

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

Artistry Skin and Laser

376-468-9513

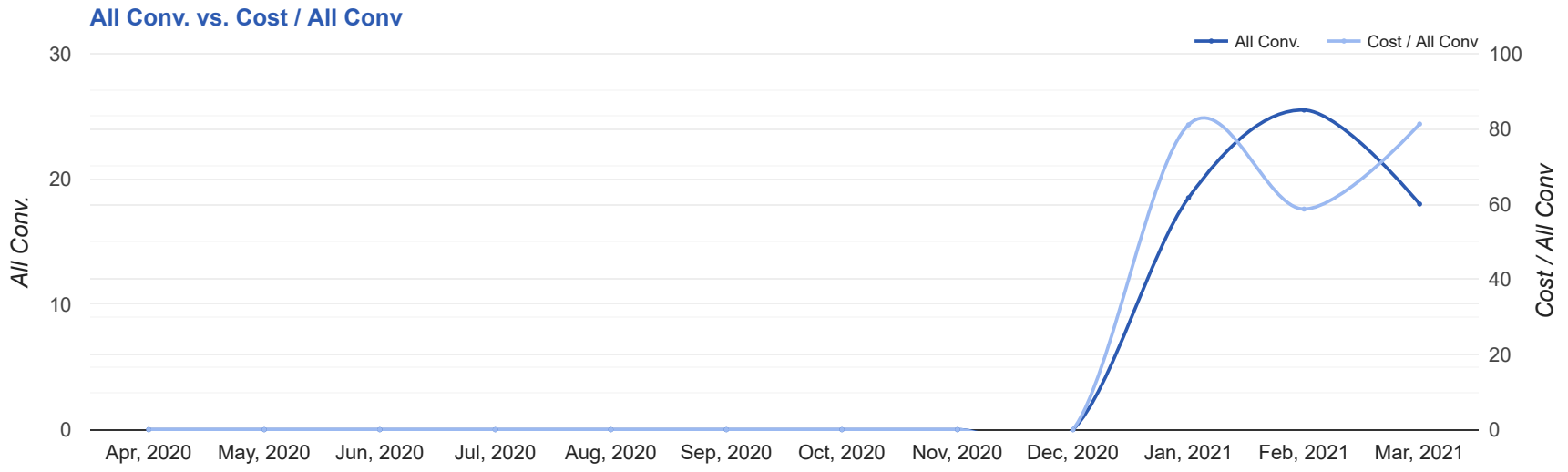
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,463	18	5.7%	\$81.28
↓ 2%	↓ 29%	↓ 35%	↑ 39%

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	7,760	292	\$1,495.88	\$5.12	3.76%	-	8.73%	\$58.66	25.5
1 Mar 2021 — 31 Mar 2021	7,712	316	\$1,463.11	\$4.63	4.1%	-	5.7%	\$81.28	18
Change	48 ↓ 1%	24 ↑ 8%	\$32.77 ↓ 2%	\$0.49 ↓ 10%	0.34% ↑ 9%	0 ↔ -	3.03% ↓ 35%	\$22.62 ↑ 39%	7.50 ↓ 29%

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
Jan '21	8,159	269	\$1,499.65	\$5.57	3.3%	-	18.5	6.88%	\$81.06
Feb '21	7,760	292	\$1,495.88	\$5.12	3.76%	-	25.5	8.73%	\$58.66
Mar '21	7,712	316	\$1,463.11	\$4.63	4.1%	-	18	5.7%	\$81.28
Total	23,631	877	\$4,458.64	\$5.08	3.71%	-	62	7.07%	\$71.91

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	7,712	316	\$1,463.11	\$4.63	4.1%	-	18	5.7%	\$81.28

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
coolsculpting utah	1	1	\$9.90	\$9.90	100.00%	-	2	200.00%	\$4.95
laser fat removal	3	4	\$8.93	\$2.23	133.33%	-	2	50.00%	\$4.46
how much does cool sculpting cost	1	1	\$6.26	\$6.26	100.00%	-	1	100.00%	\$6.26
best cosmetic procedure for weight loss	1	1	\$3.50	\$3.50	100.00%	-	1	100.00%	\$3.50
im fat help	1	1	\$5.01	\$5.01	100.00%	-	1	100.00%	\$5.01
liposuction near me	3	2	\$13.43	\$6.71	66.67%	-	1	50.00%	\$13.43
how much does it cost to have arm flab removal	1	1	\$2.68	\$2.68	100.00%	-	1	100.00%	\$2.68
belly fat burner	1	1	\$7.93	\$7.93	100.00%	-	1	100.00%	\$7.93
cool sculpting cost	5	4	\$14.06	\$3.52	80.00%	-	1	25.00%	\$14.06
cool sculpting	41	12	\$75.07	\$6.26	29.27%	-	1	8.33%	\$75.07

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
Artistry Skin and Laser - Fat Reduction in Littleton, CO - Non-Surgical Fat Reduction artistryskinandlaser.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	658	40	\$148.69	\$3.72	6.08%	-	3	7.50%	\$49.56
CoolSculpting in Littleton, CO - Save \$1,000 Off 6+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} artistryskinandlaser.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	218	15	\$91.12	\$6.07	6.88%	-	2	13.33%	\$45.56
CoolSculpting in Littleton, CO - Save \$1,000 Off 6+ Treatments - Flexible Payment Options artistryskinandlaser.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	256	11	\$80.95	\$7.36	4.30%	-	2	18.18%	\$40.48
Non-Surgical Fat Reduction - Our Biggest Discount Ever - Get Rid of Unwanted Fat artistryskinandlaser.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	25	2	\$7.27	\$3.63	8.00%	-	1	50.00%	\$7.27
Artistry Skin and Laser - Fat Reduction in Littleton, CO - Non-Surgical Fat Reduction artistryskinandlaser.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,113	46	\$197.71	\$4.30	4.13%	-	1	2.17%	\$197.71

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

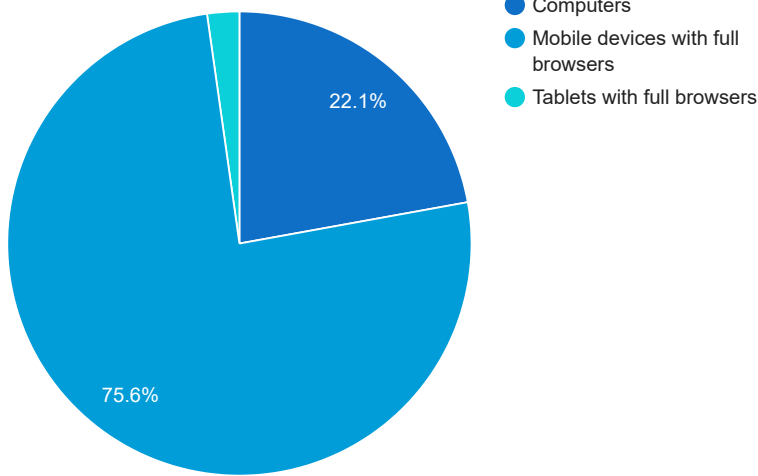
Search Impr Share

21.09%

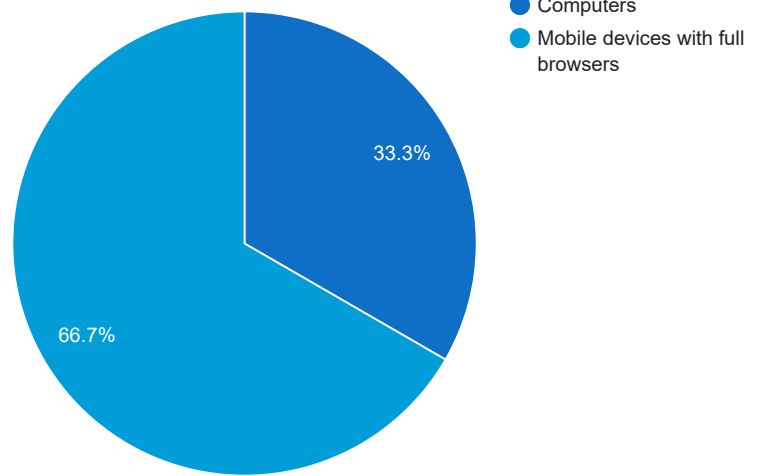
↓ 13%

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	5,768	251	\$1,106.36	\$4.41	4.35%	-	12	4.78%	\$92.20
Computers	1,729	56	\$324.05	\$5.79	3.24%	-	6	10.71%	\$54.01
Tablets with full browsers	215	9	\$32.70	\$3.63	4.19%	-	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	7,712	316	\$1,463.11	\$4.63	4.1%	-	18	5.7%	\$81.28

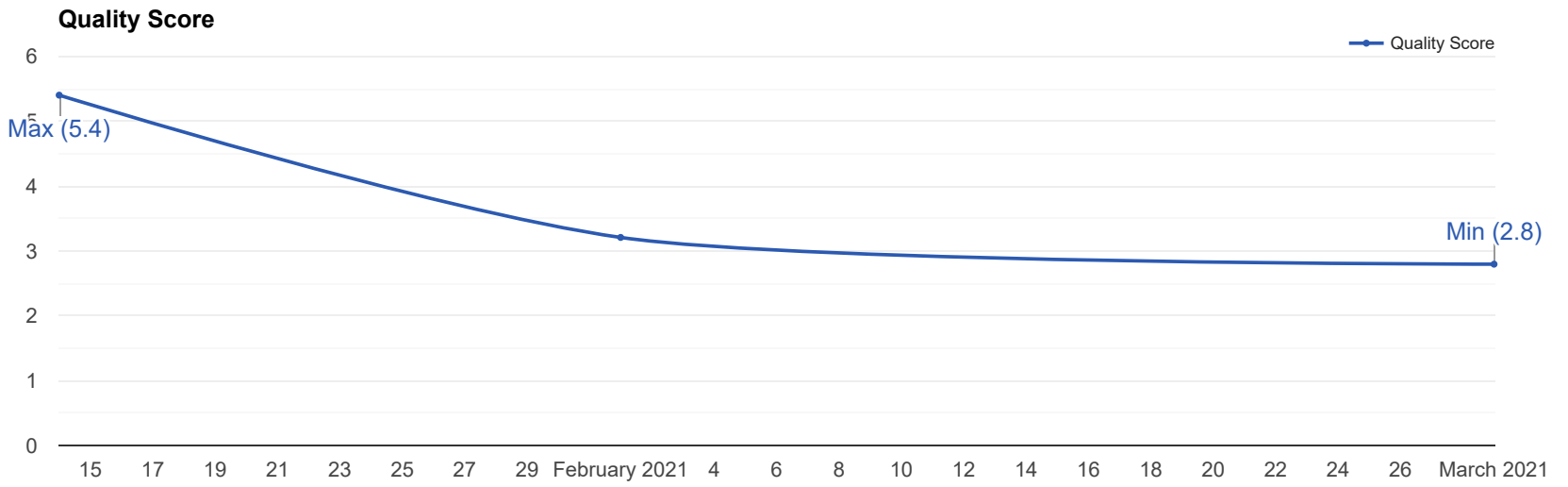
Account Health - Quality Score

Current Quality Score

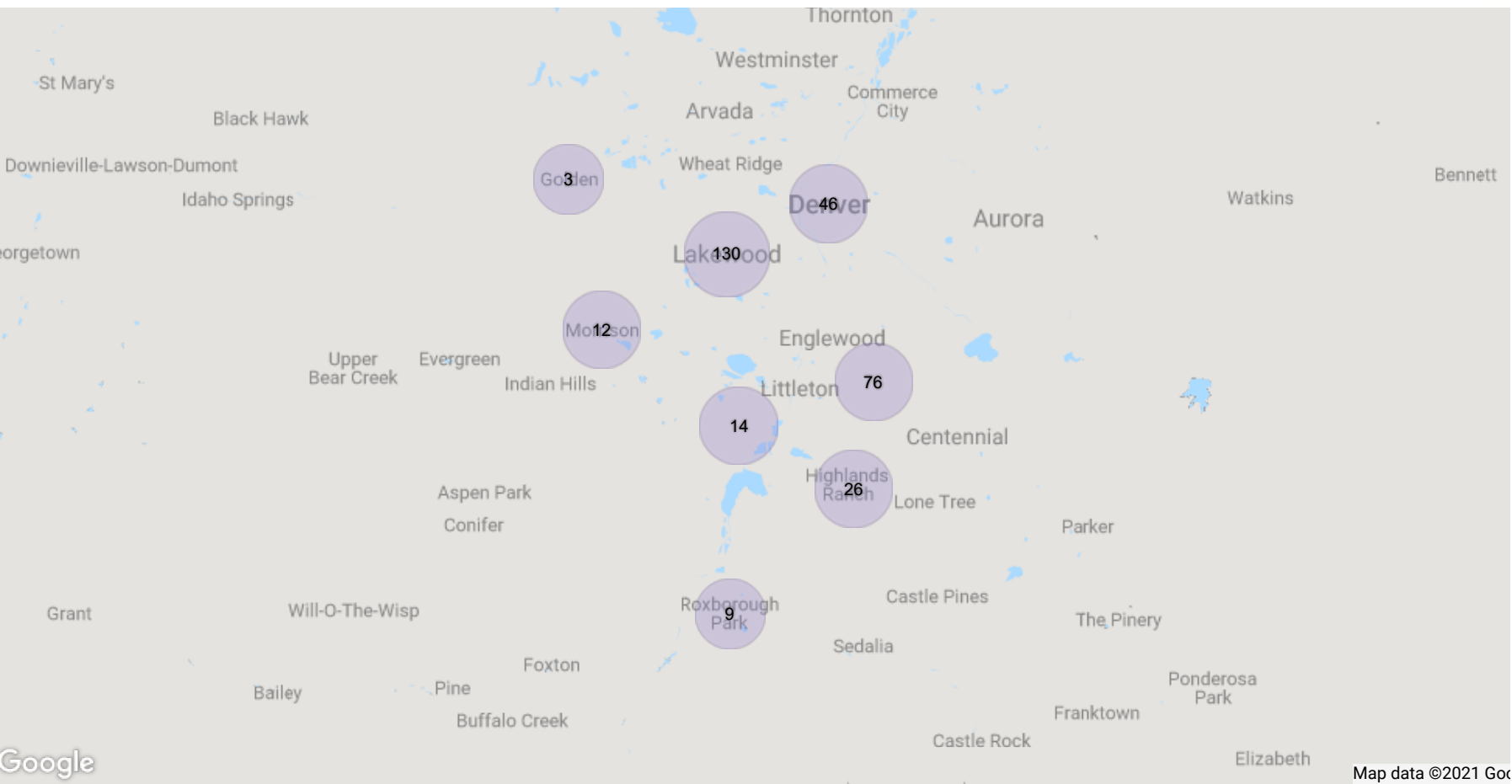
3.3

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



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



Google

Map data ©2021 Google

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	13
Click to Call	1
Local actions - Menu views	1
Clicks to call	3

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