

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Azul Medspa

503-387-4552

Key Performance Indicators (KPIs)

Cost

\$1,494

↑ ∞

Conv

14

↑ ∞

Conv Rate

4.11%

↑ ∞

Cost / Conv

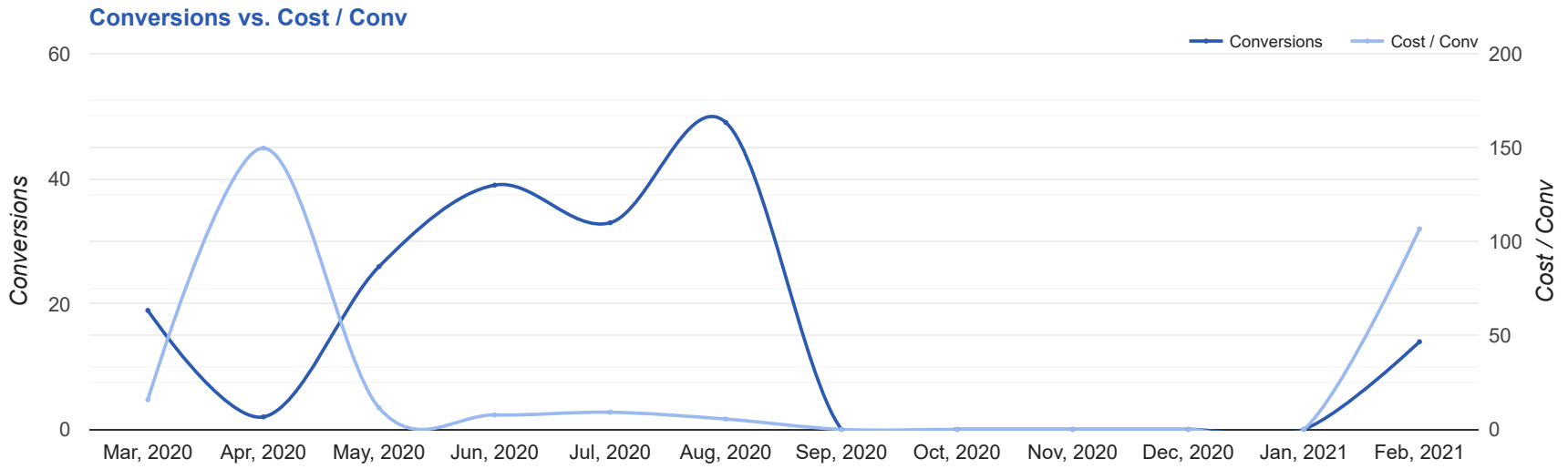
\$106.72

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Feb 2021 — 28 Feb 2021	5,497	341	\$1,494.06	\$4.38	6.2%	-	14	4.11%	\$106.72	28.53%
Change	5,497 ↑ ∞%	341 ↑ ∞%	\$1,494.06 ↑ ∞%	\$4.38 ↑ ∞%	6.20% ↑ ∞%	--	14 ↑ ∞%	4.11% ↑ ∞%	\$106.72 ↑ ∞%	28.53% ↑ ∞%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '20	37,178	324	\$300.35	\$0.93	0.87%	-	19	5.86%	\$15.81	28.58%
Apr '20	61,044	483	\$299.41	\$0.62	0.79%	-	2	0.41%	\$149.71	32.25%
May '20	1,453	56	\$297.79	\$5.32	3.85%	-	26	46.43%	\$11.45	5%
Jun '20	1,243	64	\$299.65	\$4.68	5.15%	-	39	60.94%	\$7.68	22.16%
Jul '20	1,105	67	\$300.98	\$4.49	6.06%	-	33	49.25%	\$9.12	15.99%
Aug '20	1,149	77	\$269.38	\$3.50	6.7%	-	49	63.64%	\$5.50	21.58%
Sep '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Oct '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Nov '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Dec '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jan '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Feb '21	5,497	341	\$1,494.06	\$4.38	6.2%	-	14	4.11%	\$106.72	28.53%
Total	108,669	1,412	\$3,261.62	\$2.31	1.3%	-	182	12.89%	\$17.92	28.19%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,497	341	\$1,494.06	\$4.38	6.2%	-	14	4.11%	\$106.72	28.53%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

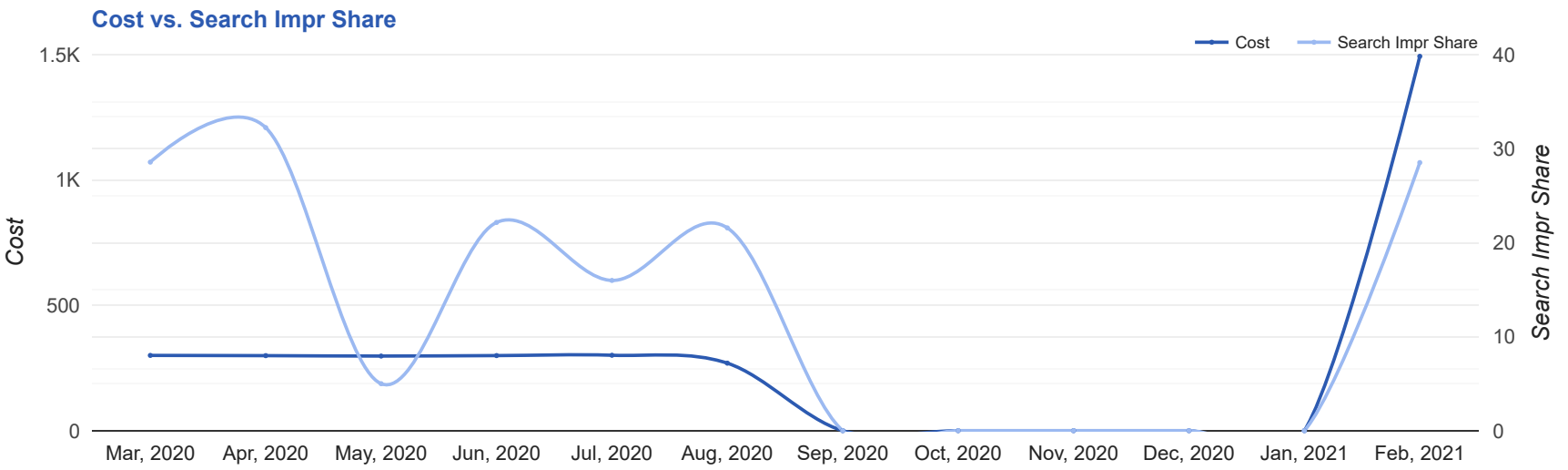
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<p>Azul Medspa - Fat Reduction in El Paso, TX - Non-Surgical Fat Reduction azul-medspa.mysculpt.net/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.</p>	817	60	\$274.82	\$4.58	7.34%	-	2.3	3.88%	\$117.95
<p>CoolSculpting® in El Paso, TX - Mar Only 20% Off 6+ Cycles - Our Biggest Discount Ever azul-medspa.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	24	3	\$6.39	\$2.13	12.50%	-	2	66.67%	\$3.19
<p>CoolSculpting® in El Paso, TX - Mar Only 20% Off 6+ Cycles - Flexible Payment Options azul-medspa.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	31	2	\$4.30	\$2.15	6.45%	-	1	50.00%	\$4.30
<p>Fat Reduction in El Paso, TX - Our Biggest Discount Ever - Offering 20% Off 6+ Cycles azul-medspa.mysculpt.net// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.</p>	94	9	\$32.22	\$3.58	9.57%	-	1	11.11%	\$32.22
<p>CoolSculpting® in El Paso, TX - Freeze Away Body Fat - Flexible Payment Options azul-medspa.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	13	1	\$4.80	\$4.80	7.69%	-	1	100.00%	\$4.80

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

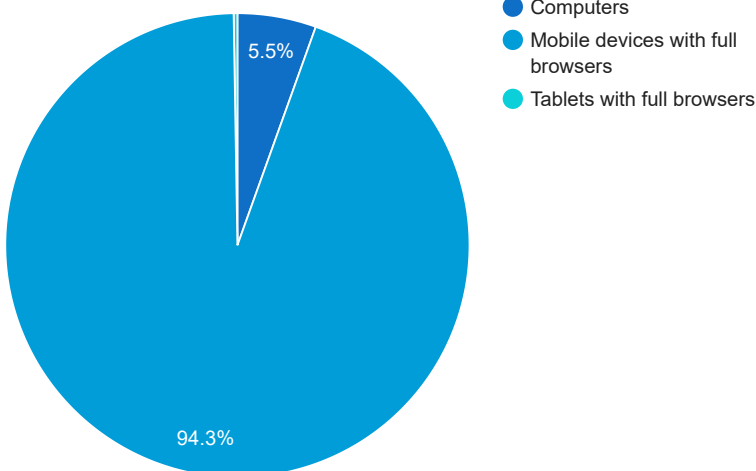
Budget Coverage



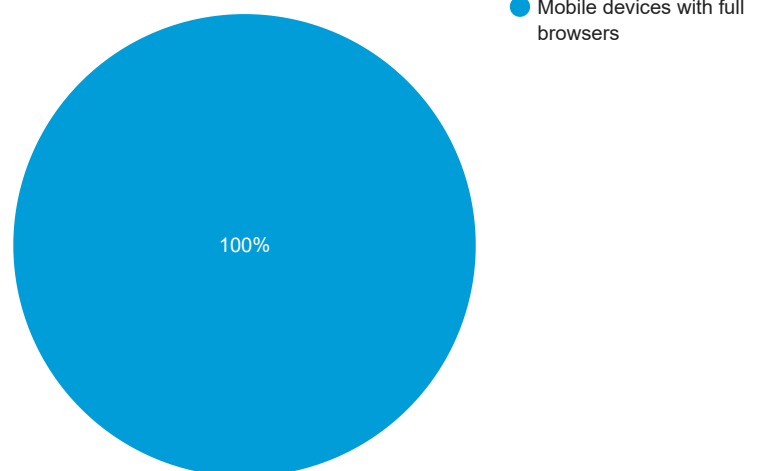
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	300.35	28.58
Apr, 2020	299.41	32.25
May, 2020	297.79	5
Jun, 2020	299.65	22.16
Jul, 2020	300.98	15.99
Aug, 2020	269.38	21.58
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	1,494.06	28.53

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	5,113	320	\$1,408.27	\$4.40	6.26%	-	14	4.38%	\$100.59
Computers	331	20	\$81.91	\$4.10	6.04%	-	0	0%	\$0.00
Tablets with full browsers	53	1	\$3.88	\$3.88	1.89%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	5,497	341	\$1,494.06	\$4.38	6.2%	-	14	4.11%	\$106.72

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	12
Calls from ads	1
Call From Ads (SQDM)	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 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