

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

Artistry Skin and Laser

376-468-9513

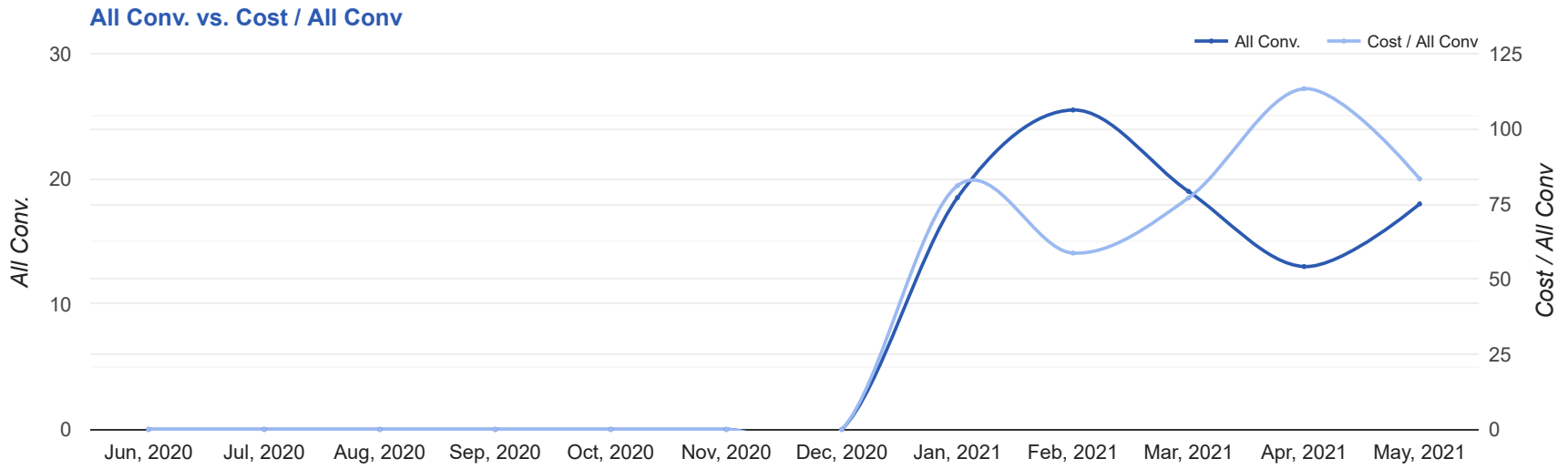
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,500	18	5.83%	\$83.33
↑ 2%	↑ 38%	↑ 46%	↓ 26%

## 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	6,975	325	\$1,473.01	\$4.53	4.66%	-	4%	\$113.31	13
1 May 2021 — 31 May 2021	7,632	309	\$1,499.94	\$4.85	4.05%	-	5.83%	\$83.33	18
Change	657 ↑ 9%	16 ↓ 5%	\$26.93 ↑ 2%	\$0.32 ↑ 7%	0.61% ↓ 13%	0 ↔ -	1.83% ↑ 46%	\$29.98 ↓ 26%	5 ↑ 38%

# 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
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%	-	19	6.01%	\$77.01
Apr '21	6,975	325	\$1,473.01	\$4.53	4.66%	-	13	4%	\$113.31
May '21	7,632	309	\$1,499.94	\$4.85	4.05%	-	18	5.83%	\$83.33
<b>Total</b>	38,238	1,511	\$7,431.59	\$4.92	3.95%	-	94	6.22%	\$79.06

# 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	7,632	309	\$1,499.94	\$4.85	4.05%	-	18	5.83%	\$83.33

# 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
ultraslim near me	1	1	\$7.74	\$7.74	100.00%	-	3	300.00%	\$2.58
cool sculpting reviews	3	3	\$17.71	\$5.90	100.00%	-	2	66.67%	\$8.86
liposuction	23	6	\$30.97	\$5.16	26.09%	-	1	16.67%	\$30.97
weight loss injections in stomach	1	2	\$5.92	\$2.96	200.00%	-	1	50.00%	\$5.92
freeze fat near me	1	2	\$8.00	\$4.00	200.00%	-	1	50.00%	\$8.00
coolsculpting	1	1	\$13.33	\$13.33	100.00%	-	1	100.00%	\$13.33
liposuction cost	8	3	\$11.97	\$3.99	37.50%	-	1	33.33%	\$11.97
fat reduction options	1	1	\$9.84	\$9.84	100.00%	-	1	100.00%	\$9.84
how much does acupuncture for weight loss cost	1	1	\$2.55	\$2.55	100.00%	-	1	100.00%	\$2.55
buccal fat removal	2	2	\$10.48	\$5.24	100.00%	-	1	50.00%	\$10.48

# 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
Artistry Skin and Laser - Fat Reduction in Littleton, CO - Non-Surgical Fat Reduction <a href="http://artistryskinandlaser.com/--/">artistryskinandlaser.com/--/</a> -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,220	58	\$229.46	\$3.96	4.75%	-	3	5.17%	\$76.49
Fat Reduction in Littleton, CO - Our Biggest Discount Ever - Get Rid of Unwanted Fat <a href="http://artistryskinandlaser.com/">artistryskinandlaser.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	423	11	\$46.39	\$4.22	2.60%	-	3	27.27%	\$15.46
CoolSculpting® Fat Reduction - CoolSculpting in Littleton, CO - Biggest CoolSculpting® Promo <a href="http://artistryskinandlaser.com/--/">artistryskinandlaser.com/--/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Littleton, CO	549	36	\$227.73	\$6.33	6.56%	-	2	5.56%	\$113.86
Fat Reduction in Littleton, CO - Our Biggest Discount Ever - Safe + Effective Fat Reduction <a href="http://artistryskinandlaser.com/">artistryskinandlaser.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	450	16	\$47.58	\$2.97	3.56%	-	2	12.50%	\$23.79
CoolSculpting in Littleton, CO - Save \$1,000 Off 6+ Treatments - Flexible Payment Options <a href="http://artistryskinandlaser.com/">artistryskinandlaser.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	180	10	\$65.58	\$6.56	5.56%	-	1	10.00%	\$65.58

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

## Budget Coverage

Display Impr Share

0%

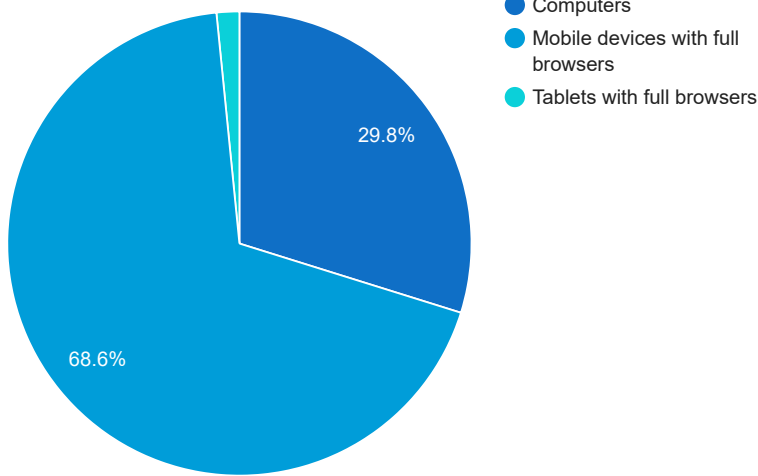
Search Impr Share

24.11%

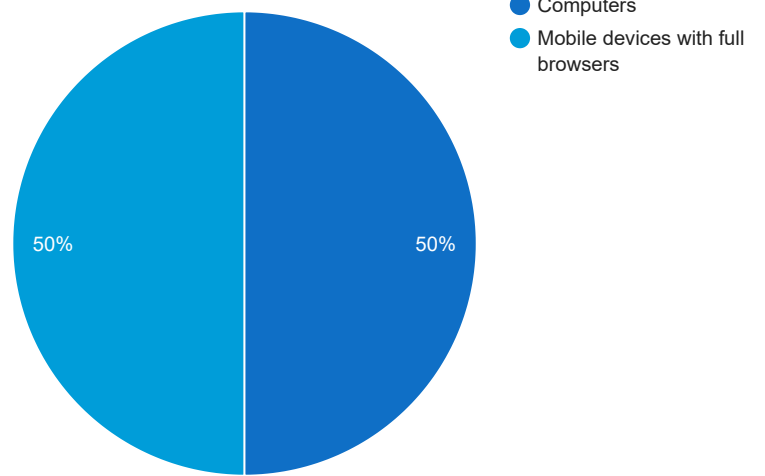
↑ 5%

## Cost and Conversions by Device

### Cost



### All Conv.



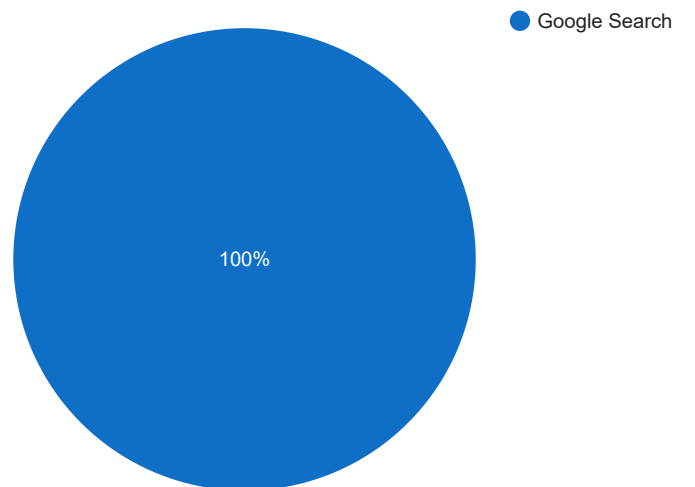
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,651	227	\$1,028.90	\$4.53	4.02%	-	9	3.96%	\$114.32
Computers	1,722	75	\$447.28	\$5.96	4.36%	-	9	12%	\$49.70
Tablets with full browsers	259	7	\$23.76	\$3.39	2.7%	-	0	0%	\$0.00

## 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	7,632	309	\$1,499.94	\$4.85	4.05%	-	18	5.83%	\$83.33

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	12
Click to Call	2
Call From Ads	1
Local actions - Directions	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