

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

American Laser Med Spa

978-978-2779

# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,987	24	2.53%	\$124.47
↑ 10%	↓ 78%	↓ 42%	↑ 410%

## 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	48,077	2,526	\$2,711.06	\$1.07	5.25%	-	4.39%	\$24.42	111
1 Jun 2021 — 30 Jun 2021	14,380	947	\$2,987.38	\$3.15	6.59%	-	2.53%	\$124.47	24
Change	33,697 ↓ 70%	1,579 ↓ 63%	\$276.32 ↑ 10%	\$2.08 ↑ 194%	1.34% ↑ 26%	0 ↔ -	1.86% ↓ 42%	\$100.05 ↑ 410%	87 ↓ 78%

# 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
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
Jun '21	14,380	947	\$2,987.38	\$3.15	6.59%	-	24	2.53%	\$124.47
<b>Total</b>	94,553	4,427	\$6,905.26	\$1.56	4.68%	-	177	4%	\$39.01

# 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   corpus christi	7,364	503	\$1,496.63	\$2.98	6.83%	-	16	3.18%	\$93.54
search   beta   coolsculpting   amarillo	7,016	444	\$1,490.75	\$3.36	6.33%	-	8	1.8%	\$186.34

# 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
coolsculpting near me	8	6	\$16.09	\$2.68	75.00%	-	2	33.33%	\$8.04
coolsculpting corpus christi	9	5	\$25.73	\$5.15	55.56%	-	2	40.00%	\$12.87
best protein shake for low carb diet	1	1	\$2.80	\$2.80	100.00%	-	1	100.00%	\$2.80
how to get rid of double chin	2	2	\$6.81	\$3.40	100.00%	-	1	50.00%	\$6.81
what do i need to do to lose belly fat	1	1	\$7.55	\$7.55	100.00%	-	1	100.00%	\$7.55
how much does it cost for a tummy tuck	2	2	\$3.39	\$1.70	100.00%	-	1	50.00%	\$3.39
freeze your fat away	1	1	\$6.50	\$6.50	100.00%	-	1	100.00%	\$6.50
ultrasonic liposuction	1	1	\$5.24	\$5.24	100.00%	-	1	100.00%	\$5.24
lipo sculpt max cream	1	1	\$3.05	\$3.05	100.00%	-	1	100.00%	\$3.05
american laser med spa	14	7	\$15.95	\$2.28	50.00%	-	1	14.29%	\$15.95

# 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
CoolSculpting® Fat Reduction - CoolSculpting Corpus Christi - Biggest CoolSculpting® Promo <a href="http://americanlasermedspa.com/">americanlasermedspa.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Corpus Christi, TX	635	87	\$299.83	\$3.45	13.70%	-	7	8.05%	\$42.83
American Laser Med Spa - Fat Reduction Corpus Christi - Non-Surgical Fat Reduction <a href="http://americanlasermedspa.com/">americanlasermedspa.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,636	85	\$286.82	\$3.37	5.20%	-	3	3.53%	\$95.61
CoolSculpting® Fat Reduction - CoolSculpting in Amarillo, TX - Biggest CoolSculpting® Promo <a href="http://americanlasermedspa.com/">americanlasermedspa.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Amarillo, TX	398	60	\$208.13	\$3.47	15.08%	-	2.2	3.62%	\$95.91
Fat Reduction in Amarillo, TX - Eliminate Fat & Feel Great - Up to 50% Off CoolSculpting <a href="http://americanlasermedspa.com/">americanlasermedspa.com/</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	489	19	\$69.50	\$3.66	3.89%	-	2	10.53%	\$34.75
American Laser Med Spa - Fat Reduction Corpus Christi - Non-Surgical Fat Reduction <a href="http://americanlasermedspa.com/">americanlasermedspa.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,233	87	\$251.81	\$2.89	7.06%	-	2	2.30%	\$125.91

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

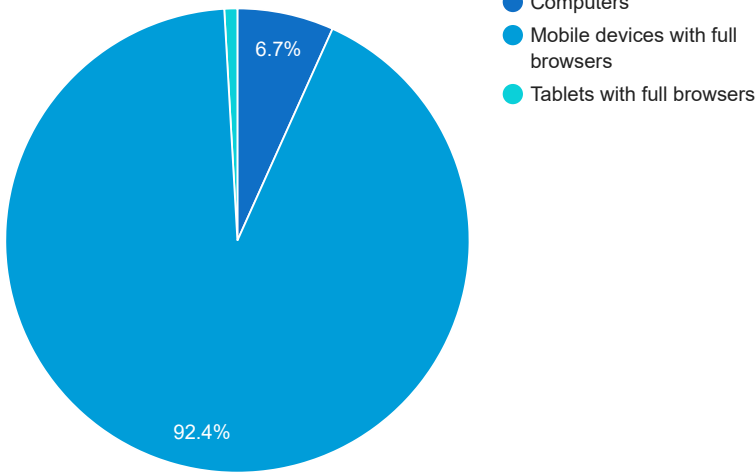
Search Impr Share

25.07%

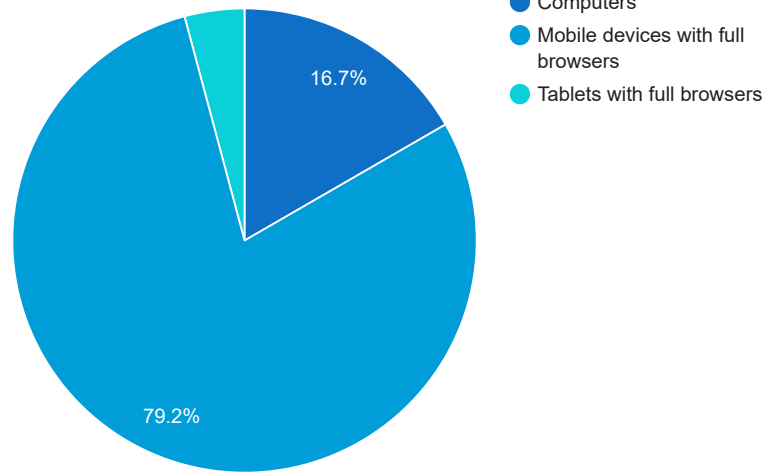
↑ 401%

## Cost and Conversions by Device

### Cost



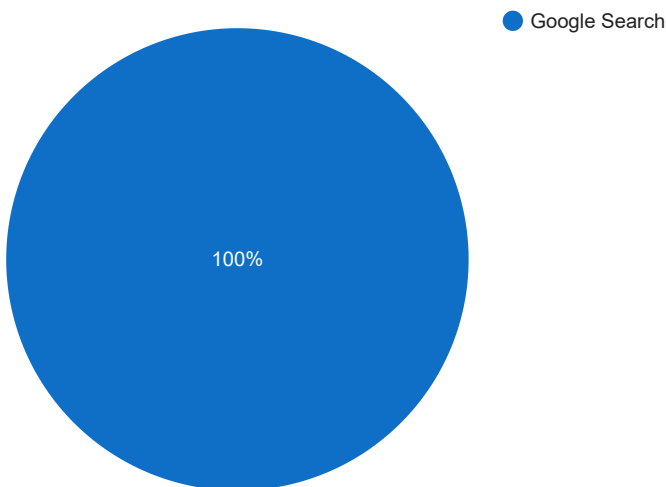
### All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	12,878	873	\$2,759.46	\$3.16	6.78%	-	19	2.18%	\$145.23
Computers	1,303	64	\$200.82	\$3.14	4.91%	-	4	6.25%	\$50.21
Tablets with full browsers	199	10	\$27.10	\$2.71	5.03%	-	1	10%	\$27.10

## 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	14,380	947	\$2,987.38	\$3.15	6.59%	-	24	2.53%	\$124.47

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

ALL CONV.

Submit lead form

14

Click to Call

10

## 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