

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

Body Envy Contouring

710-088-5401

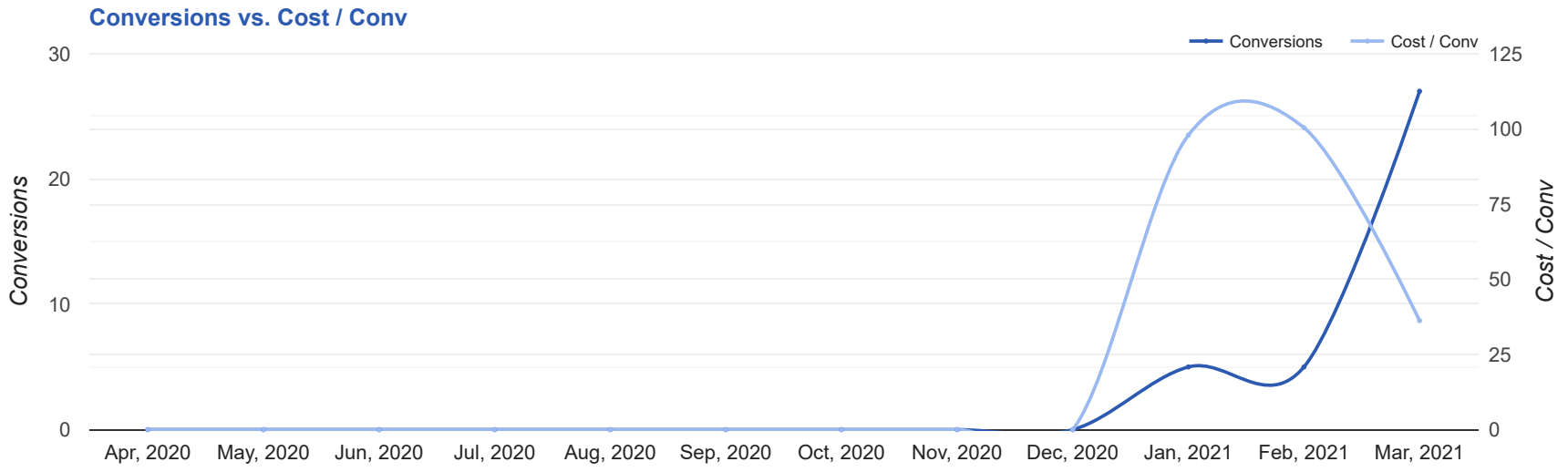
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$978	27	5.14%	\$36.23
↑ 95%	↑ 440%	↑ 184%	↓ 64%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	4,283	276	\$501.94	\$1.82	6.44%	-	5	1.81%	\$100.39	24.93%
1 Mar 2021 — 31 Mar 2021	7,646	525	\$978.08	\$1.86	6.87%	-	27	5.14%	\$36.23	32.17%
Change	3,363 ↑ 79%	249 ↑ 90%	\$476.14 ↑ 95%	\$0.04 ↑ 2%	0.43% ↑ 7%	0 ↔ -	22 ↑ 440%	3.33% ↑ 184%	\$64.16 ↓ 64%	7.24% ↑ 29%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '21	3,679	252	\$489.39	\$1.94	6.85%	-	5	1.98%	\$97.88	26.16%
Feb '21	4,283	276	\$501.94	\$1.82	6.44%	-	5	1.81%	\$100.39	24.93%
Mar '21	7,646	525	\$978.08	\$1.86	6.87%	-	27	5.14%	\$36.23	32.17%
Total	15,608	1,053	\$1,969.41	\$1.87	6.75%	-	37	3.51%	\$53.23	28.37%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers	7,646	525	\$978.08	\$1.86	6.87%	-	27	5.14%	\$36.23	32.17%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

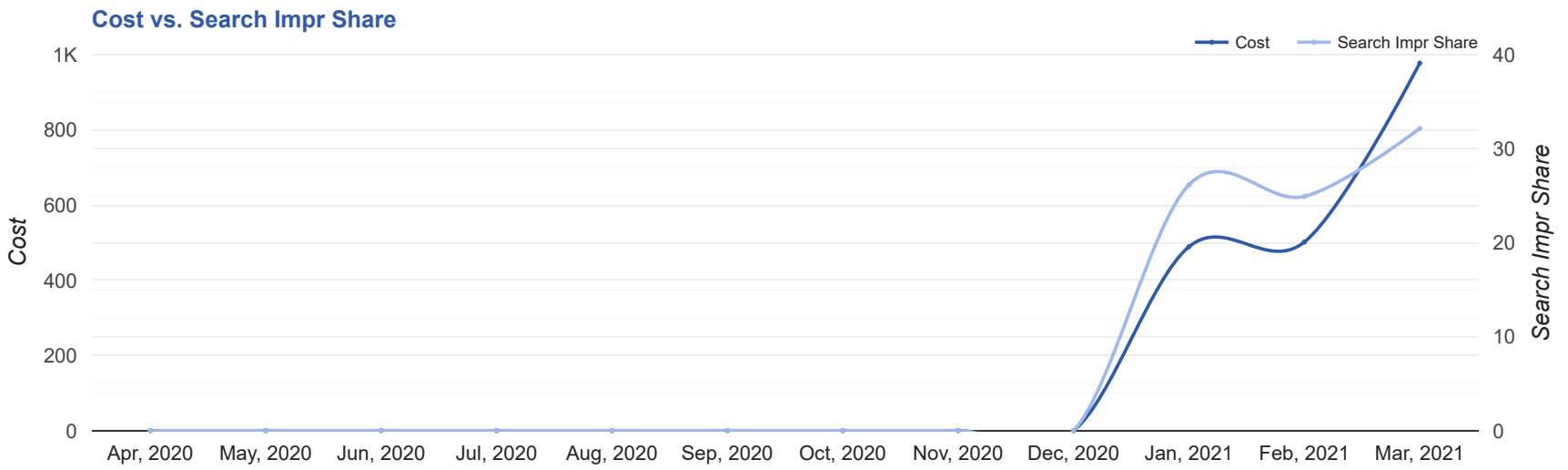
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Body Envy Contouring} - Dermal Fillers in Porter Ranch - Smooth Wrinkles Restore Volume bodyenvy.mysculpt.net/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Porter Ranch, CA.	3,642	254	\$417.95	\$1.65	6.97%	-	9.8	3.84%	\$42.87
Dermal Fillers in Porter Ranch - New Clients Save \$100 - Look Younger & More Energized bodyenvy.mysculpt.net/dermal_fillers/ Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results	474	29	\$79.01	\$2.72	6.12%	-	9.5	32.76%	\$8.32
{Keyword:Body Envy Contouring} - Dermal Fillers in Porter Ranch - Look Younger & More Energized bodyenvy.mysculpt.net/dermal_fillers/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	910	78	\$140.52	\$1.80	8.57%	-	3.3	4.17%	\$43.24
{Keyword:Body Envy Contouring} - Dermal Fillers in Porter Ranch - Smooth Wrinkles Restore Volume bodyenvy.mysculpt.net/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,168	68	\$119.42	\$1.76	5.82%	-	1	1.47%	\$119.42
{Keyword:Body Envy Contouring} - Dermal Fillers in Porter Ranch - Smooth Wrinkles Restore Volume bodyenvy.mysculpt.net/restylane/ -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	511	30	\$45.01	\$1.50	5.87%	-	1	3.33%	\$45.01

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

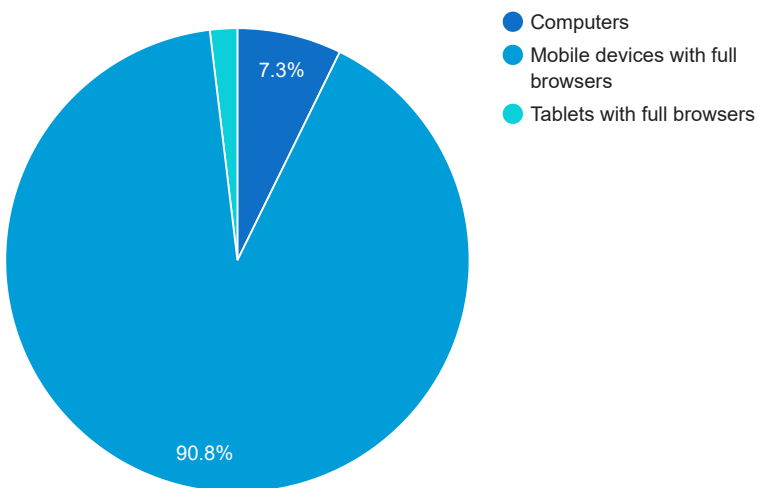
Budget Coverage



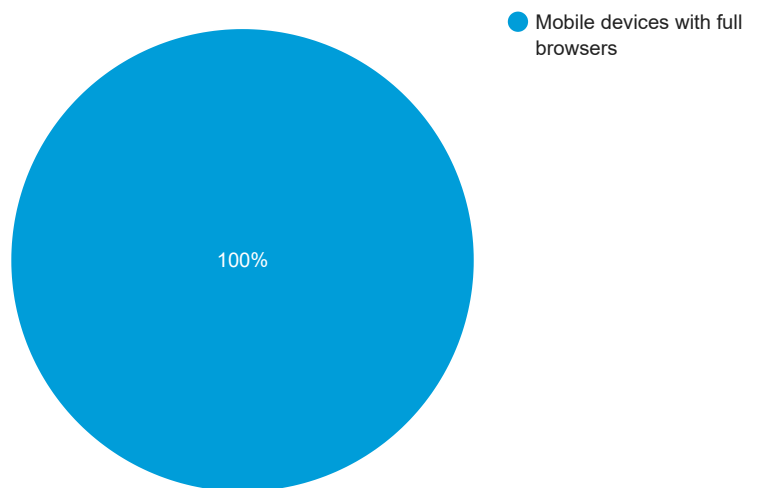
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	489.39	26.16
Feb, 2021	501.94	24.93
Mar, 2021	978.08	32.17

Cost and Conversions by Device

Cost



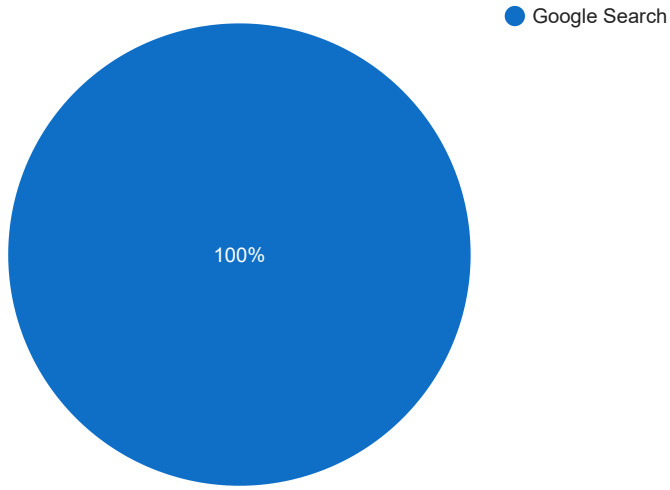
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	6,689	487	\$888.31	\$1.82	7.28%	-	27	5.54%	\$32.90
Computers	852	32	\$71.12	\$2.22	3.76%	-	0	0%	\$0.00
Tablets with full browsers	105	6	\$18.65	\$3.11	5.71%	-	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	7,646	525	\$978.08	\$1.86	6.87%	-	27	5.14%	\$36.23

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

CONV

Click to Call

22

Submit lead form

5

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