

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

Admire Aesthetics

204-442-6350

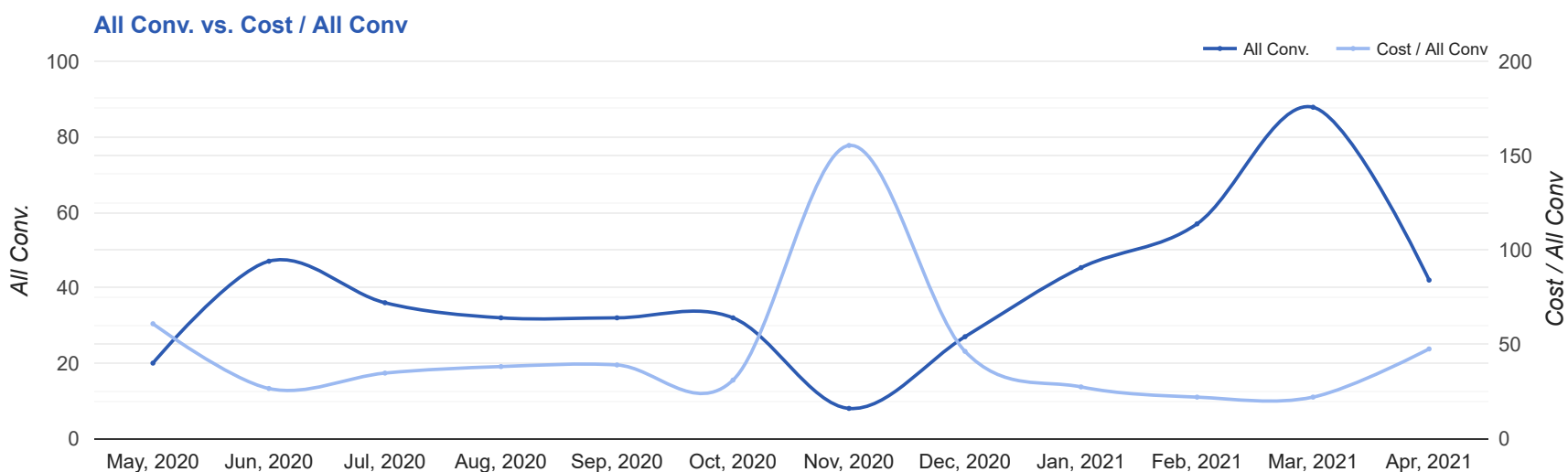
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,996	42	8.06%	\$47.52
↑ 3%	↓ 52%	↓ 58%	↑ 116%

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	6,401	463	\$1,932.26	\$4.17	7.23%	-	18.97%	\$22.00	87.8
1 Apr 2021 — 30 Apr 2021	6,469	521	\$1,995.98	\$3.83	8.05%	-	8.06%	\$47.52	42
Change	68 ↑ 1%	58 ↑ 13%	\$63.72 ↑ 3%	\$0.34 ↓ 8%	0.82% ↑ 11%	0 ↔ -	10.91% ↓ 58%	\$25.52 ↑ 116%	45.84 ↓ 52%

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	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%	-	87.8	18.97%	\$22.00
Apr '21	6,469	521	\$1,995.98	\$3.83	8.05%	-	42	8.06%	\$47.52
Total	45,665	3,303	\$16,089.77	\$4.87	7.23%	-	466	14.11%	\$34.53

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	6,469	521	\$1,995.98	\$3.83	8.05%	-	42	8.06%	\$47.52

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
coolsculpting	19	16	\$79.54	\$4.97	84.21%	-	8	50.00%	\$9.94
coolsculpting medford oregon	6	6	\$42.72	\$7.12	100.00%	-	8	133.33%	\$5.34
cool sculpting	19	15	\$66.46	\$4.43	78.95%	-	3	20.00%	\$22.15
alli	1	2	\$12.82	\$6.41	200.00%	-	2	100.00%	\$6.41
coolsculpting near me	14	11	\$31.24	\$2.84	78.57%	-	2	18.18%	\$15.62
body sculpting near me	3	3	\$16.47	\$5.49	100.00%	-	1	33.33%	\$16.47
smart lipo near me	2	2	\$15.06	\$7.53	100.00%	-	1	50.00%	\$15.06
does coolsculpting work for loose skin	1	1	\$4.31	\$4.31	100.00%	-	1	100.00%	\$4.31
coolsculpting on neck	1	1	\$2.32	\$2.32	100.00%	-	1	100.00%	\$2.32
body wraps for weight loss	1	1	\$3.05	\$3.05	100.00%	-	1	100.00%	\$3.05

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 Medford, OR - Biggest CoolSculpting® Promo www.admireaesthetics.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR	574	83	\$381.60	\$4.60	14.46%	-	19	22.89%	\$20.08
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.	1,230	77	\$279.93	\$3.64	6.26%	-	3	3.90%	\$93.31
CoolSculpting® in Medford, OR - Limited Time Offer Apr 2021 - Our Biggest Discount Ever www.admireaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	12	3	\$9.10	\$3.03	25.00%	-	3	100.00%	\$3.03
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.	101	16	\$52.36	\$3.27	15.84%	-	3	18.75%	\$17.45
Non-Surgical Fat Reduction - CoolSculpting® in Medford, OR - Freeze Away Body Fat www.admireaesthetics.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	100	7	\$33.66	\$4.81	7.00%	-	2	28.57%	\$16.83

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

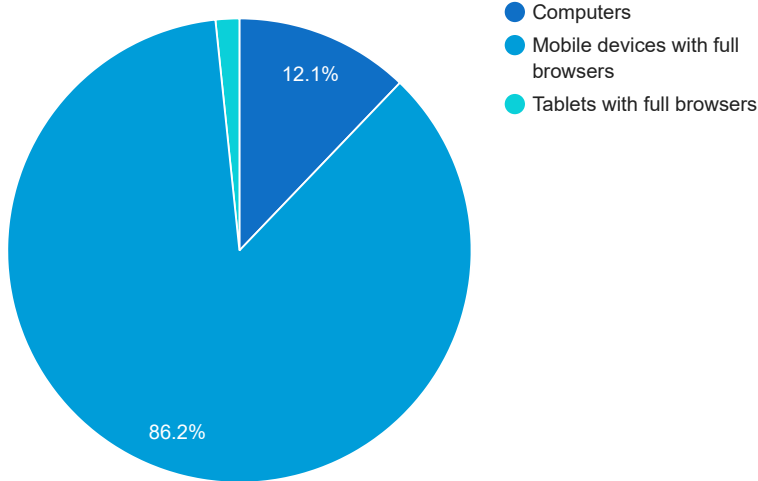
Search Impr Share

37.22%

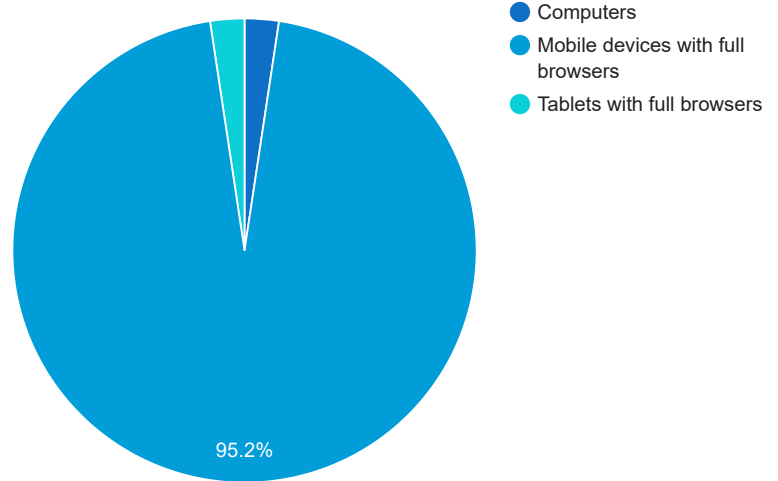
↑ 16%

Cost and Conversions by Device

Cost



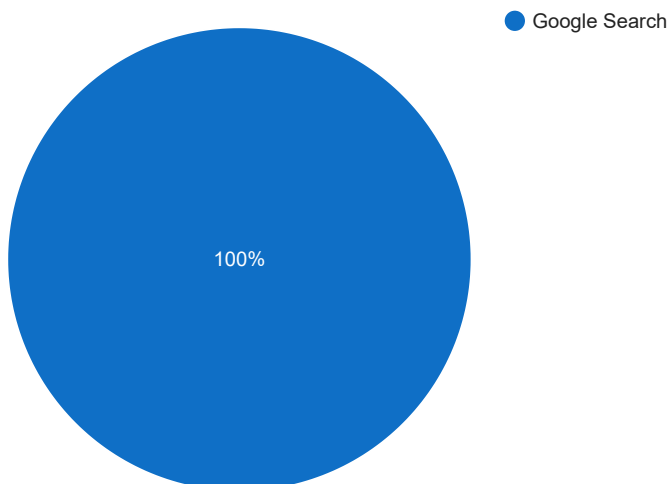
All Conv.



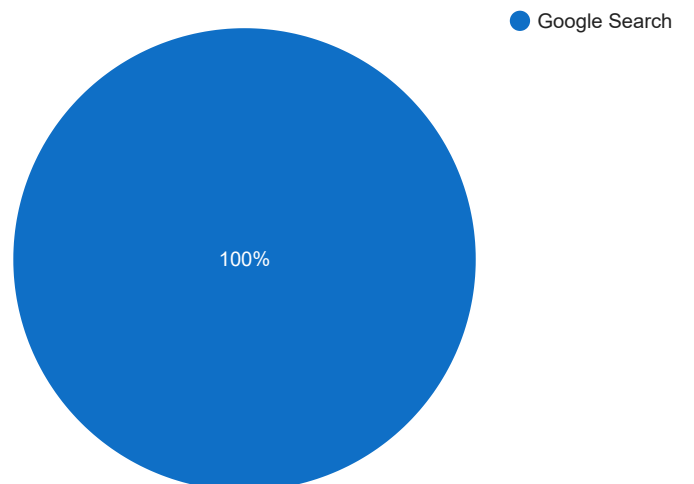
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,337	458	\$1,720.46	\$3.76	8.58%	-	40	8.73%	\$43.01
Computers	952	53	\$242.50	\$4.58	5.57%	-	1	1.89%	\$242.50
Tablets with full browsers	180	10	\$33.02	\$3.30	5.56%	-	1	10%	\$33.02

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	6,469	521	\$1,995.98	\$3.83	8.05%	-	42	8.06%	\$47.52

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	16
Click to Call	6
Calls from ads	1
Clicks to call	11
Local actions - Directions	8

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