

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

Calista Laser

970-709-7898

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,974	61.5	7.58%	\$64.62
↑ 169%	↑ 68%	↓ 18%	↑ 59%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	9,711	395	\$1,479.05	\$3.74	4.07%	-	36.5	9.24%	\$40.52	17.18%
1 May 2021 — 31 May 2021	18,222	811	\$3,974.17	\$4.90	4.45%	-	61.5	7.58%	\$64.62	22.83%
<b>Change</b>	8,511 ↑ 88%	416 ↑ 105%	\$2,495.12 ↑ 169%	\$1.16 ↑ 31%	0.38% ↑ 9%	0 ↔ -	25 ↑ 68%	1.66% ↓ 18%	\$24.10 ↑ 59%	5.65% ↑ 33%

# Performance by Month - 1 Jun 2020 — 31 May 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%	-	36.5	9.24%	\$40.52	17.18%
May '21	18,222	811	\$3,974.17	\$4.90	4.45%	-	61.5	7.58%	\$64.62	22.83%
<b>Total</b>	37,020	1,560	\$6,952.96	\$4.46	4.21%	-	126	8.08%	\$55.18	19.6%

## Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	12,581	501	\$1,985.33	\$3.96	3.98%	-	28.5	5.69%	\$69.66	18.32%
search   beta   hydration iv	4,077	209	\$992.32	\$4.75	5.13%	-	20	9.57%	\$49.62	44.87%
search   beta   laser tattoo removal	1,564	101	\$996.52	\$9.87	6.46%	-	13	12.87%	\$76.66	67.52%

# Top Performing Ads - 1 May 2021 — 31 May 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">IV Hydration Bar In Texas - New Clients Special: \$49 Off - IV Hydration Specialist</a> <a href="#">calistalaser.mysculpt.net//</a> IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	412	38	\$222.58	\$5.86	9.22%	-	7	18.42%	\$31.80
{Keyword:PicoSure Tattoo Removal} - Flat Rate for Complete Removal - State Of-The-Art Lasers <a href="#">calistalaser.mysculpt.net/ --/ --</a> Laser Tattoo Removal is an Effective, Non-Invasive Method of Safe Tattoo Removal	465	26	\$306.23	\$11.78	5.59%	-	7	26.92%	\$43.75
<a href="#">Calista Laser - Fat Reduction in Colleyville - Non-Surgical Fat Reduction</a> <a href="#">calistalaser.mysculpt.net/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	3,071	121	\$438.36	\$3.62	3.94%	-	6.2	5.12%	\$70.70
<a href="#">Non-Surgical Fat Reduction - Freeze Away Body Fat - Freeze Away Body Fat</a> <a href="#">calistalaser.mysculpt.net//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	268	11	\$41.08	\$3.73	4.10%	-	4	36.36%	\$10.27
{Keyword:Calista Skin & Laser Center} - IV Hydration Vitamin Therapy - IV Hydration Bar In Texas <a href="#">calistalaser.mysculpt.net/ --/ --</a> IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	420	29	\$180.22	\$6.21	6.90%	-	4	13.79%	\$45.05

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

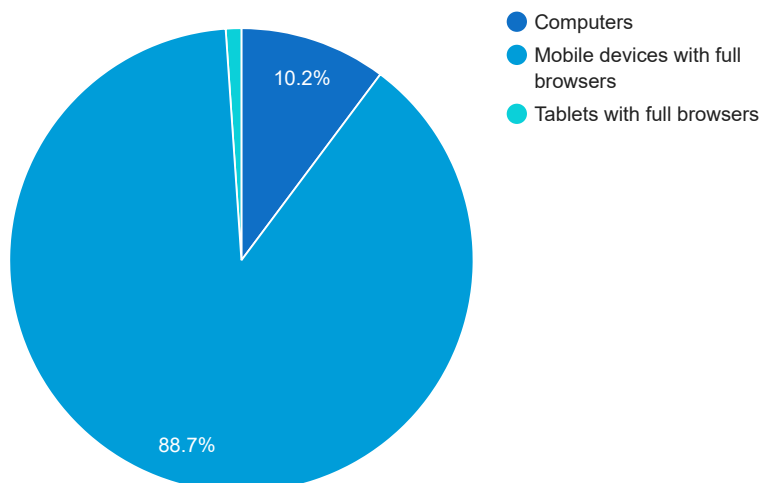
## Budget Coverage



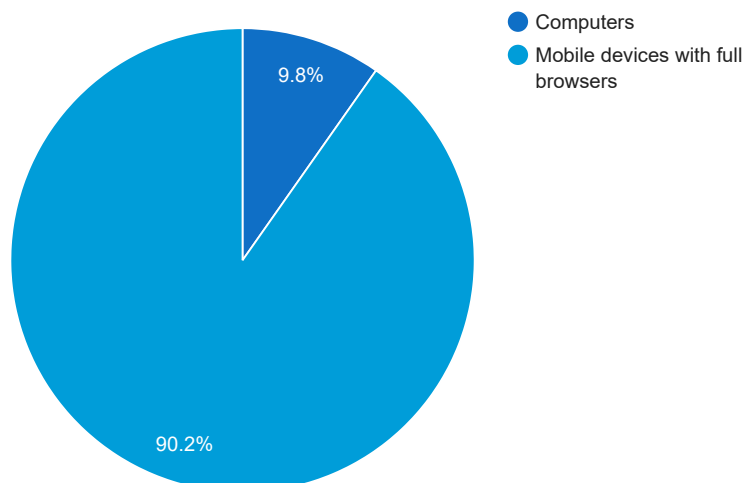
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,499.74	17.30
Apr, 2021	1,479.05	17.18
May, 2021	3,974.17	22.83

## 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	15,789	709	\$3,525.17	\$4.97	4.49%	-	55.5	7.83%	\$63.52
Computers	2,164	90	\$405.89	\$4.51	4.16%	-	6	6.67%	\$67.65
Tablets with full browsers	269	12	\$43.11	\$3.59	4.46%	-	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	18,222	811	\$3,974.17	\$4.90	4.45%	-	61.5	7.58%	\$64.62

## Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Submit lead form	49
Calls from Website	7.5
Call From Ads (MS)	4
Click to Call	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