

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

American Laser Med Spa

978-978-2779

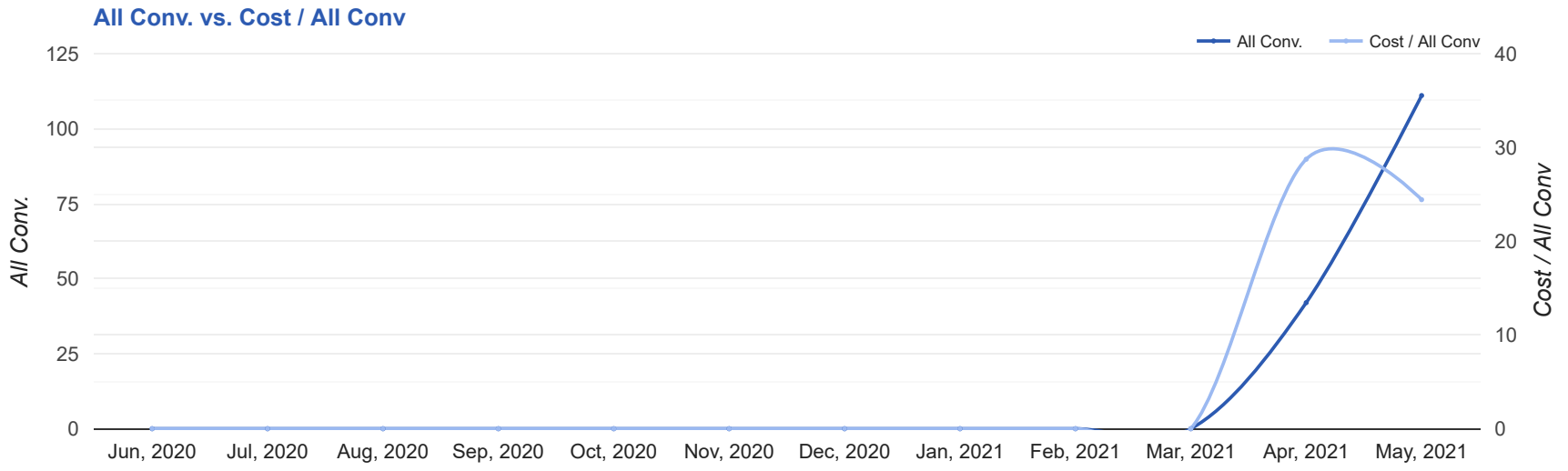
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,711	111	4.39%	\$24.42
↑ 125%	↑ 164%	↔ 0%	↓ 15%

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	32,096	954	\$1,206.82	\$1.27	2.97%	-	4.4%	\$28.73	42
1 May 2021 — 31 May 2021	48,077	2,526	\$2,711.06	\$1.07	5.25%	-	4.39%	\$24.42	111
Change	15,981 ↑ 50%	1,572 ↑ 165%	\$1,504.24 ↑ 125%	\$0.20 ↓ 16%	2.28% ↑ 77%	0 ↔ -	0.01% ↓ 0%	\$4.31 ↓ 15%	69 ↑ 164%

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
Apr '21	32,096	954	\$1,206.82	\$1.27	2.97%	-	42	4.4%	\$28.73
May '21	48,077	2,526	\$2,711.06	\$1.07	5.25%	-	111	4.39%	\$24.42
Total	80,173	3,480	\$3,917.88	\$1.13	4.34%	-	153	4.4%	\$25.61

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 amarillo	24,642	1,275	\$1,349.31	\$1.06	5.17%	-	56.6	4.44%	\$23.83
search beta coolsculpting corpus christi	23,435	1,251	\$1,361.75	\$1.09	5.34%	-	54.4	4.35%	\$25.05

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
coolsculpting near me	1,427	158	\$210.37	\$1.33	11.07%	-	7.5	4.75%	\$28.05
coolsculpting near me	1,566	150	\$189.03	\$1.26	9.58%	-	7	4.67%	\$27.00
cool sculpting results	3	2	\$1.57	\$0.79	66.67%	-	2	100.00%	\$0.79
sono bello	92	18	\$17.32	\$0.96	19.57%	-	2	11.11%	\$8.66
coolsculpting	212	22	\$13.03	\$0.59	10.38%	-	2	9.09%	\$6.51
liposuction cost	10	6	\$5.47	\$0.91	60.00%	-	2	33.33%	\$2.73
coolsculpting lancaster pa	1	1	\$0.67	\$0.67	100.00%	-	2	200.00%	\$0.34
belly fat doctor	1	1	\$2.39	\$2.39	100.00%	-	2	200.00%	\$1.20
cool sculpting	663	78	\$61.84	\$0.79	11.76%	-	2	2.56%	\$30.92
coolsculpting prices near me	9	10	\$11.94	\$1.19	111.11%	-	1.4	14.00%	\$8.53

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
CoolSculpting® Fat Reduction - CoolSculpting Corpus Christi - Biggest CoolSculpting® Promo americanlasermedspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Corpus Christi, TX	6,163	360	\$422.38	\$1.17	5.84%	-	24.9	6.91%	\$16.98
CoolSculpting® Fat Reduction - CoolSculpting in Amarillo, TX - Biggest CoolSculpting® Promo americanlasermedspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Amarillo, TX	6,280	356	\$364.45	\$1.02	5.67%	-	13.5	3.80%	\$26.94
American Laser Med Spa - Fat Reduction in Amarillo, TX - Non-Surgical Fat Reduction americanlasermedspa.com/ -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	3,137	163	\$183.76	\$1.13	5.20%	-	8.5	5.21%	\$21.62
American Laser Med Spa - Fat Reduction Corpus Christi - Non-Surgical Fat Reduction americanlasermedspa.com/ -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,885	128	\$153.77	\$1.20	4.44%	-	5.5	4.30%	\$27.96
Non-Surgical Fat Reduction - Freeze Away Body Fat - Offering 50% Off 8+ Treatments americanlasermedspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	339	14	\$15.32	\$1.09	4.13%	-	4	28.57%	\$3.83

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

↓ 100%

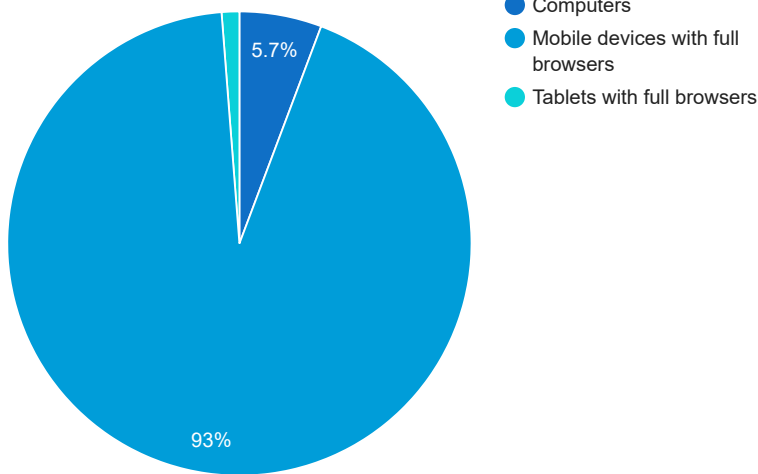
Search Impr Share

5%

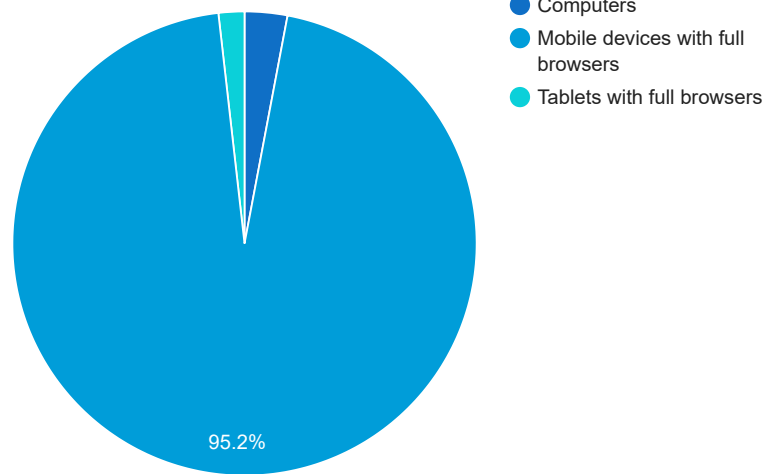
↔ 0%

Cost and Conversions by Device

Cost



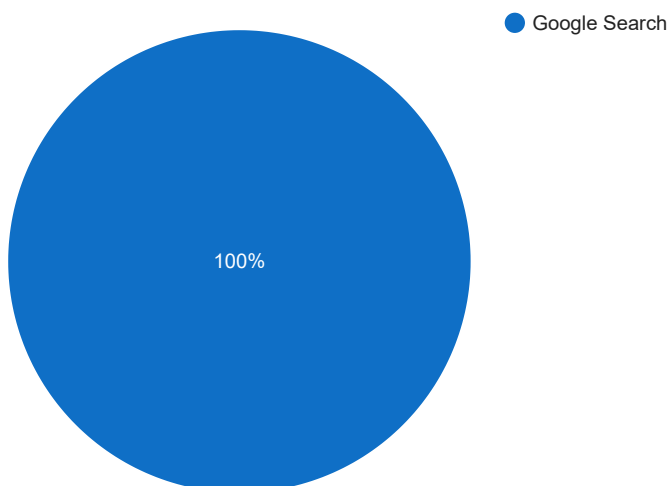
All Conv.



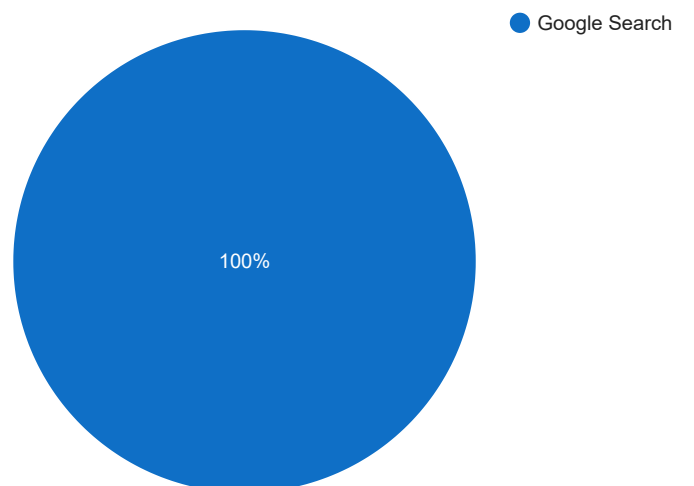
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	43,876	2,332	\$2,522.33	\$1.08	5.31%	-	105.7	4.53%	\$23.87
Computers	3,138	151	\$155.37	\$1.03	4.81%	-	3.3	2.21%	\$46.66
Tablets with full browsers	1,063	43	\$33.36	\$0.78	4.05%	-	2	4.65%	\$16.68

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	48,077	2,526	\$2,711.06	\$1.07	5.25%	-	111	4.39%	\$24.42

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

ALL CONV.

Submit lead form

84

Click to Call

27

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