

**Monthly Account  
Performance Report  
1 Oct 2020 — 31 Oct 2020**

CI Medspa

827-327-1339

# Key Performance Indicators (KPIs)

Cost

\$25,015

↑ 20%

Conv

272.5

↑ 21%

Conv Rate

6.02%

↑ 3%

Cost / Conv

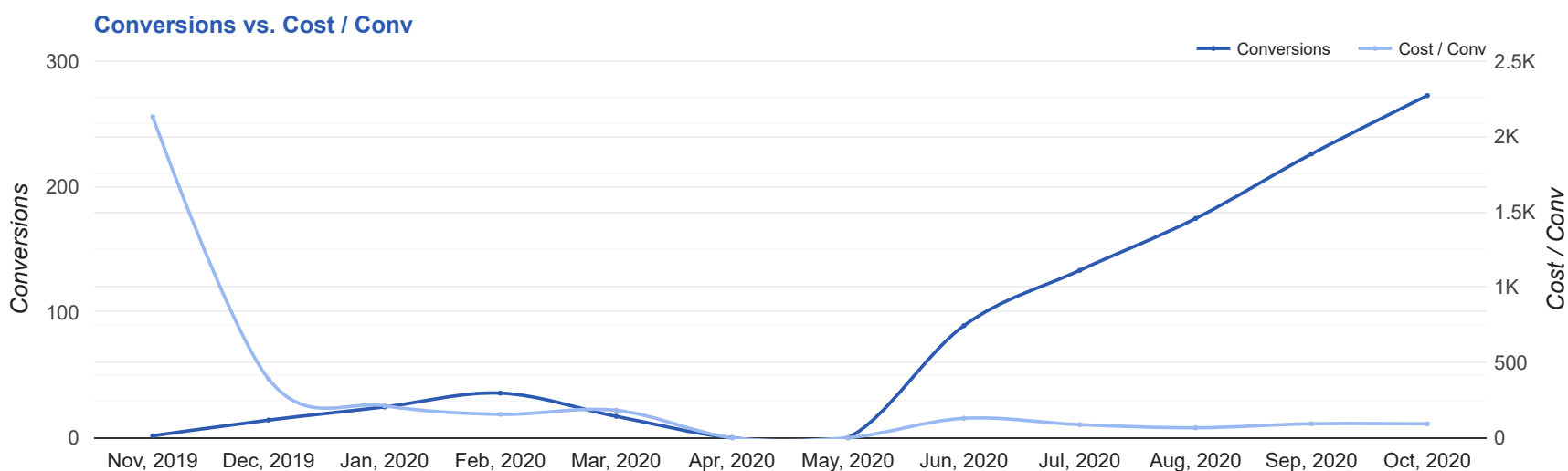
\$91.82

↓ 1%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	102,721	3,850	\$20,865.87	\$5.42	3.75%	-	226	5.87%	\$92.34	29.47%
1 Oct 2020 — 31 Oct 2020	62,009	4,524	\$25,015.20	\$5.53	7.3%	-	272.5	6.02%	\$91.82	28.77%
Change	40,712 ↓ 40%	674 ↑ 18%	\$4,149.33 ↑ 20%	\$0.11 ↑ 2%	3.55% ↑ 95%	--	46.47 ↑ 21%	0.15% ↑ 3%	\$0.52 ↓ 1%	0.70% ↓ 2%

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '19	1,860	111	\$3,193.78	\$28.77	5.97%	-	1.5	1.35%	\$2,129.19	43.3%
Dec '19	7,661	438	\$5,444.05	\$12.43	5.72%	-	14	3.2%	\$388.86	45.14%
Jan '20	10,142	641	\$5,190.48	\$8.10	6.32%	-	24.5	3.82%	\$211.86	46.57%
Feb '20	13,171	807	\$5,505.97	\$6.82	6.13%	-	35.5	4.4%	\$155.10	34.63%
Mar '20	7,037	388	\$3,087.19	\$7.96	5.51%	-	17	4.38%	\$181.60	53.72%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	20,125	1,384	\$11,457.33	\$8.28	6.88%	-	89.2	6.44%	\$128.49	54.08%
Jul '20	27,451	2,091	\$11,543.76	\$5.52	7.62%	-	133.3	6.38%	\$86.58	53.03%
Aug '20	60,281	2,827	\$11,483.61	\$4.06	4.69%	-	174.6	6.18%	\$65.78	21.95%
Sep '20	102,721	3,850	\$20,865.87	\$5.42	3.75%	-	226	5.87%	\$92.34	29.47%
Oct '20	62,009	4,524	\$25,015.20	\$5.53	7.3%	-	272.5	6.02%	\$91.82	28.77%
<b>Total</b>	<b>312,458</b>	<b>17,061</b>	<b>\$102,787.24</b>	<b>\$6.02</b>	<b>5.46%</b>	<b>-</b>	<b>988</b>	<b>5.79%</b>	<b>\$104.04</b>	<b>30.58%</b>

# Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
CI   search   beta   coolsculpting	19,167	1,445	\$9,945.14	\$6.88	7.54%	-	117.2	8.11%	\$84.87	43.97%
CON   search   beta   liposuction   gold coast	15,330	1,086	\$2,987.42	\$2.75	7.08%	-	63.5	5.85%	\$47.03	26.52%
CON   search   beta   coolsculpting   naperville	3,816	353	\$2,889.97	\$8.19	9.25%	-	22.6	6.39%	\$128.16	28.71%
CON   search   beta   breast augmentation   gold coast	10,607	639	\$2,917.17	\$4.57	6.02%	-	22.5	3.52%	\$129.65	28.2%
CON   search   beta   coolsculpting   geneva	2,818	290	\$2,950.42	\$10.17	10.29%	-	21.7	7.48%	\$135.96	35.89%
CI   search   beta   laser skin resurfacing	1,997	135	\$255.93	\$1.90	6.76%	-	12	8.89%	\$21.33	5%
CON   search   beta   coolsculpting   barrington	2,932	191	\$2,310.11	\$12.09	6.51%	-	7	3.66%	\$330.02	25.58%
CI   search   beta   ultherapy	4,079	321	\$502.97	\$1.57	7.87%	-	6	1.87%	\$83.83	31.07%
CI   search   beta   hydrafacial	1,263	64	\$256.07	\$4.00	5.07%	-	0	0%	\$0.00	24.18%

# Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

## Top Text Ads

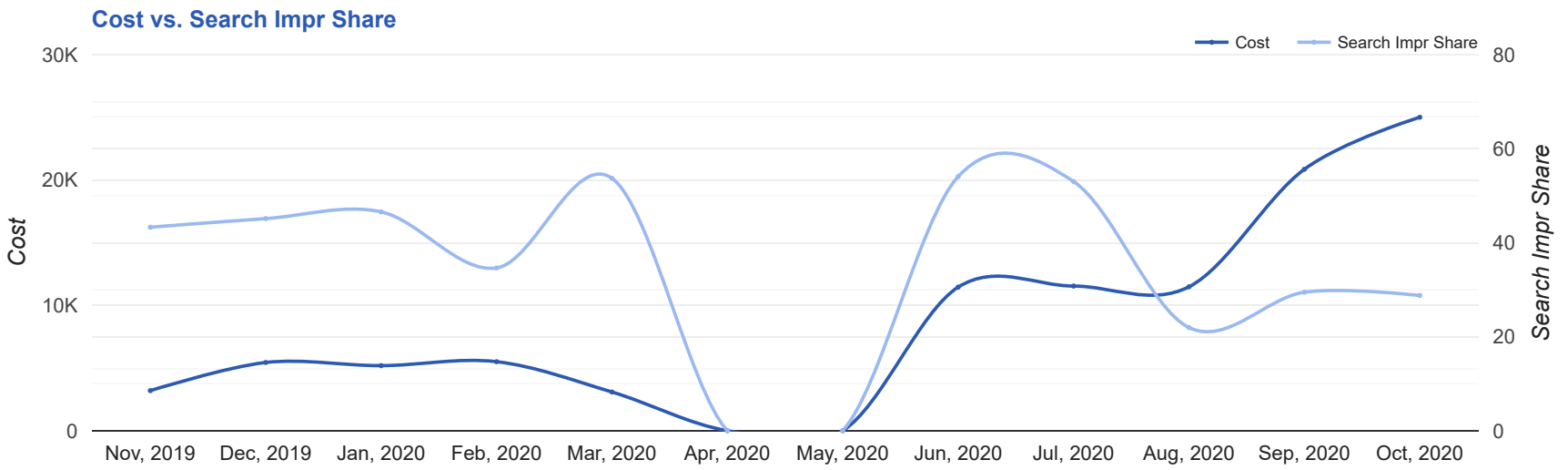
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Concierge MedSpa - Surgical Fat Reduction - Natural-Looking Fat Reduction</a> <a href="http://www.concierge-medspa.com/">www.concierge-medspa.com/</a> -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	9,210	653	\$1,849.92	\$2.83	7.09%	-	47	7.20%	\$39.34
<a href="#">CoolSculpting® Chicago - \$1,000 Off October Special - Our Biggest Discount Ever</a> <a href="http://cimedspa.com/">cimedspa.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,507	270	\$2,244.49	\$8.31	7.70%	-	27.6	10.23%	\$81.23
{Keyword:CI Medspa} - <a href="#">CoolSculpting in Chicago - Fat Reduction Treatment</a> <a href="http://cimedspa.com/">cimedspa.com/</a> -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	2,833	204	\$1,458.73	\$7.15	7.20%	-	19.9	9.77%	\$73.19
{Keyword:Concierge Med Spa} - <a href="#">CoolSculpting in Naperville - Fat Reduction Treatment</a> <a href="http://www.concierge-medspa.com/">www.concierge-medspa.com/</a> -- Leading CoolSculpting Provider in Naperville, IL. Schedule a Free Consultation	927	142	\$1,447.71	\$10.20	15.32%	-	12.3	8.66%	\$117.70
{Keyword:Concierge Med Spa} - <a href="#">CoolSculpting in Geneva - Fat Reduction Treatment</a> <a href="http://www.concierge-medspa.com/">www.concierge-medspa.com/</a> -- Leading CoolSculpting Provider in Geneva, IL. Schedule a Free Consultation	812	130	\$1,398.28	\$10.76	16.01%	-	11.8	9.08%	\$118.50

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

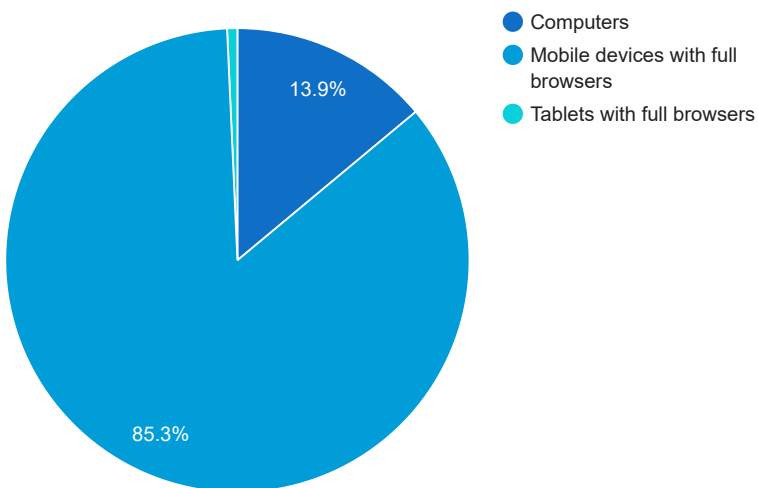
## Budget Coverage



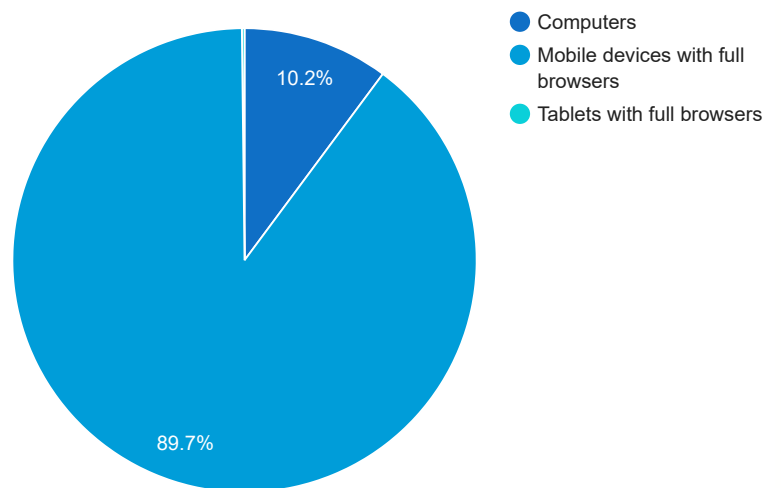
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	3,193.78	43.30
Dec, 2019	5,444.05	45.14
Jan, 2020	5,190.48	46.57
Feb, 2020	5,505.97	34.63
Mar, 2020	3,087.19	53.72
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	29.47
Oct, 2020	25,015.20	28.77

## 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	52,278	4,006	\$21,347.70	\$5.33	7.66%	-	244.3	6.1%	\$87.39
Computers	8,744	472	\$3,489.33	\$7.39	5.4%	-	27.7	5.86%	\$126.11
Tablets with full browsers	987	46	\$178.17	\$3.87	4.66%	-	0.5	1.09%	\$356.34

### 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	62,009	4,524	\$25,015.20	\$5.53	7.3%	-	272.5	6.02%	\$91.82

# Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	239.8
Calls from ads	14.9
Phone Calls from Website	9.8
Click to Call	8

## 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