

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

Azul Medspa

503-387-4552

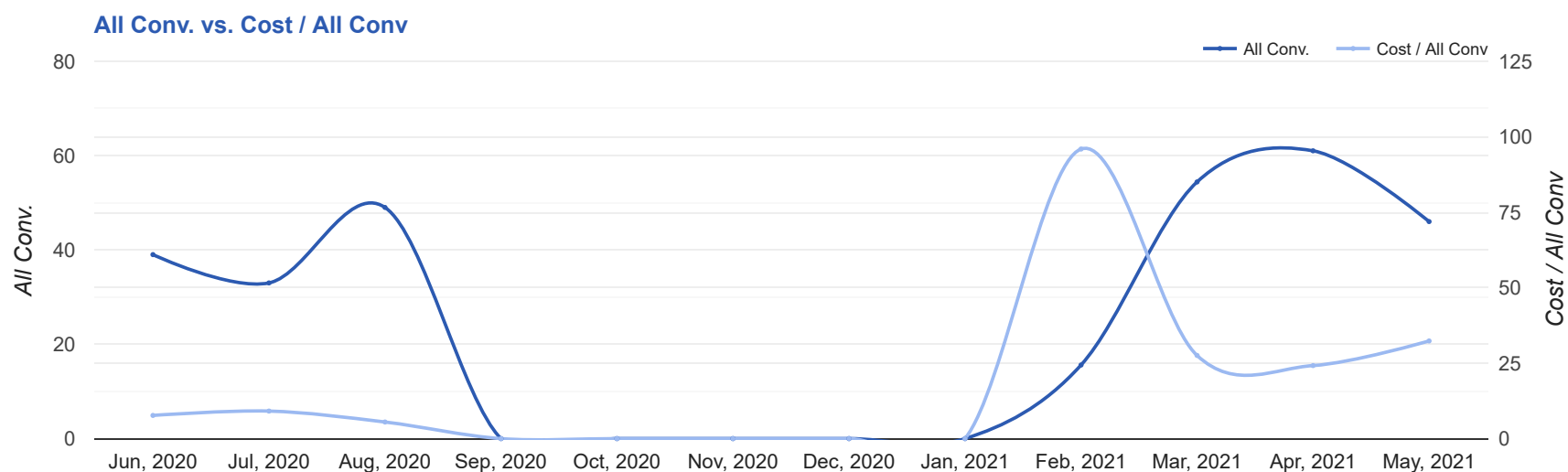
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,488	46	8.11%	\$32.34
↑ 1%	↓ 25%	↓ 15%	↑ 34%

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	6,362	641	\$1,475.33	\$2.30	10.08%	-	9.52%	\$24.19	61
1 May 2021 — 31 May 2021	6,654	567	\$1,487.59	\$2.62	8.52%	-	8.11%	\$32.34	46
Change	292 ↑ 5%	74 ↓ 12%	\$12.26 ↑ 1%	\$0.32 ↑ 14%	1.56% ↓ 15%	0 ↔ -	1.41% ↓ 15%	\$8.15 ↑ 34%	15 ↓ 25%

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
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%	-	61	9.52%	\$24.19
May '21	6,654	567	\$1,487.59	\$2.62	8.52%	-	46	8.11%	\$32.34
Total	28,370	2,338	\$6,826.10	\$2.92	8.24%	-	298	12.75%	\$22.91

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	6,654	567	\$1,487.59	\$2.62	8.52%	-	46	8.11%	\$32.34

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
liposuction	21	14	\$24.85	\$1.78	66.67%	-	3	21.43%	\$8.28
laser lipo el paso tx	4	3	\$10.32	\$3.44	75.00%	-	2	66.67%	\$5.16
liposuction el paso	24	13	\$30.09	\$2.31	54.17%	-	2	15.38%	\$15.04
cool sculpting cost	16	10	\$20.39	\$2.04	62.50%	-	2	20.00%	\$10.20
coolsculpting el paso	24	19	\$55.02	\$2.90	79.17%	-	2	10.53%	\$27.51
cool sculpting	33	12	\$38.73	\$3.23	36.36%	-	2	16.67%	\$19.36
lipo 360	4	4	\$7.22	\$1.80	100.00%	-	1	25.00%	\$7.22
brazilian butt lift el paso	1	1	\$2.13	\$2.13	100.00%	-	1	100.00%	\$2.13
med spa el paso	1	1	\$2.59	\$2.59	100.00%	-	1	100.00%	\$2.59
coolsculpting	14	6	\$19.75	\$3.29	42.86%	-	1	16.67%	\$19.75

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
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.	1,132	130	\$314.57	\$2.42	11.48%	-	9	6.92%	\$34.95
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	809	89	\$275.69	\$3.10	11.00%	-	8.7	9.74%	\$31.80
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	111	13	\$55.47	\$4.27	11.71%	-	4	30.77%	\$13.87
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.	194	23	\$43.43	\$1.89	11.86%	-	4	17.39%	\$10.86
CoolSculpting® in El Paso, TX - May Only 20% Off 6+ Treatments - Hurry Offer Ends In <code>{=COUNTDOWN("2021/05/31 00:00:00","en-US",31)}</code> azul-medspa.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	40	5	\$20.46	\$4.09	12.50%	-	3	60.00%	\$6.82

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

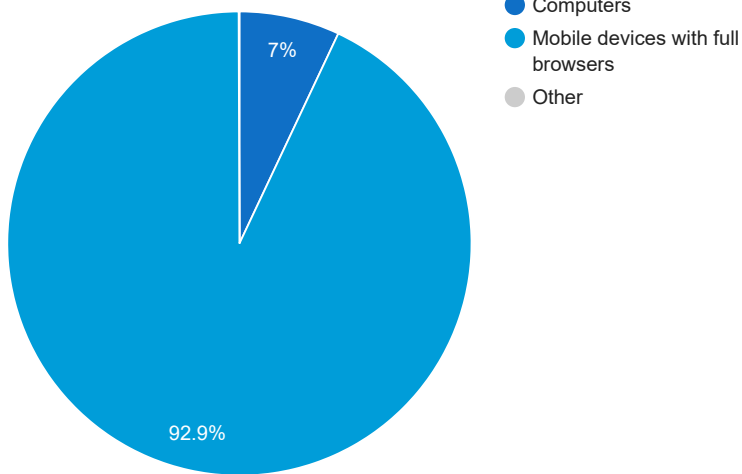
Search Impr Share

27.7%

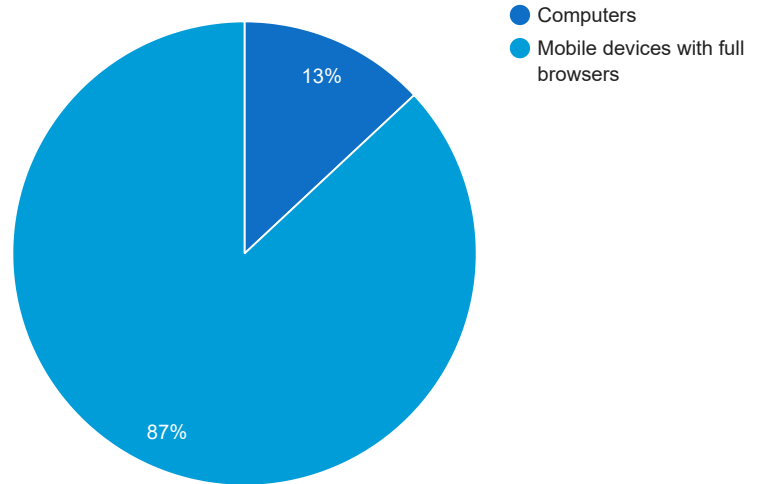
↑ 23%

Cost and Conversions by Device

Cost



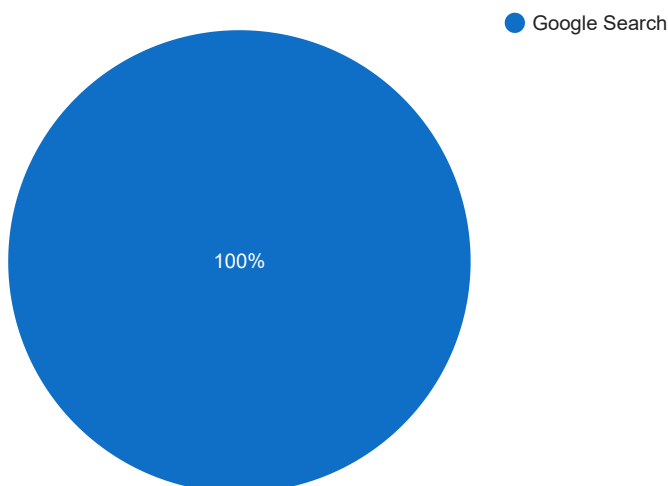
All Conv.



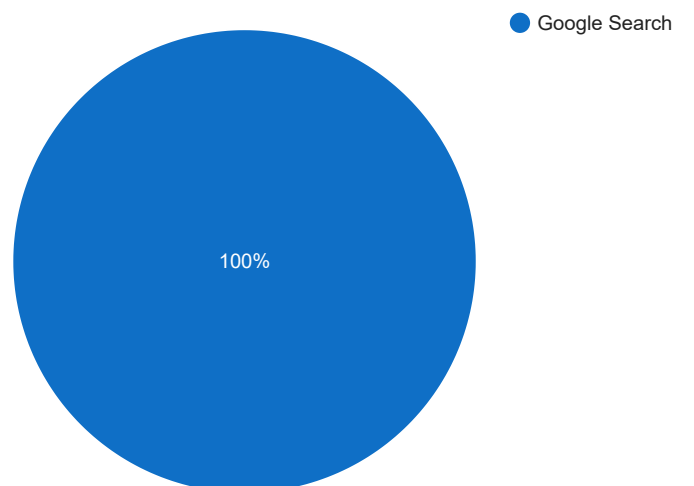
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	6,083	528	\$1,382.60	\$2.62	8.68%	-	40	7.58%	\$34.57
Computers	504	38	\$104.21	\$2.74	7.54%	-	6	15.79%	\$17.37
Tablets with full browsers	67	1	\$0.78	\$0.78	1.49%	-	0	0%	\$0.00

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	6,654	567	\$1,487.59	\$2.62	8.52%	-	46	8.11%	\$32.34

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	36
Click to Call	8
Call From Ads (MS)	1
Calls from ads	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