

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

Calista Laser

970-709-7898

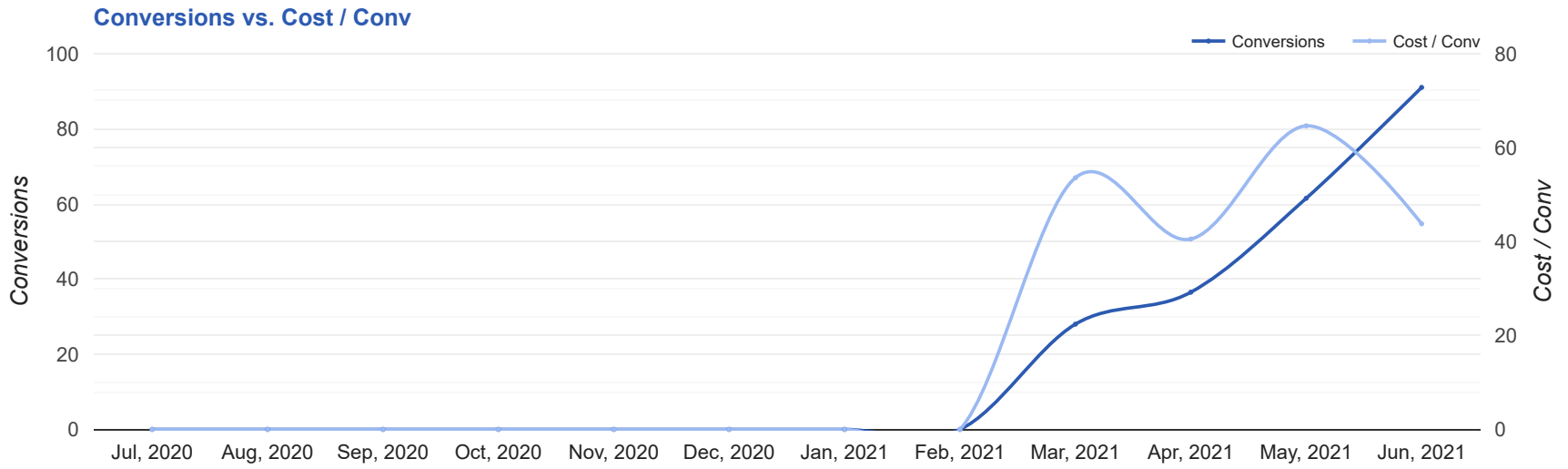
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,983	91	10.83%	\$43.77
↔ 0%	↑ 48%	↑ 43%	↓ 32%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	18,222	811	\$3,974.17	\$4.90	4.45%	-	61.5	7.58%	\$64.62	22.84%
1 Jun 2021 — 30 Jun 2021	19,565	840	\$3,982.83	\$4.74	4.29%	-	91	10.83%	\$43.77	19.57%
Change	1,343 ↑ 7%	29 ↑ 4%	\$8.66 ↑ 0%	\$0.16 ↓ 3%	0.16% ↓ 4%	0 ↔ -	29.50 ↑ 48%	3.25% ↑ 43%	\$20.85 ↓ 32%	3.27% ↓ 14%

# Performance by Month - 1 Jul 2020 — 30 Jun 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	22.84%
Jun '21	19,565	840	\$3,982.83	\$4.74	4.29%	-	91	10.83%	\$43.77	19.57%
<b>Total</b>	56,585	2,400	\$10,935.79	\$4.56	4.24%	-	217	9.04%	\$50.40	19.59%

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	12,158	489	\$1,983.67	\$4.06	4.02%	-	38	7.77%	\$52.20	14.49%
search   beta   hydration iv	5,309	248	\$1,003.53	\$4.05	4.67%	-	27	10.89%	\$37.17	39.93%
search   beta   laser tattoo removal	2,098	103	\$995.63	\$9.67	4.91%	-	26	25.24%	\$38.29	66.38%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

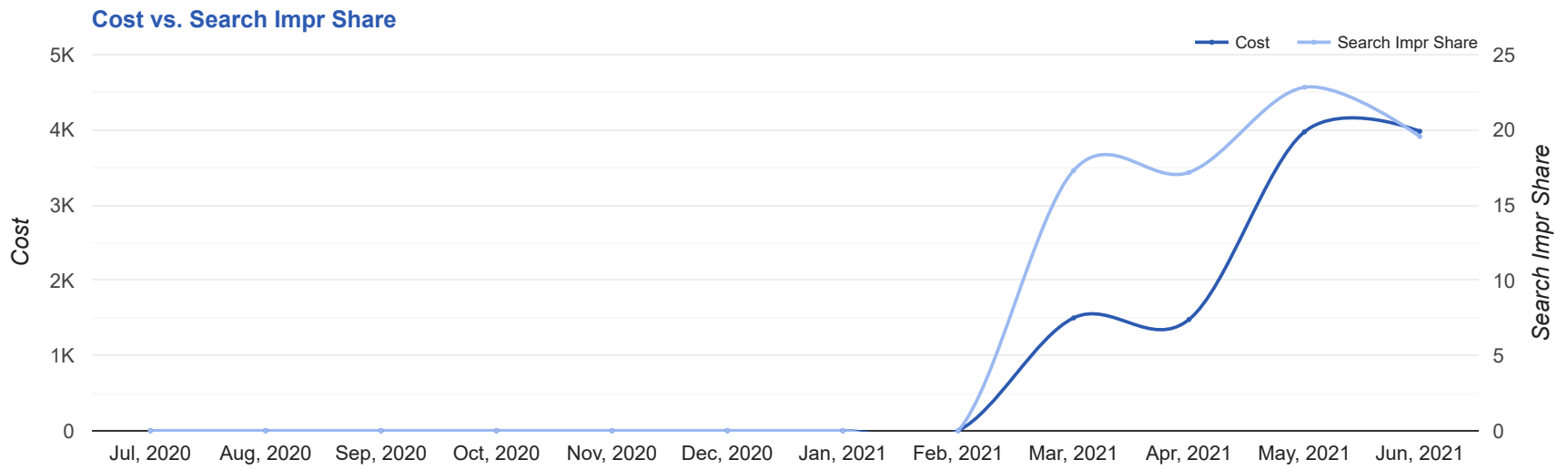
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Colleyville - Biggest CoolSculpting® Promo <a href="https://calistalaser.mysculpt.net/">calistalaser.mysculpt.net/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX	2,275	114	\$558.19	\$4.90	5.01%	-	14	12.28%	\$39.87
{Keyword:Tattoo Removal} - Lowest Prices in DFW Area - Calista Skin & Laser Center <a href="https://calistalaser.mysculpt.net/">calistalaser.mysculpt.net/</a> No Scarring. Safe, Affordable & Fast PicoWay Tattoo Removal. 5-Star Results	517	36	\$349.43	\$9.71	6.96%	-	11	30.56%	\$31.77
{Keyword:PicoSure Tattoo Removal} - Flat Rate for Complete Removal - State Of-The-Art Lasers <a href="https://calistalaser.mysculpt.net/">calistalaser.mysculpt.net/</a> --/ -- Laser Tattoo Removal is an Effective, Non-Invasive Method of Safe Tattoo Removal	1,155	54	\$542.57	\$10.05	4.68%	-	10	18.52%	\$54.26
Calista Skin & Laser Center - IV Hydration Vitamin Therapy - IV Hydration Bar In Texas <a href="https://calistalaser.mysculpt.net/">calistalaser.mysculpt.net/</a> --/ -- IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	1,485	55	\$204.23	\$3.71	3.70%	-	8	14.55%	\$25.53
IV Hydration Bar In Texas - New Clients Special: \$49 Off - IV Hydration Specialist <a href="https://calistalaser.mysculpt.net/">calistalaser.mysculpt.net/</a> IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV	599	34	\$147.56	\$4.34	5.68%	-	7	20.59%	\$21.08

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

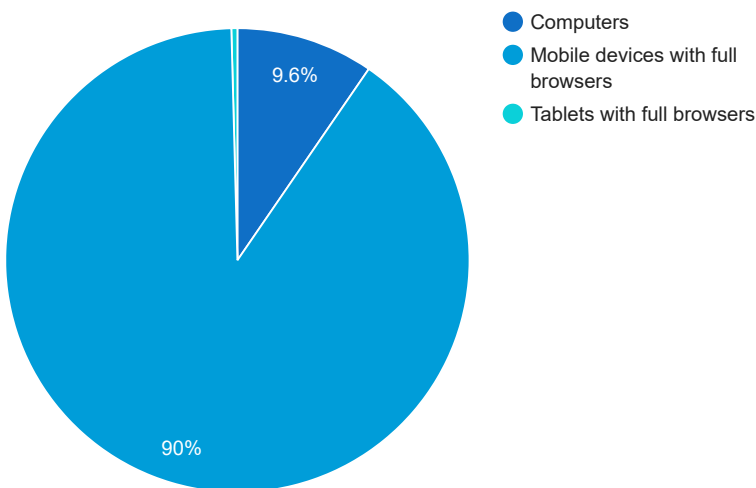
## Budget Coverage



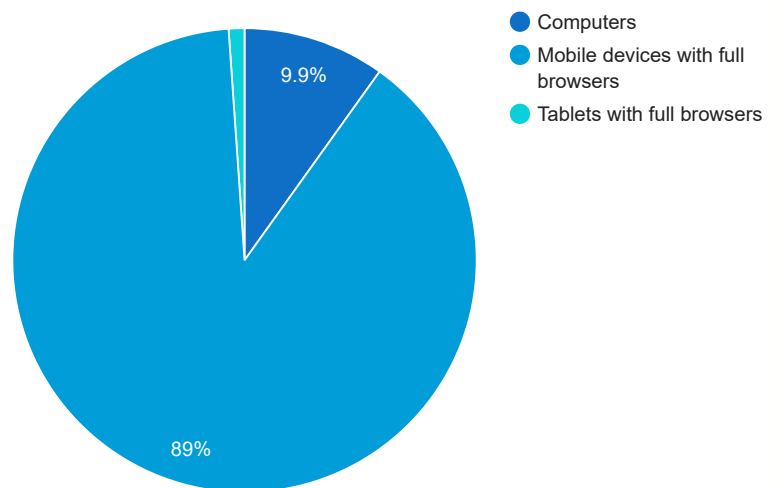
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,499.74	17.30
Apr, 2021	1,479.05	17.18
May, 2021	3,974.17	22.84
Jun, 2021	3,982.83	19.57

## 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	17,090	738	\$3,584.70	\$4.86	4.32%	-	81	10.98%	\$44.26
Computers	2,242	95	\$381.46	\$4.02	4.24%	-	9	9.47%	\$42.38
Tablets with full browsers	233	7	\$16.67	\$2.38	3%	-	1	14.29%	\$16.67

### 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	19,565	840	\$3,982.83	\$4.74	4.29%	-	91	10.83%	\$43.77

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Submit lead form	80
Calls from Website	6
Call From Ads (MS)	3
Click to Call	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