

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

Artistry Skin and Laser

376-468-9513

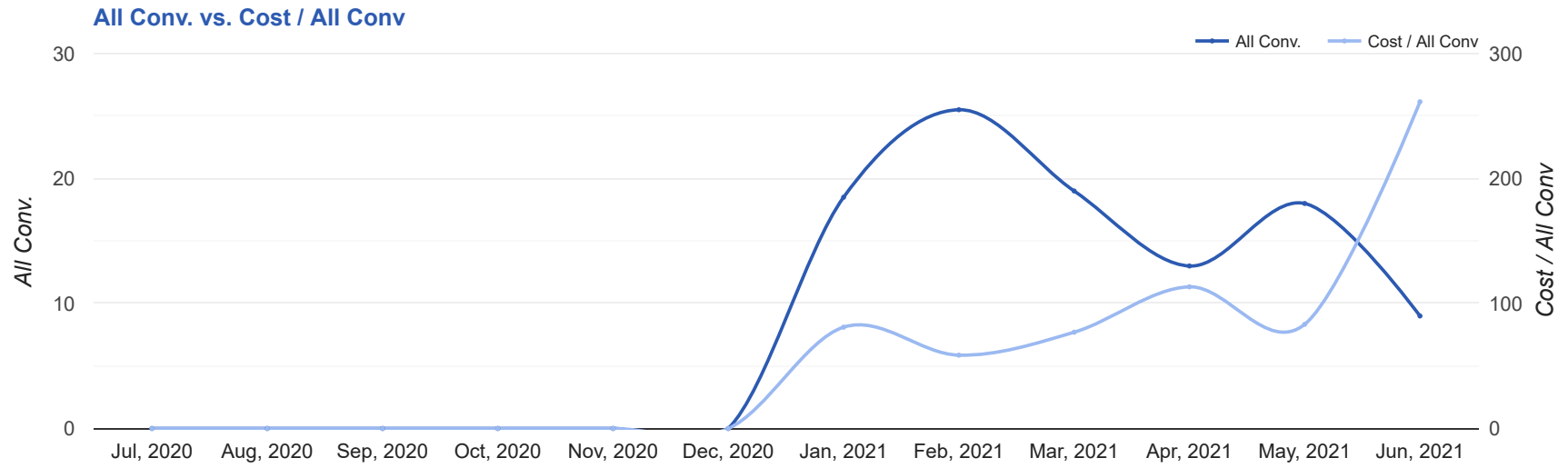
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,352	9	3.96%	\$261.38
↑ 57%	↓ 50%	↓ 32%	↑ 214%

## 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	7,632	309	\$1,499.94	\$4.85	4.05%	-	5.83%	\$83.33	18
1 Jun 2021 — 30 Jun 2021	7,417	227	\$2,352.40	\$10.36	3.06%	-	3.96%	\$261.38	9
Change	215 ↓ 3%	82 ↓ 27%	\$852.46 ↑ 57%	\$5.51 ↑ 114%	0.99% ↓ 24%	0 ↔ -	1.87% ↓ 32%	\$178.05 ↑ 214%	9 ↓ 50%

# 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
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
Jun '21	7,417	227	\$2,352.40	\$10.36	3.06%	-	9	3.96%	\$261.38
<b>Total</b>	<b>45,655</b>	<b>1,738</b>	<b>\$9,783.99</b>	<b>\$5.63</b>	<b>3.81%</b>	<b>-</b>	<b>103</b>	<b>5.93%</b>	<b>\$94.99</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	6,546	204	\$1,433.33	\$7.03	3.12%	-	7	3.43%	\$204.76
search   beta   botox	871	23	\$919.07	\$39.96	2.64%	-	2	8.7%	\$459.54

# 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
sona bella	1	1	\$2.13	\$2.13	100.00%	-	1	100.00%	\$2.13
coolsculpting	1	1	\$17.47	\$17.47	100.00%	-	1	100.00%	\$17.47
simple weight loss promo code	1	1	\$8.57	\$8.57	100.00%	-	1	100.00%	\$8.57
coolsculpting reviews	1	1	\$7.76	\$7.76	100.00%	-	1	100.00%	\$7.76
coolsculpting near me	4	2	\$51.08	\$25.54	50.00%	-	1	50.00%	\$51.08
lipo 360 san antonio texas	1	1	\$21.76	\$21.76	100.00%	-	1	100.00%	\$21.76
red soda weight loss	2	2	\$10.86	\$5.43	100.00%	-	1	50.00%	\$10.86
get thin	1	1	\$13.53	\$13.53	100.00%	-	0	0.00%	-
ketogeniks	1	1	\$4.30	\$4.30	100.00%	-	0	0.00%	-
foods fight belly fat	1	1	\$5.45	\$5.45	100.00%	-	0	0.00%	-

# 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 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	511	32	\$314.70	\$9.83	6.26%	-	3	9.38%	\$104.90
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.	1,454	37	\$184.78	\$4.99	2.54%	-	2	5.41%	\$92.39
{Keyword:Artistry Skin and Laser} - Look Younger & More Energized - #1 Anti-Aging Treatment <a href="http://artistryskinandlaser.com/botox/">artistryskinandlaser.com/botox/</a> -- See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation.	340	12	\$570.06	\$47.50	3.53%	-	2	16.67%	\$285.03
Fat Reduction in Littleton, CO - Our Biggest Discount Ever - Get \$1,300 Off 8+ Treatments <a href="http://artistryskinandlaser.com/">artistryskinandlaser.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	129	6	\$40.86	\$6.81	4.65%	-	1	16.67%	\$40.86
Non-Surgical Fat Reduction - Our Biggest Discount Ever - Get \$1,300 Off 8+ Treatments <a href="http://artistryskinandlaser.com/">artistryskinandlaser.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	12	1	\$21.76	\$21.76	8.33%	-	1	100.00%	\$21.76

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

-

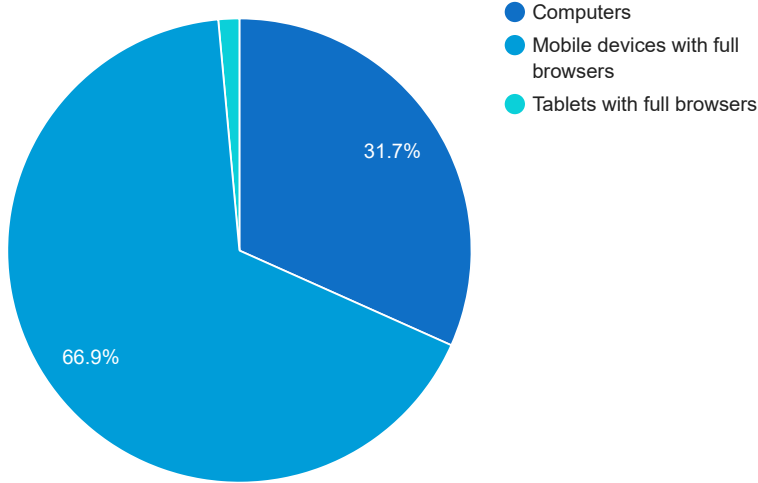
Search Impr Share

25.76%

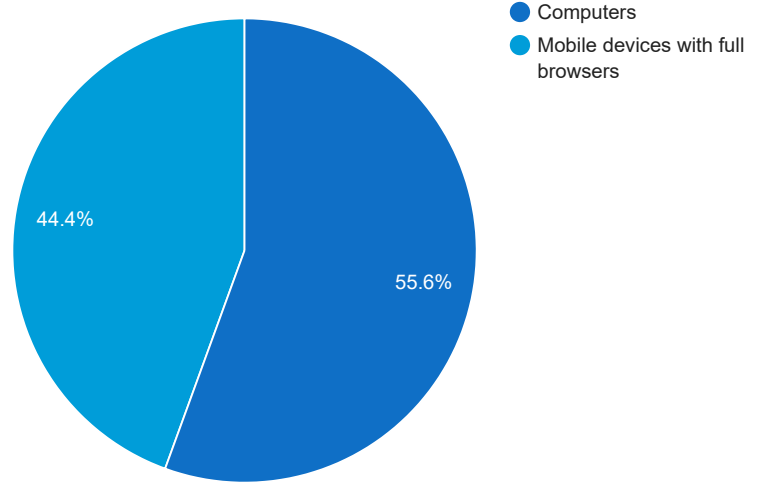
↑ 7%

## Cost and Conversions by Device

### Cost



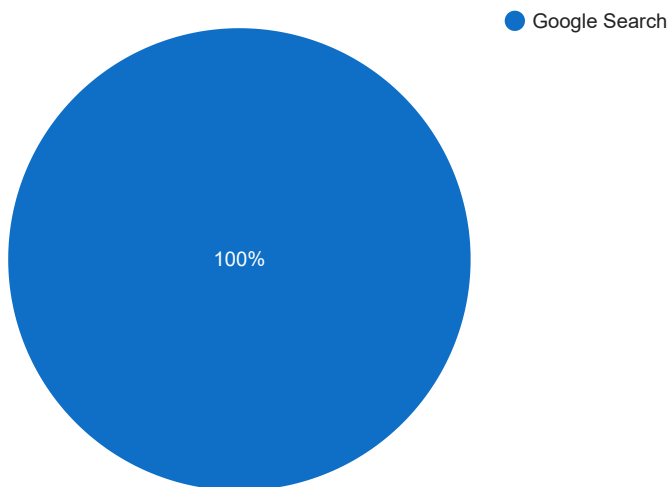
### All Conv.



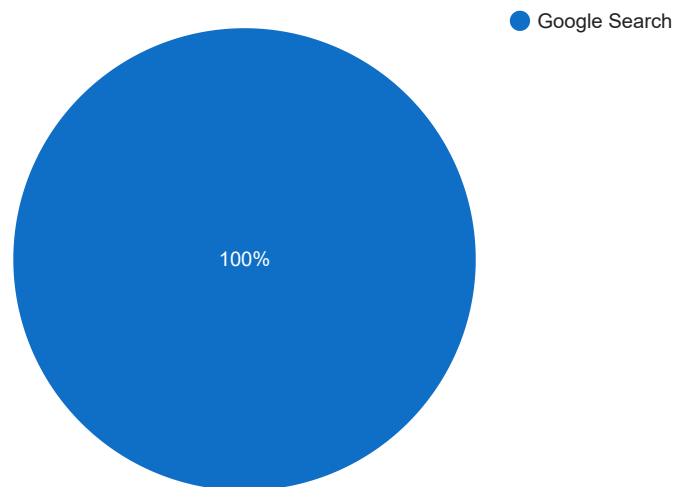
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,374	166	\$1,572.64	\$9.47	3.09%	-	4	2.41%	\$393.16
Computers	1,789	56	\$745.44	\$13.31	3.13%	-	5	8.93%	\$149.09
Tablets with full browsers	254	5	\$34.32	\$6.86	1.97%	-	0	0%	\$0.00

## 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	7,417	227	\$2,352.40	\$10.36	3.06%	-	9	3.96%	\$261.38

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	7
Click to Call	1
Local actions - Directions	1

# 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