

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

Calista Laser

970-709-7898

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,479	36	9.11%	\$41.08
↓ 1%	↑ 29%	↑ 15%	↓ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	9,087	354	\$1,499.74	\$4.24	3.9%	-	28	7.91%	\$53.56	17.3%
1 Apr 2021 — 30 Apr 2021	9,711	395	\$1,479.05	\$3.74	4.07%	-	36	9.11%	\$41.08	17.22%
Change	624 ↑ 7%	41 ↑ 12%	\$20.69 ↓ 1%	\$0.50 ↓ 12%	0.17% ↑ 4%	0 ↔ -	8 ↑ 29%	1.20% ↑ 15%	\$12.48 ↓ 23%	0.08% ↓ 0%

Performance by Month - 1 May 2020 — 30 Apr 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%	-	28	7.91%	\$53.56	17.3%
Apr '21	9,711	395	\$1,479.05	\$3.74	4.07%	-	36	9.11%	\$41.08	17.22%
Total	18,798	749	\$2,978.79	\$3.98	3.98%	-	64	8.54%	\$46.54	17.26%

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,711	395	\$1,479.05	\$3.74	4.07%	-	36	9.11%	\$41.08	17.22%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

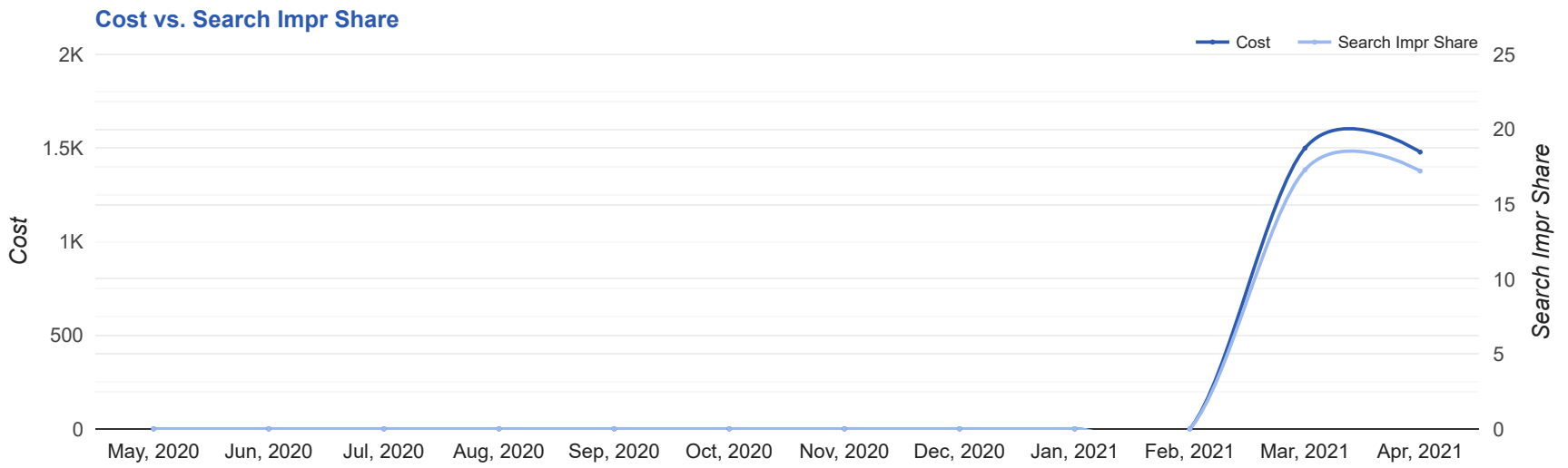
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Colleyville - Biggest CoolSculpting® Promo calistalaser.mysculpt.net/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX	1,569	80	\$360.15	\$4.50	5.10%	-	17.5	21.81%	\$20.64
Non-Surgical Fat Reduction - Freeze Away Body Fat - Freeze Away Body Fat calistalaser.mysculpt.net/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	273	9	\$34.22	\$3.80	3.30%	-	5	55.56%	\$6.84
CoolSculpting® in Colleyville - Limited Time Offer Apr 2021 - Up to 50% Off CoolSculpting calistalaser.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	90	10	\$63.21	\$6.32	11.11%	-	2.1	20.50%	\$30.83
CoolSculpting® Fat Reduction - Save \$1,000 Off 8+ Treatments - Hurry Offer Ends In <code>{=COUNTDOWN("2021/04/30 00:00:00","en-US",31)}</code> calistalaser.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	47	1	\$11.99	\$11.99	2.13%	-	1	100.00%	\$11.99
Best CoolSculpting Deal Ever - Limited Time Offer Apr 2021 - Up to 50% Off CoolSculpting calistalaser.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX	6	1	\$9.57	\$9.57	16.67%	-	1	100.00%	\$9.57

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

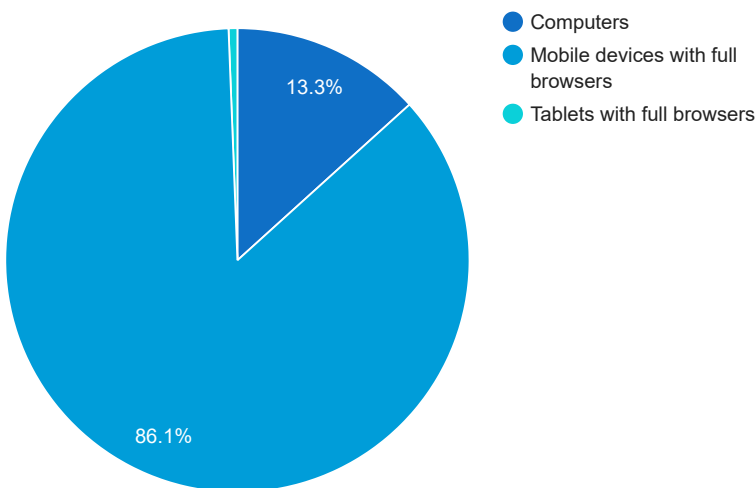
Budget Coverage



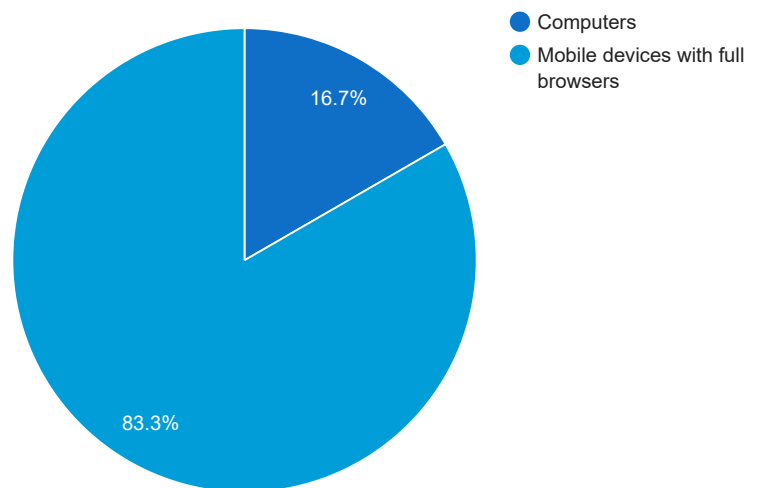
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,499.74	17.30
Apr, 2021	1,479.05	17.22

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	8,230	342	\$1,273.37	\$3.72	4.16%	-	30	8.77%	\$42.45
Computers	1,327	51	\$196.63	\$3.86	3.84%	-	6	11.76%	\$32.77
Tablets with full browsers	154	2	\$9.05	\$4.53	1.3%	-	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	9,711	395	\$1,479.05	\$3.74	4.07%	-	36	9.11%	\$41.08

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	28
Calls from Website	7
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