

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

Admire Aesthetics

204-442-6350

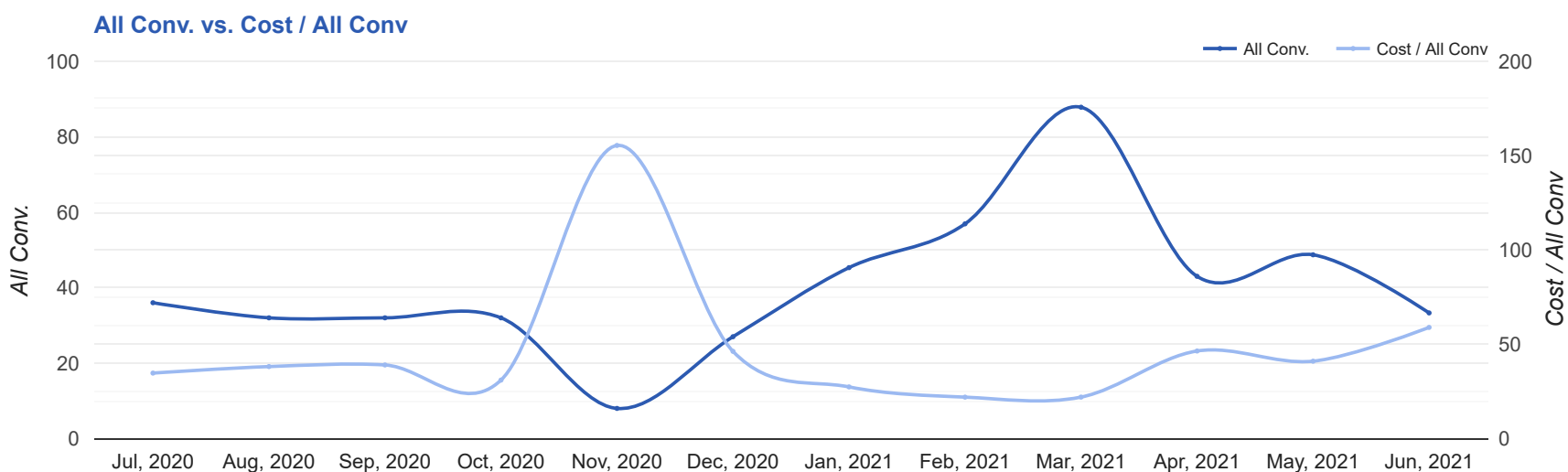
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,964	33.3	6.69%	\$58.93
↓ 2%	↓ 31%	↓ 27%	↑ 44%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	6,628	529	\$1,996.38	\$3.77	7.98%	-	9.2%	\$41.02	48.7
1 Jun 2021 — 30 Jun 2021	6,111	498	\$1,964.17	\$3.94	8.15%	-	6.69%	\$58.93	33.3
Change	517 ↓ 8%	31 ↓ 6%	\$32.21 ↓ 2%	\$0.17 ↑ 5%	0.17% ↑ 2%	0 ↔ -	2.51% ↓ 27%	\$17.91 ↑ 44%	15.34 ↓ 31%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	43	8.25%	\$46.42
May '21	6,628	529	\$1,996.38	\$3.77	7.98%	-	48.7	9.2%	\$41.02
Jun '21	6,111	498	\$1,964.17	\$3.94	8.15%	-	33.3	6.69%	\$58.93
<b>Total</b>	<b>56,919</b>	<b>4,114</b>	<b>\$17,585.07</b>	<b>\$4.27</b>	<b>7.23%</b>	<b>-</b>	<b>482</b>	<b>11.72%</b>	<b>\$36.48</b>

## Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	6,111	498	\$1,964.17	\$3.94	8.15%	-	33.3	6.69%	\$58.93

# Top Keywords - 1 Jun 2021 — 30 Jun 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
how much is coolsculpting	6	5	\$22.02	\$4.40	83.33%	-	2	40.00%	\$11.01
cool sculpting reviews	1	1	\$1.41	\$1.41	100.00%	-	2	200.00%	\$0.70
cool sculpting cost	18	12	\$38.03	\$3.17	66.67%	-	2	16.67%	\$19.02
coolsculpting medford oregon	19	14	\$87.09	\$6.22	73.68%	-	1.3	9.50%	\$65.48
tickle lipo near me	1	1	\$5.47	\$5.47	100.00%	-	1	100.00%	\$5.47
how much does liposuction cost in oregon	4	4	\$10.88	\$2.72	100.00%	-	1	25.00%	\$10.88
weight watchers	9	3	\$7.68	\$2.56	33.33%	-	1	33.33%	\$7.68
fat treatment near me	1	1	\$7.55	\$7.55	100.00%	-	1	100.00%	\$7.55
what is cool sculpting	6	4	\$12.76	\$3.19	66.67%	-	1	25.00%	\$12.76
brazilian butt lift oregon	1	1	\$1.81	\$1.81	100.00%	-	1	100.00%	\$1.81

# Top Performing Ads - 1 Jun 2021 — 30 Jun 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 <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR	670	88	\$431.93	\$4.91	13.13%	-	6.2	7.01%	\$70.00
[Dynamic Headline] [Dynamic Display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2	1	\$0.18	\$0.18	50.00%	-	4.5	450.00%	\$0.04
Admire Aesthetics - Fat Reduction in Medford, OR - Non-Surgical Fat Reduction <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,213	77	\$321.93	\$4.18	6.35%	-	4	5.19%	\$80.48
Huge CoolSculpting Promotion - CoolSculpting in Medford, OR - 2021 CoolSculpting Discount <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR	135	25	\$71.95	\$2.88	18.52%	-	3	12.00%	\$23.98
Admire Aesthetics - Fat Reduction in Medford, OR - Non-Surgical Fat Reduction <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	707	100	\$330.81	\$3.31	14.14%	-	3	3.00%	\$110.27

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

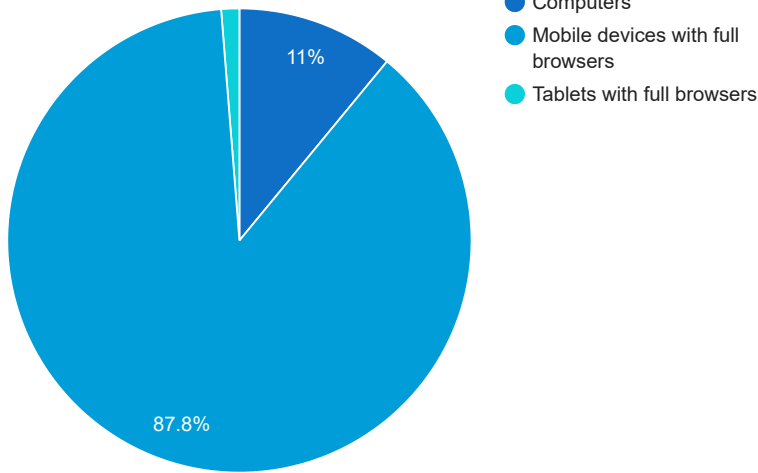
Search Impr Share

36.62%

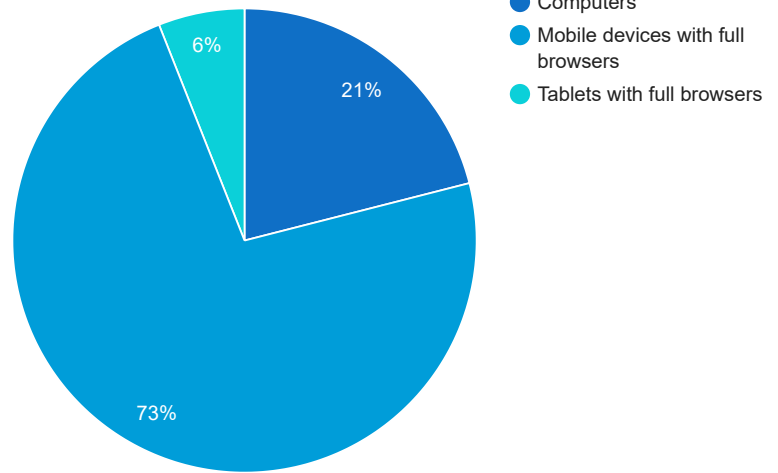
↓ 6%

## 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	5,045	438	\$1,723.88	\$3.94	8.68%	-	24.3	5.55%	\$70.85
Computers	894	50	\$215.51	\$4.31	5.59%	-	7	14%	\$30.79
Tablets with full browsers	172	10	\$24.78	\$2.48	5.81%	-	2	20%	\$12.39

## 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	6,111	498	\$1,964.17	\$3.94	8.15%	-	33.3	6.69%	\$58.93

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Click to Call	14
Submit lead form	12
Calls from Ads	2.3
Clicks to call	1
Local actions - Directions	4

# 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