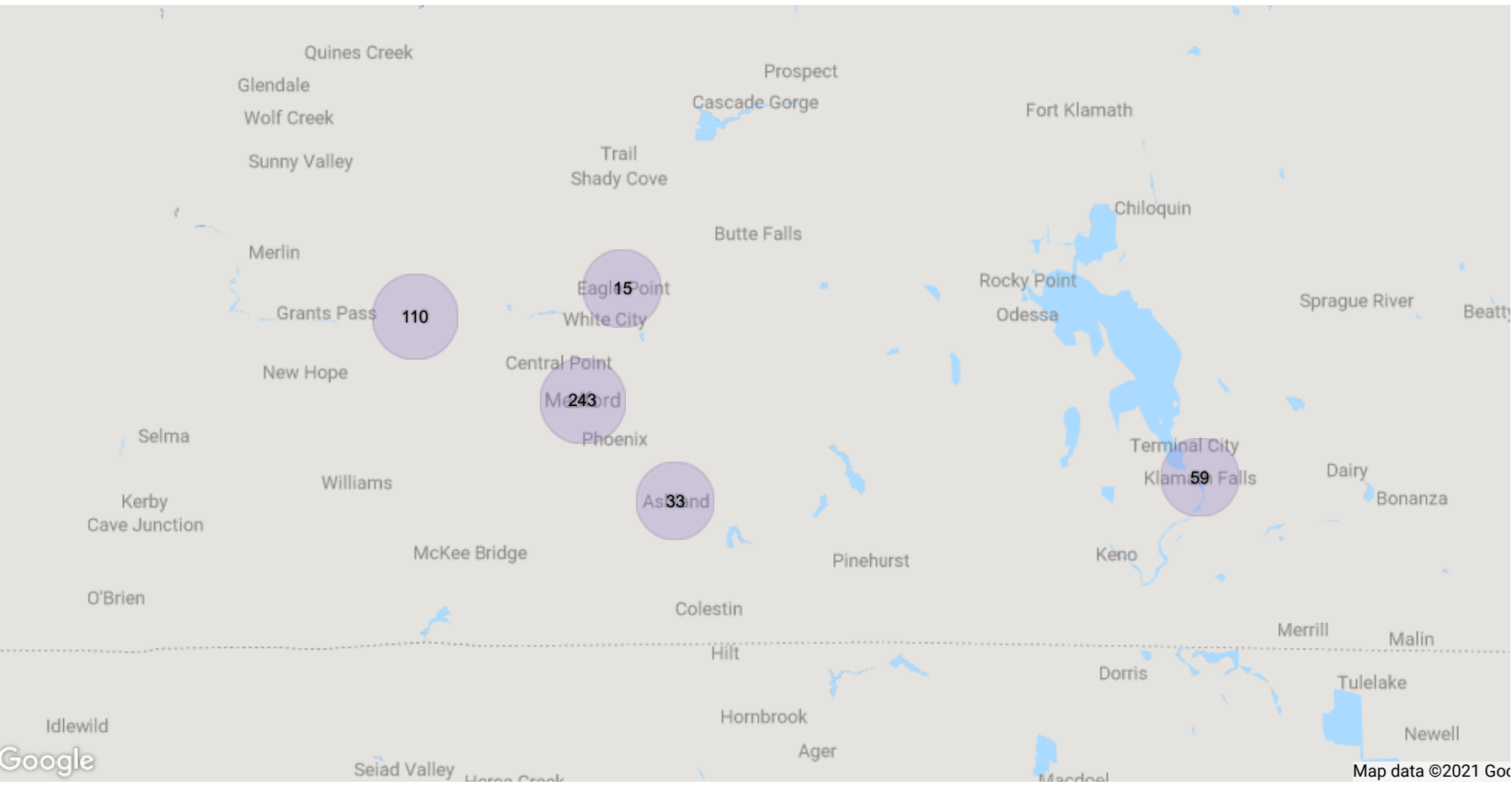
5.7

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	21.8
Click to Call	3
Calls from Ads	1
Local actions - Website visits	14
Clicks to call	11
Local actions - Directions	15
Local actions - Other engagements	16

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