

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

Azul Medspa

503-387-4552

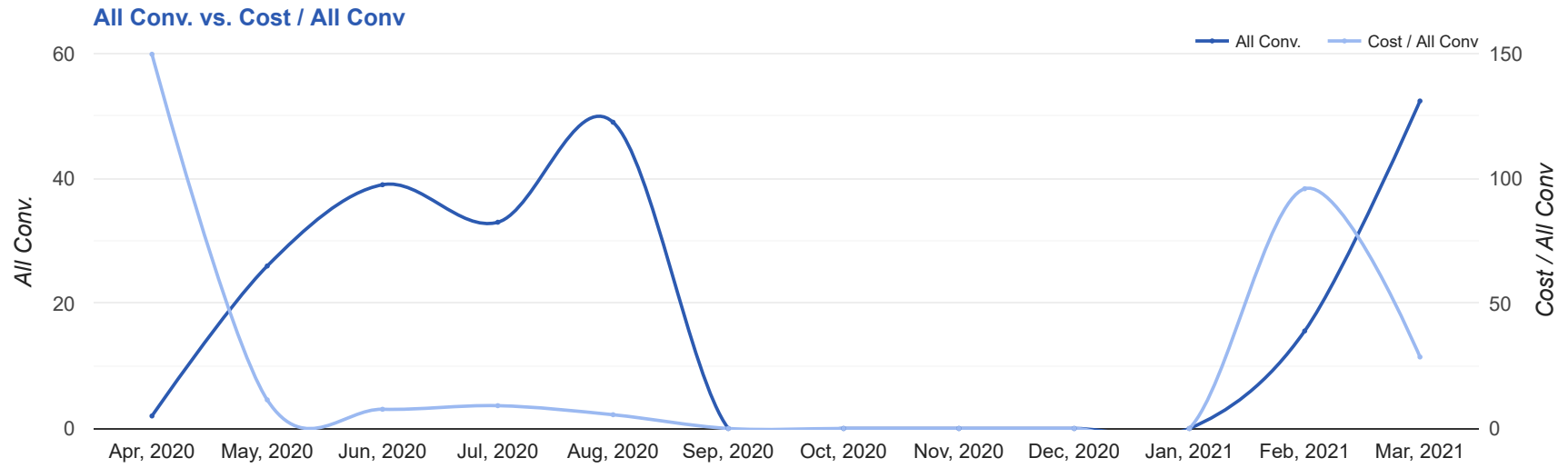
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,499	52.4	9.02%	\$28.60
↔ 0%	↑ 236%	↑ 97%	↓ 70%

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	5,497	341	\$1,494.06	\$4.38	6.2%	-	4.57%	\$95.90	15.6
1 Mar 2021 — 31 Mar 2021	6,360	581	\$1,499.11	\$2.58	9.14%	-	9.02%	\$28.60	52.4
Change	863 ↑ 16%	240 ↑ 70%	\$5.05 ↑ 0%	\$1.80 ↓ 41%	2.94% ↑ 47%	0 ↔ -	4.45% ↑ 97%	\$67.30 ↓ 70%	36.84 ↑ 236%

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
Apr '20	61,044	483	\$299.41	\$0.62	0.79%	-	2	0.41%	\$149.71
May '20	1,453	56	\$297.79	\$5.32	3.85%	-	26	46.43%	\$11.45
Jun '20	1,243	64	\$299.65	\$4.68	5.15%	-	39	60.94%	\$7.68
Jul '20	1,105	67	\$300.98	\$4.49	6.06%	-	33	49.25%	\$9.12
Aug '20	1,149	77	\$269.38	\$3.50	6.7%	-	49	63.64%	\$5.50
Sep '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Oct '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Nov '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Dec '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Jan '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Feb '21	5,497	341	\$1,494.06	\$4.38	6.2%	-	15.6	4.57%	\$95.90
Mar '21	6,360	581	\$1,499.11	\$2.58	9.14%	-	52.4	9.02%	\$28.60
Total	77,851	1,669	\$4,460.38	\$2.67	2.14%	-	217	13%	\$20.55

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	6,360	581	\$1,499.11	\$2.58	9.14%	-	52.4	9.02%	\$28.60

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
cool sculpting cost	13	10	\$24.45	\$2.44	76.92%	-	3	30.00%	\$8.15
coolsculpting el paso	31	28	\$67.06	\$2.40	90.32%	-	3	10.71%	\$22.35
sculpsure vs coolsculpting	1	1	\$1.04	\$1.04	100.00%	-	2	200.00%	\$0.52
coolsculpting	13	4	\$11.75	\$2.94	30.77%	-	2	50.00%	\$5.88
liposuction el paso	40	21	\$47.34	\$2.25	52.50%	-	1.5	7.14%	\$31.56
how can guys lose weight fast	1	1	\$5.69	\$5.69	100.00%	-	1	100.00%	\$5.69
cool sculpting on arms	1	1	\$2.15	\$2.15	100.00%	-	1	100.00%	\$2.15
weight loss clinic	1	1	\$0.85	\$0.85	100.00%	-	1	100.00%	\$0.85
how much is coolsculpting for chin	1	1	\$1.03	\$1.03	100.00%	-	1	100.00%	\$1.03
body sculpting el paso	9	8	\$18.42	\$2.30	88.89%	-	1	12.50%	\$18.42

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
CoolSculpting® Fat Reduction - CoolSculpting in El Paso, TX - Biggest CoolSculpting® Promo azul-medspa.mysculpt.net/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in El Paso, TX	478	82	\$205.23	\$2.50	17.15%	-	12	14.68%	\$17.05
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.	698	84	\$201.05	\$2.39	12.03%	-	6	7.14%	\$33.51
Fat Reduction in El Paso, TX - Our Biggest Discount Ever - Freeze Away Body Fat azul-medspa.mysculpt.net// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	390	17	\$55.70	\$3.28	4.36%	-	4	23.53%	\$13.93
CoolSculpting® Fat Reduction - CoolSculpting in El Paso, TX - Biggest CoolSculpting® Promo azul-medspa.mysculpt.net/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in El Paso, TX	26	9	\$18.80	\$2.09	34.62%	-	2.8	30.56%	\$6.84
Fat Reduction in El Paso, TX - Our Biggest Discount Ever - Offering 20% Off 6+ Treatments azul-medspa.mysculpt.net// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	268	30	\$69.91	\$2.33	11.19%	-	2.5	8.33%	\$27.96

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

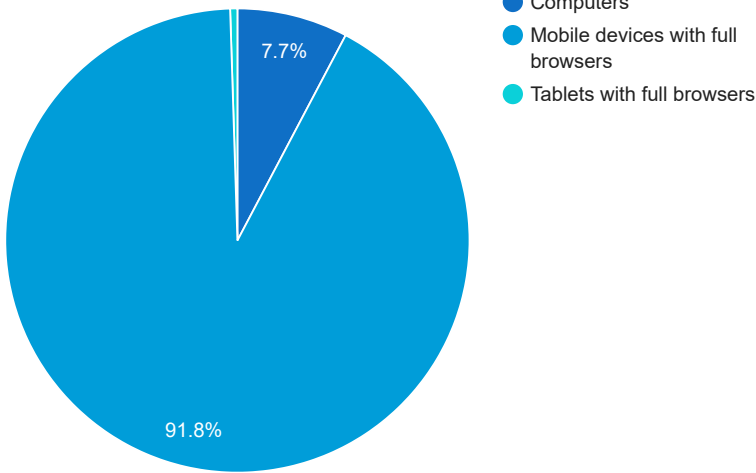
Search Impr Share

19.78%

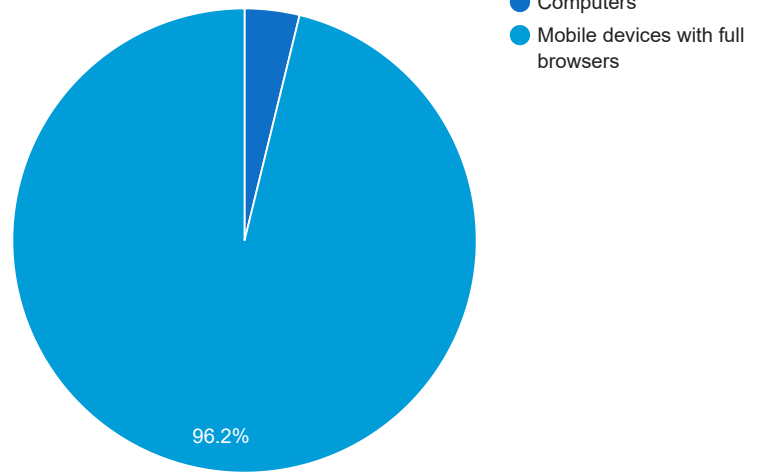
↓ 32%

Cost and Conversions by Device

Cost



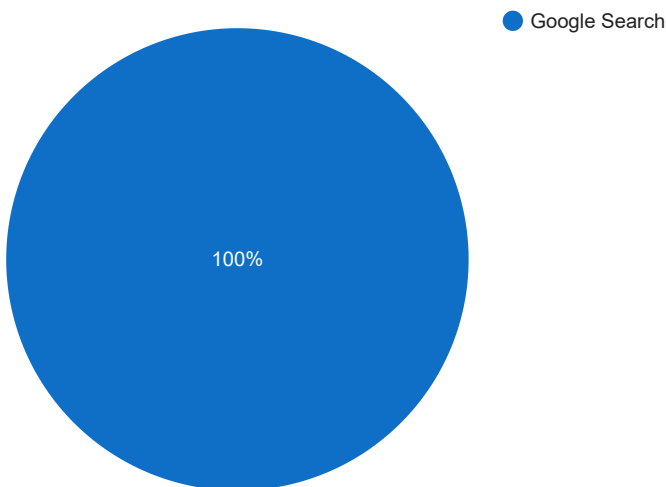
All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,771	536	\$1,375.80	\$2.57	9.29%	-	50.4	9.41%	\$27.29
Computers	514	42	\$115.79	\$2.76	8.17%	-	2	4.76%	\$57.90
Tablets with full browsers	75	3	\$7.52	\$2.51	4%	-	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	6,360	581	\$1,499.11	\$2.58	9.14%	-	52.4	9.02%	\$28.60

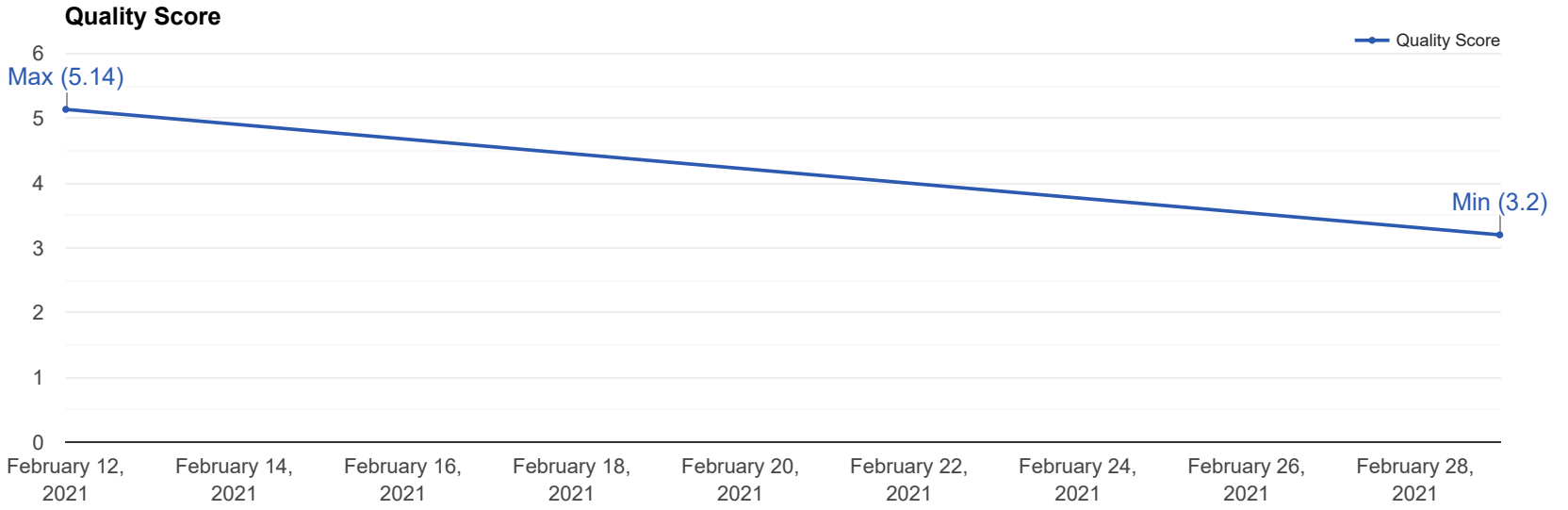
Account Health - Quality Score

Current Quality Score

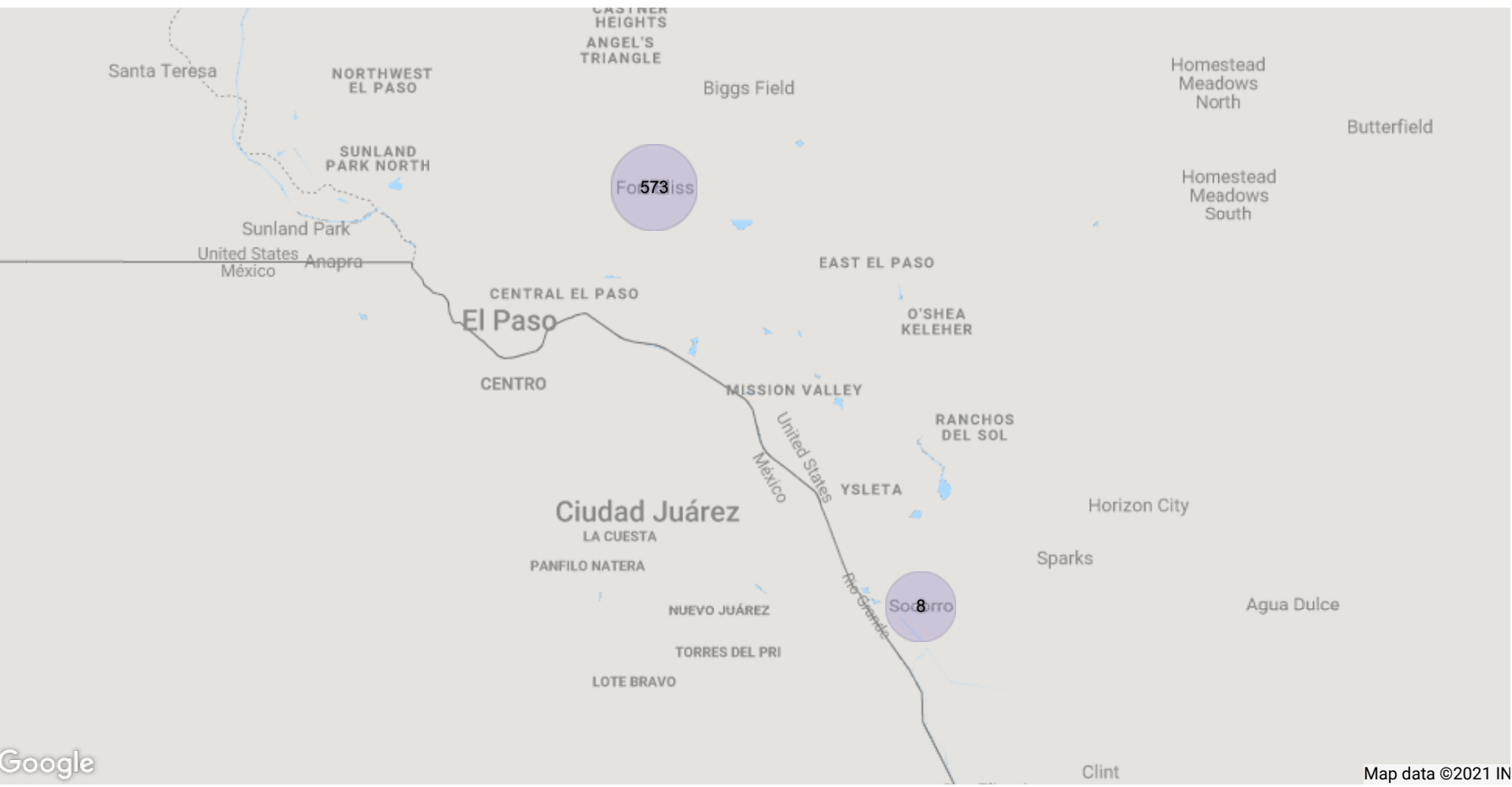
4.8

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



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



Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	36.9
Click to Call	7.5
Call From Ads (MS)	6
Calls from ads	2

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