

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

Azul Medspa

503-387-4552

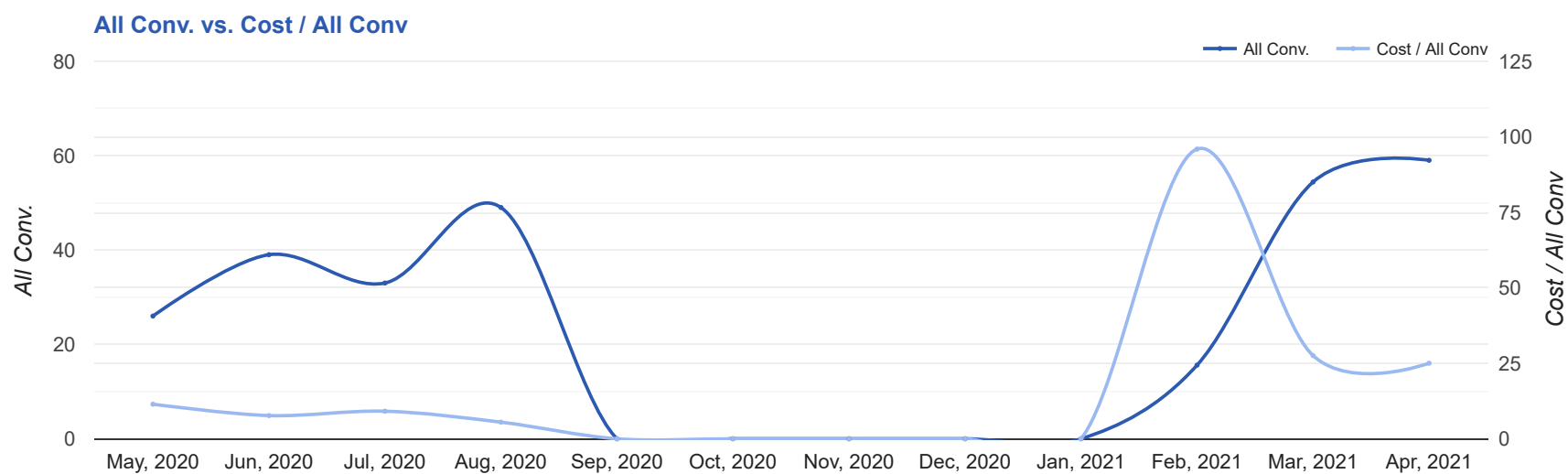
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,475	59	9.2%	\$25.01
↓ 2%	↑ 8%	↓ 2%	↓ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	6,360	581	\$1,499.11	\$2.58	9.14%	-	9.37%	\$27.55	54.4
1 Apr 2021 — 30 Apr 2021	6,362	641	\$1,475.33	\$2.30	10.08%	-	9.2%	\$25.01	59
Change	2 ↑ 0%	60 ↑ 10%	\$23.78 ↓ 2%	\$0.28 ↓ 11%	0.94% ↑ 10%	0 ↔ -	0.17% ↓ 2%	\$2.54 ↓ 9%	4.58 ↑ 8%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	54.4	9.37%	\$27.55
Apr '21	6,362	641	\$1,475.33	\$2.30	10.08%	-	59	9.2%	\$25.01
Total	23,169	1,827	\$5,636.30	\$3.09	7.89%	-	276	15.11%	\$20.42

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	6,362	641	\$1,475.33	\$2.30	10.08%	-	59	9.2%	\$25.01

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting el paso	48	34	\$95.29	\$2.80	70.83%	-	6.5	19.12%	\$14.66
coolsculpting	25	10	\$25.89	\$2.59	40.00%	-	2	20.00%	\$12.95
lypo suction	1	1	\$4.28	\$4.28	100.00%	-	2	200.00%	\$2.14
liposculpture near me	3	3	\$10.00	\$3.33	100.00%	-	2	66.67%	\$5.00
cool sculpting cost	6	7	\$20.21	\$2.89	116.67%	-	1.7	23.86%	\$12.10
liposculpting	2	1	\$0.87	\$0.87	50.00%	-	1	100.00%	\$0.87
non invasive lipo	5	5	\$17.87	\$3.57	100.00%	-	1	20.00%	\$17.87
body sculpting el paso tx	1	1	\$2.80	\$2.80	100.00%	-	1	100.00%	\$2.80
how much is lipo	1	1	\$2.03	\$2.03	100.00%	-	1	100.00%	\$2.03
cool sculpting cost el paso	1	1	\$4.14	\$4.14	100.00%	-	1	100.00%	\$4.14

Top Performing Ads - 1 Apr 2021 — 30 Apr 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	895	127	\$360.30	\$2.84	14.19%	-	18.9	14.88%	\$19.06
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.	1,135	92	\$215.90	\$2.35	8.11%	-	8	8.70%	\$26.99
Fat Reduction in El Paso, TX - Our Biggest Discount Ever - Get Rid of Unwanted Fat azul-medspa.mysculpt.net// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	285	34	\$80.01	\$2.35	11.93%	-	5	14.71%	\$16.00
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.	555	66	\$157.26	\$2.38	11.89%	-	4	6.06%	\$39.31
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.	295	34	\$76.08	\$2.24	11.53%	-	3	8.82%	\$25.36

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

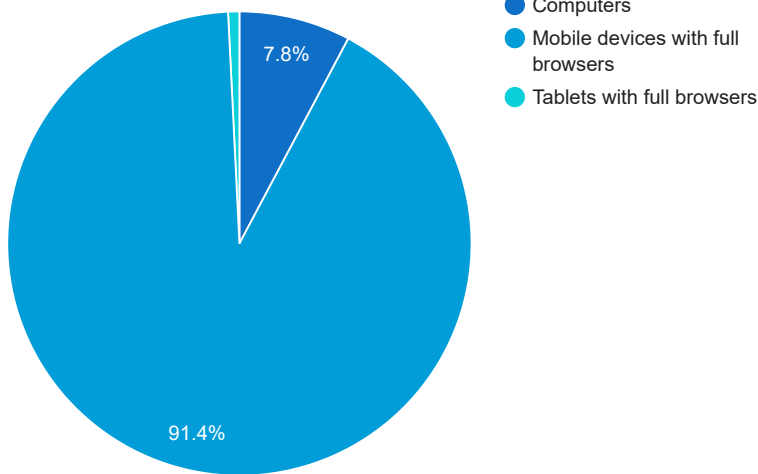
Search Impr Share

22.53%

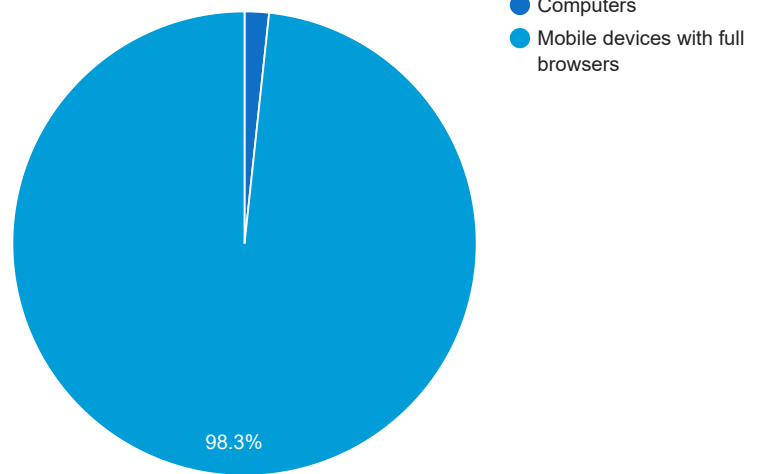
↑ 14%

Cost and Conversions by Device

Cost



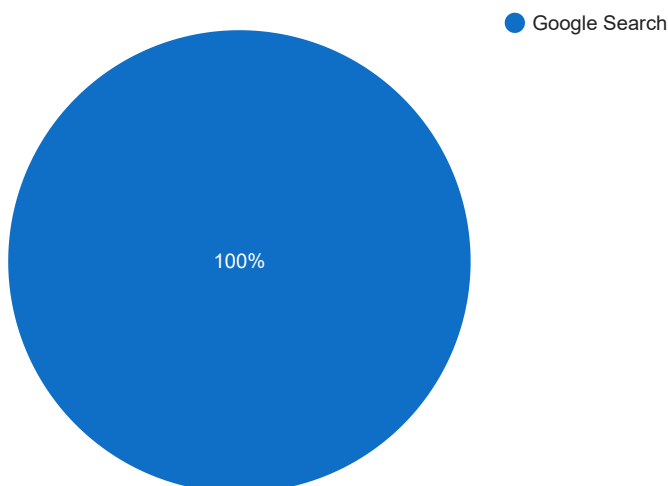
All Conv.



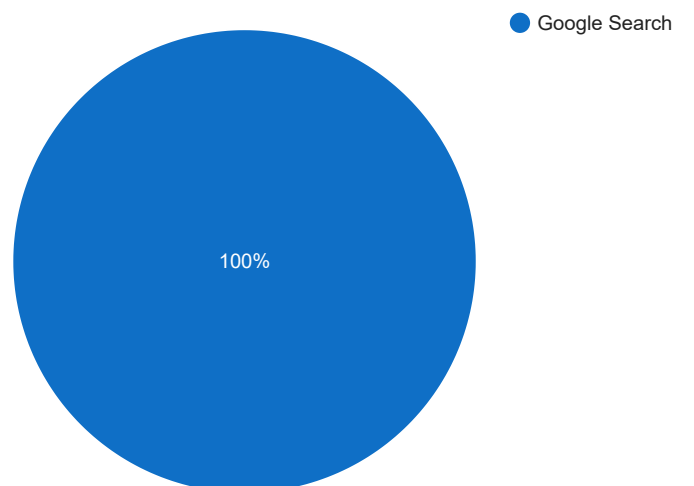
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,765	597	\$1,349.11	\$2.26	10.36%	-	58	9.72%	\$23.26
Computers	526	40	\$114.68	\$2.87	7.6%	-	1	2.5%	\$114.68
Tablets with full browsers	71	4	\$11.54	\$2.89	5.63%	-	0	0%	\$0.00

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	6,362	641	\$1,475.33	\$2.30	10.08%	-	59	9.2%	\$25.01

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	47
Click to Call	9
Call From Ads (MS)	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