

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

Calista Laser

970-709-7898

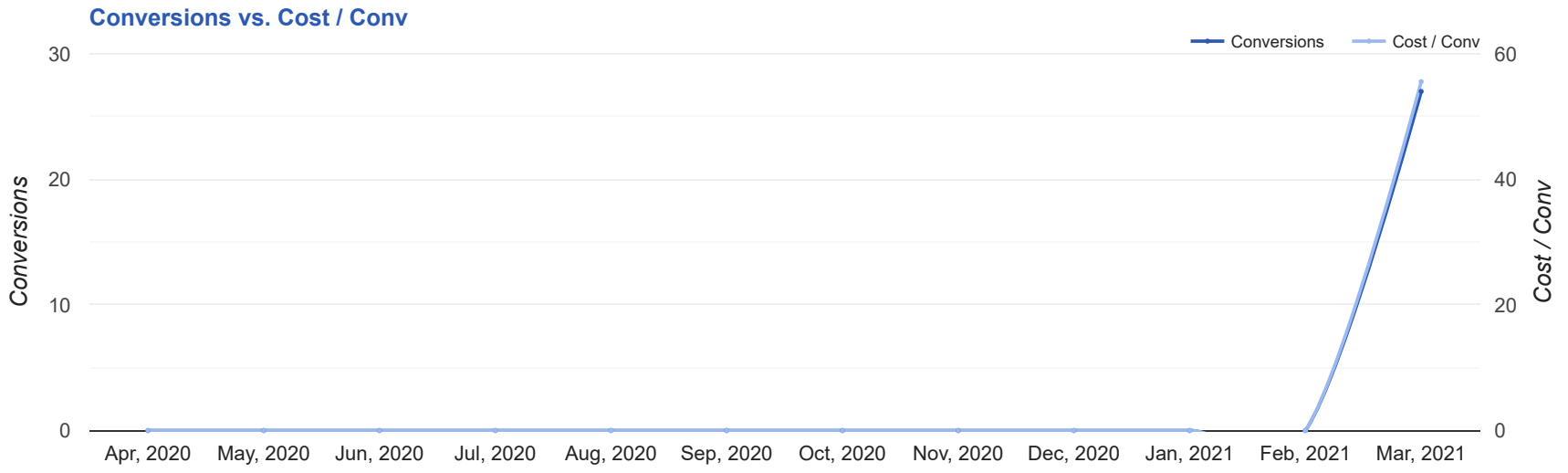
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,500	27	7.63%	\$55.55
↑ ∞	↑ ∞	↑ ∞	↑ ∞

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	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Mar 2021 — 31 Mar 2021	9,087	354	\$1,499.74	\$4.24	3.9%	-	27	7.63%	\$55.55	16.83%
Change	9,087 ↑ ∞%	354 ↑ ∞%	\$1,499.74 ↑ ∞%	\$4.24 ↑ ∞%	3.90% ↑ ∞%	0 ↔ -	27 ↑ ∞%	7.63% ↑ ∞%	\$55.55 ↑ ∞%	16.83% ↑ ∞%

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
Mar '21	9,087	354	\$1,499.74	\$4.24	3.9%	-	27	7.63%	\$55.55	16.83%
Total	9,087	354	\$1,499.74	\$4.24	3.9%	-	27	7.63%	\$55.55	16.83%

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 coolsculpting	9,087	354	\$1,499.74	\$4.24	3.9%	-	27	7.63%	\$55.55	16.83%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

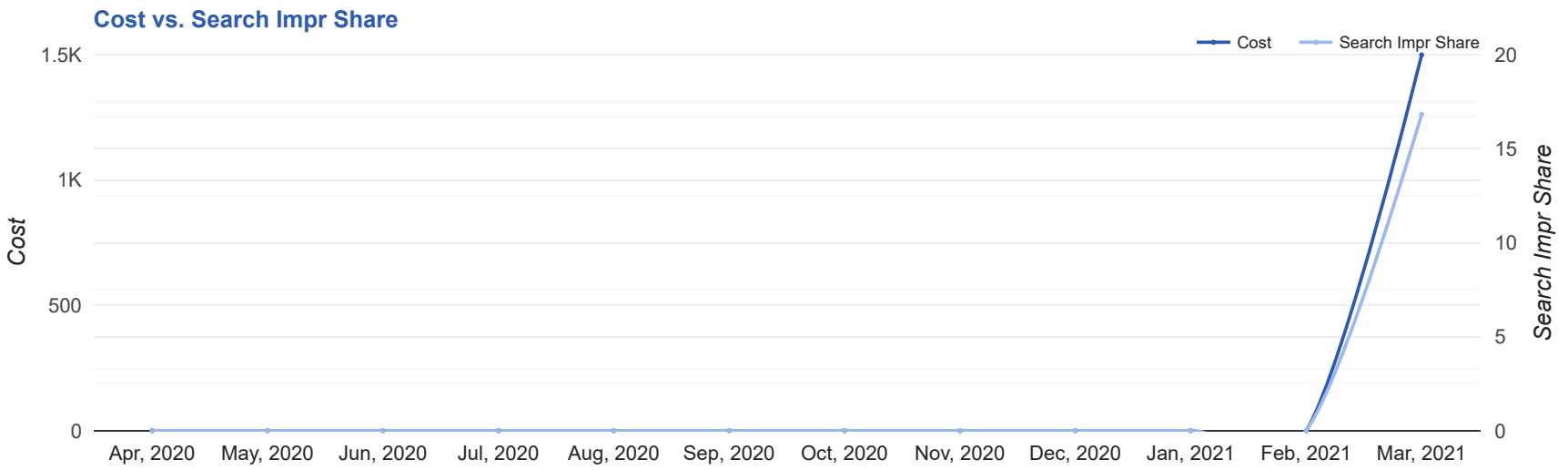
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Calista Laser - Fat Reduction in Colleyville - Non-Surgical Fat Reduction www.calistalaser.com/ - / - - CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,940	111	\$411.75	\$3.71	3.78%	-	9	8.11%	\$45.75
CoolSculpting® Fat Reduction - CoolSculpting in Colleyville - Biggest CoolSculpting® Promo calistalaser.mysculpt.net/ - / - - Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX	989	47	\$277.58	\$5.91	4.75%	-	5	10.64%	\$55.52
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Freeze Away Body Fat calistalaser.mysculpt.net/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	207	9	\$32.79	\$3.64	4.35%	-	2	22.22%	\$16.39
Calista Laser - Fat Reduction in Colleyville - Non-Surgical Fat Reduction www.calistalaser.com/ - / - - CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	712	35	\$169.37	\$4.84	4.92%	-	2	5.71%	\$84.69
Best CoolSculpting Deal Ever - Mar Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2021/03/31 00:00:00","en-US",31)}</code> calistalaser.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	41	5	\$27.77	\$5.55	12.20%	-	1	20.00%	\$27.77

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

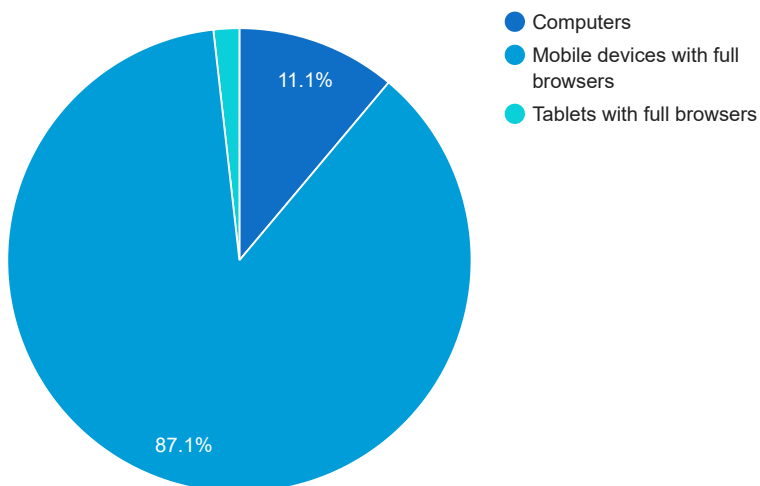
Budget Coverage



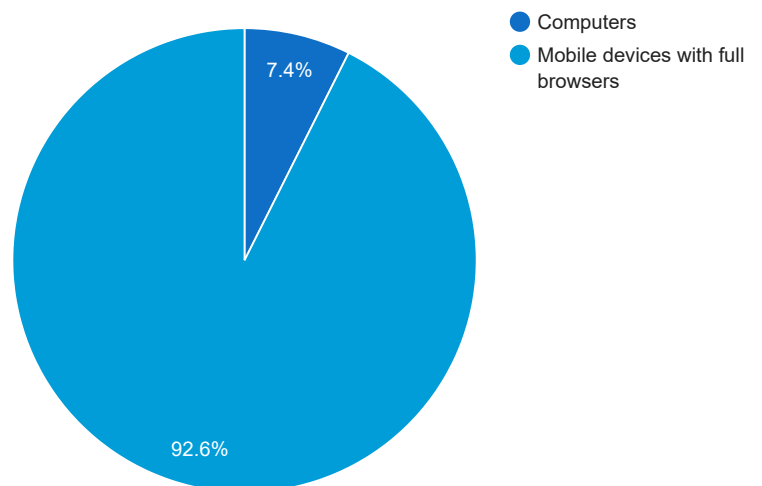
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,499.74	16.83

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	7,610	310	\$1,306.11	\$4.21	4.07%	-	25	8.06%	\$52.24
Computers	1,312	37	\$166.69	\$4.51	2.82%	-	2	5.41%	\$83.35
Tablets with full browsers	165	7	\$26.94	\$3.85	4.24%	-	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	9,087	354	\$1,499.74	\$4.24	3.9%	-	27	7.63%	\$55.55

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	21
Calls from Website	4
Call From Ads (MS)	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