

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

Azul Medspa

503-387-4552

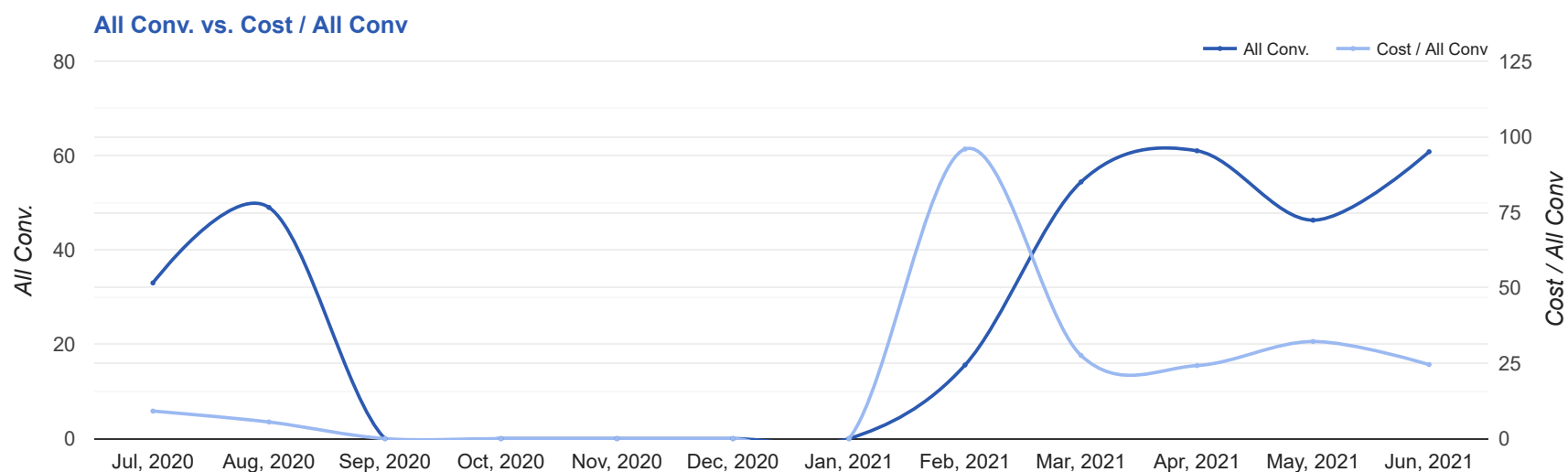
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,489	60.8	9.57%	\$24.51
↔ 0%	↑ 31%	↑ 17%	↓ 24%

## 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	6,654	567	\$1,487.59	\$2.62	8.52%	-	8.16%	\$32.16	46.3
1 Jun 2021 — 30 Jun 2021	6,764	635	\$1,488.70	\$2.34	9.39%	-	9.57%	\$24.51	60.8
Change	110 ↑ 2%	68 ↑ 12%	\$1.11 ↑ 0%	\$0.28 ↓ 11%	0.87% ↑ 10%	0 ↔ -	1.41% ↑ 17%	\$7.65 ↓ 24%	14.50 ↑ 31%

# 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
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%	-	46.3	8.16%	\$32.16
Jun '21	6,764	635	\$1,488.70	\$2.34	9.39%	-	60.8	9.57%	\$24.51
<b>Total</b>	<b>33,891</b>	<b>2,909</b>	<b>\$8,015.15</b>	<b>\$2.76</b>	<b>8.58%</b>	<b>-</b>	<b>320</b>	<b>11%</b>	<b>\$25.05</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	6,764	635	\$1,488.70	\$2.34	9.39%	-	60.8	9.57%	\$24.51

# 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
cool sculpting	46	16	\$37.57	\$2.35	34.78%	-	6	37.50%	\$6.26
coolsculpting	25	7	\$16.70	\$2.39	28.00%	-	3.5	50.00%	\$4.77
body sculpting el paso	37	16	\$33.52	\$2.10	43.24%	-	3	18.75%	\$11.17
liposuction	29	14	\$24.56	\$1.75	48.28%	-	3	21.43%	\$8.19
coolsculpting el paso	14	16	\$55.70	\$3.48	114.29%	-	2.5	15.63%	\$22.28
coolsculpting el paso	13	12	\$41.45	\$3.45	92.31%	-	2.3	18.75%	\$18.42
liposuction cost el paso	5	5	\$9.28	\$1.86	100.00%	-	1.5	30.00%	\$6.19
coolsculpting near me	7	6	\$17.80	\$2.97	85.71%	-	1.5	25.00%	\$11.87
cool sculpting el paso	4	4	\$13.10	\$3.27	100.00%	-	1.3	33.25%	\$9.85
liposuction el paso	24	15	\$35.29	\$2.35	62.50%	-	1	6.67%	\$35.29

# 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 El Paso, TX - Biggest CoolSculpting® Promo <a href="http://azul-medspa.mysculpt.net/">azul-medspa.mysculpt.net/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in El Paso, TX	1,240	139	\$329.73	\$2.37	11.21%	-	22	15.83%	\$14.99
Azul Medspa - Fat Reduction in El Paso, TX - Non-Surgical Fat Reduction <a href="http://azul-medspa.mysculpt.net/">azul-medspa.mysculpt.net/</a> --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,065	115	\$274.44	\$2.39	10.80%	-	9.3	8.11%	\$29.41
Azul Medspa - Fat Reduction in El Paso, TX - Non-Surgical Fat Reduction <a href="http://azul-medspa.mysculpt.net/">azul-medspa.mysculpt.net/</a> --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,377	105	\$260.06	\$2.48	7.63%	-	9.3	8.89%	\$27.87
CoolSculpting® Fat Reduction - CoolSculpting in El Paso, TX - Biggest CoolSculpting® Promo <a href="http://azul-medspa.mysculpt.net/">azul-medspa.mysculpt.net/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in El Paso, TX	397	44	\$113.01	\$2.57	11.08%	-	6.3	14.39%	\$17.85
CoolSculpting® in El Paso, TX - Freeze Away Body Fat - Our Biggest Discount Ever <a href="http://azul-medspa.mysculpt.net/">azul-medspa.mysculpt.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	19	3	\$13.28	\$4.43	15.79%	-	2	66.67%	\$6.64

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

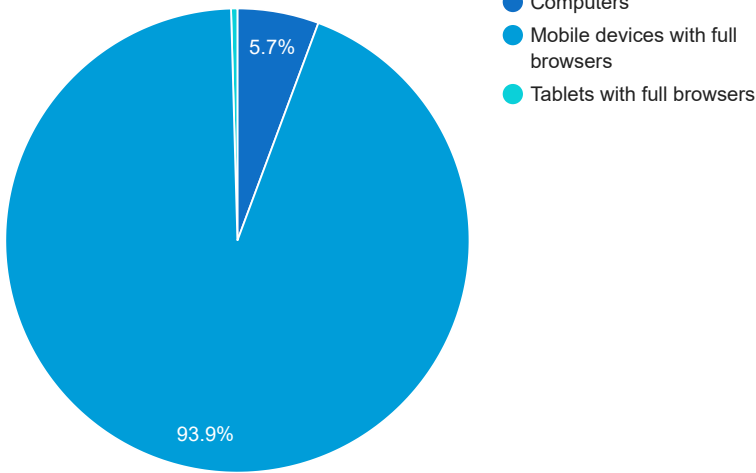
Search Impr Share

23.2%

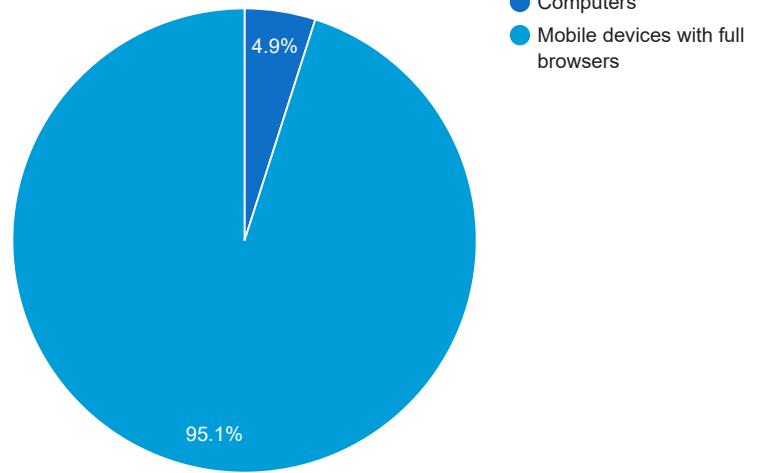
↓ 16%

## Cost and Conversions by Device

### Cost



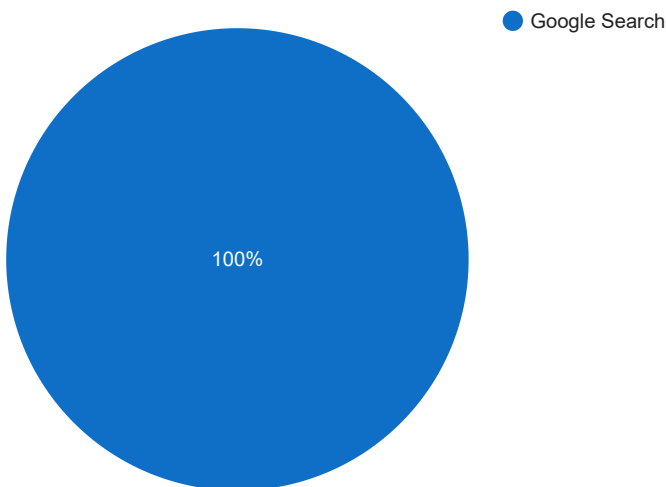
### All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	6,177	595	\$1,397.74	\$2.35	9.63%	-	57.8	9.71%	\$24.20
Computers	522	35	\$84.41	\$2.41	6.7%	-	3	8.57%	\$28.14
Tablets with full browsers	65	5	\$6.55	\$1.31	7.69%	-	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	6,764	635	\$1,488.70	\$2.34	9.39%	-	60.8	9.57%	\$24.51

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	50
Click to Call	7.8
Calls from ads	2
Call From Ads (MS)	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