

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

CI Medspa

827-327-1339

Key Performance Indicators (KPIs)

Cost

\$35,360

↑ 3%

Conv

283.5

↑ 15%

Conv Rate

5.32%

↑ 20%

Cost / Conv

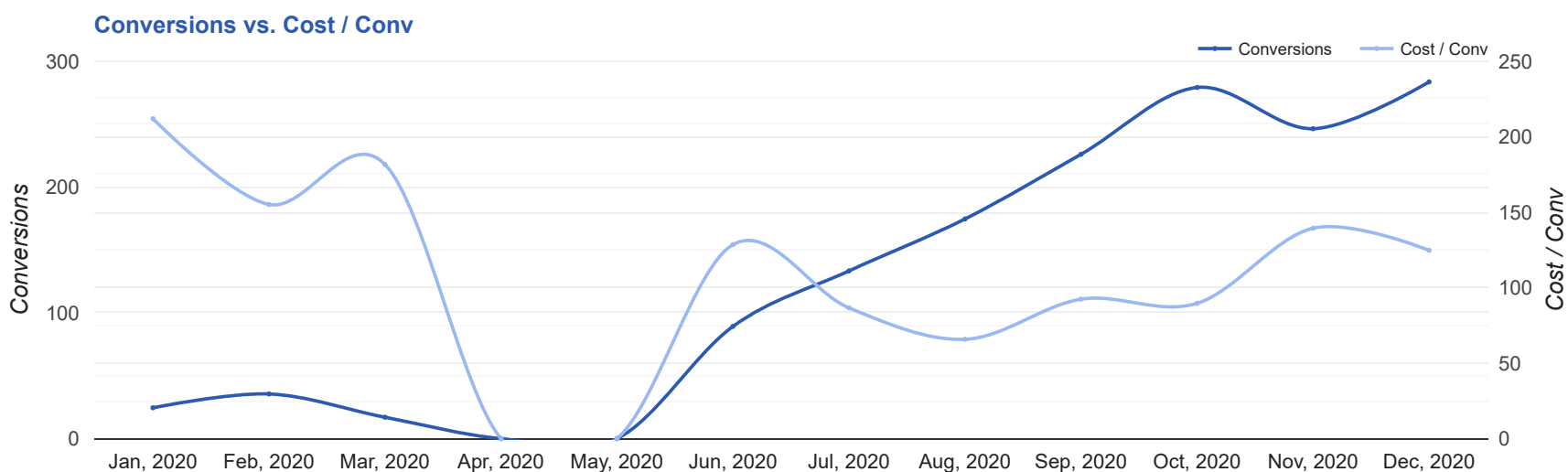
\$124.71

↓ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	88,366	5,572	\$34,323.60	\$6.16	6.31%	-	246.3	4.42%	\$139.36	27.34%
1 Dec 2020 — 31 Dec 2020	80,269	5,326	\$35,360.27	\$6.64	6.64%	-	283.5	5.32%	\$124.71	24.16%
Change	8,097 ↓ 9%	246 ↓ 4%	\$1,036.67 ↑ 3%	\$0.48 ↑ 8%	0.33% ↑ 5%	--	37.25 ↑ 15%	0.90% ↑ 20%	\$14.65 ↓ 11%	3.18% ↓ 12%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	28.53%
Oct '20	62,009	4,524	\$25,015.20	\$5.53	7.3%	-	279.1	6.17%	\$89.62	28.85%
Nov '20	88,366	5,572	\$34,323.60	\$6.16	6.31%	-	246.3	4.42%	\$139.36	27.34%
Dec '20	80,269	5,326	\$35,360.27	\$6.64	6.64%	-	283.5	5.32%	\$124.71	24.16%
Total	471,572	27,410	\$163,833.28	\$5.98	5.81%	-	1,509	5.51%	\$108.57	28.29%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
CON search beta liposuction gold coast	13,044	1,183	\$3,934.18	\$3.33	9.07%	-	75	6.34%	\$52.43	26.19%
CI search beta coolsculpting	7,760	562	\$6,966.86	\$12.40	7.24%	-	51.3	9.12%	\$135.91	82.47%
CI search beta coolsculpting exp reach	16,839	738	\$3,711.47	\$5.03	4.38%	-	35.9	4.86%	\$103.53	18.73%
CON search beta breast augmentation gold coast	8,282	644	\$2,959.81	\$4.60	7.78%	-	28.9	4.49%	\$102.34	24.57%
CS CI vs CON LP	3,711	241	\$3,512.97	\$14.58	6.49%	-	21.8	9.05%	\$161.07	78.29%
CON search beta rhinoplasty	4,802	351	\$1,985.49	\$5.66	7.31%	-	15	4.27%	\$132.37	40.2%
CON search beta coolsculpting naperville	1,485	214	\$2,770.87	\$12.95	14.41%	-	14.2	6.62%	\$195.54	64.8%
CON search beta coolsculpting geneva	1,350	200	\$2,778.40	\$13.89	14.81%	-	13.9	6.95%	\$199.88	83.79%
CON search beta coolsculpting naperville exp reach	4,765	234	\$1,184.46	\$5.06	4.91%	-	8	3.42%	\$148.06	15.55%
CI search beta ultherapy	3,436	248	\$501.94	\$2.02	7.22%	-	6	2.42%	\$83.66	29.3%
CI search beta laser skin resurfacing	2,261	140	\$252.33	\$1.80	6.19%	-	6	4.29%	\$42.06	5%
CON search beta coolsculpting geneva exp reach	3,870	205	\$1,195.42	\$5.83	5.3%	-	3.6	1.76%	\$332.06	16.17%
CON search beta coolsculpting barrington exp reach	2,609	97	\$1,175.99	\$12.12	3.72%	-	2	2.06%	\$588.00	29.81%
CI vs CON LP	4,568	156	\$762.23	\$4.89	3.42%	-	2	1.28%	\$381.12	19.69%
CON search beta coolsculpting barrington	445	53	\$1,415.85	\$26.71	11.91%	-	0	0%	\$0.00	99.1%
CI search beta hydrfacial	1,042	60	\$252.00	\$4.20	5.76%	-	0	0%	\$0.00	29.81%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

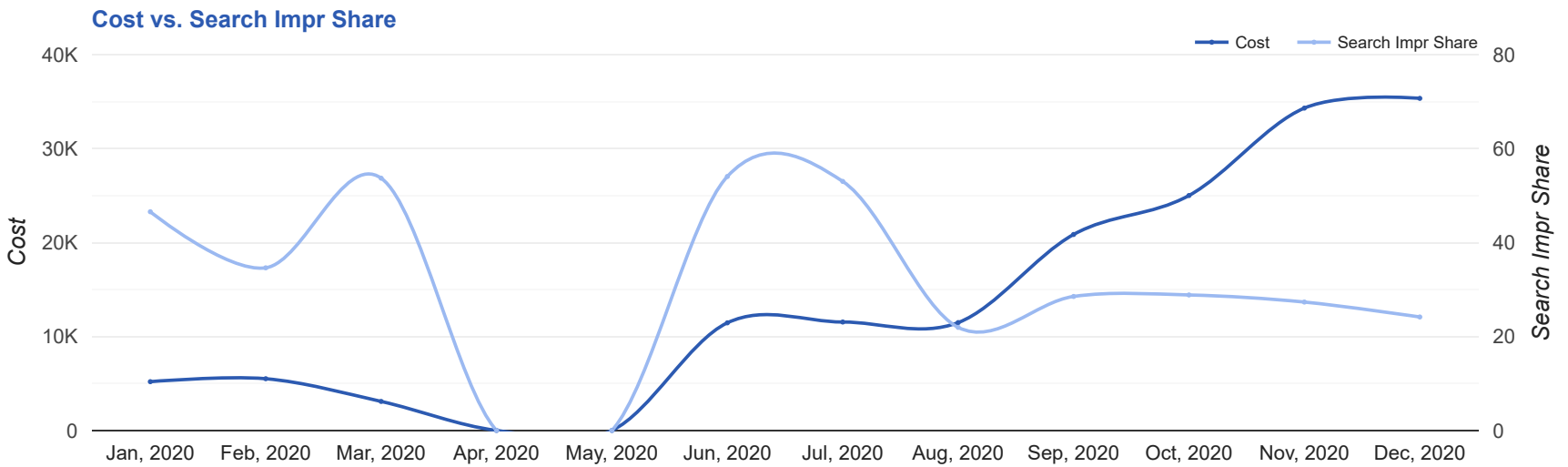
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Liposuction Chicago, IL - Remove Stubborn Fat - Concierge MedSpa www.concierge-medspa.com/ Remove Stubborn Fat that Resists Diet & Exercise. Less Invasive Techniques + Technologies	3,500	330	\$1,053.75	\$3.19	9.43%	-	28.2	8.55%	\$37.33
Concierge MedSpa - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ -- -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	6,096	577	\$1,979.78	\$3.43	9.47%	-	27.1	4.70%	\$73.05
Liposuction Chicago, IL - Remove Stubborn Fat - Concierge MedSpa www.concierge-medspa.com/ Remove Stubborn Fat that Resists Diet & Exercise. Less Invasive Techniques + Technologies	837	80	\$237.57	\$2.97	9.56%	-	12.6	15.72%	\$18.88
[Dynamic Headline] [Dynamic Display URL] Minimally Invasive: Local Anesthesia, Smaller Scars, Less Pain, & Quicker Recovery.	1,319	141	\$605.27	\$4.29	10.69%	-	10.7	7.57%	\$56.73
Rhinoplasty Nose Job Surgery - Rhinoplasty in Geneva - Plastic Surgeon Dr. David Hill www.concierge-medspa.com/ -- -- Minimally Invasive Nose Job. Performed by Renowned Chicago Plastic Surgeon, Dr. David Hill	2,860	220	\$1,289.78	\$5.86	7.69%	-	9	4.09%	\$143.31

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

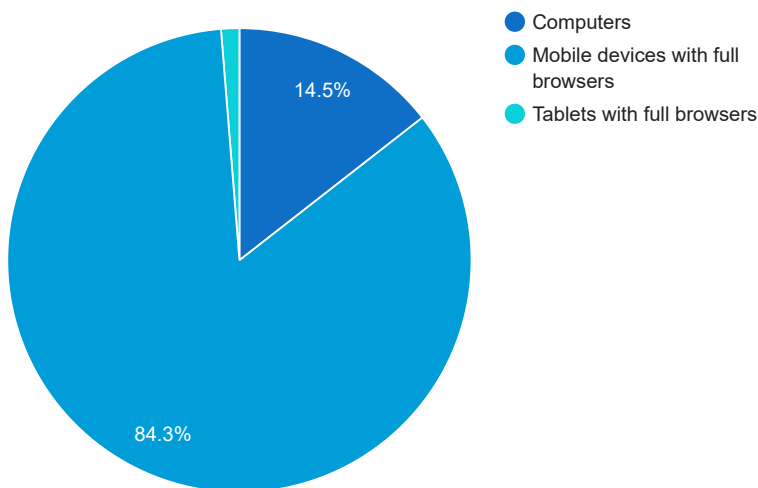
Budget Coverage



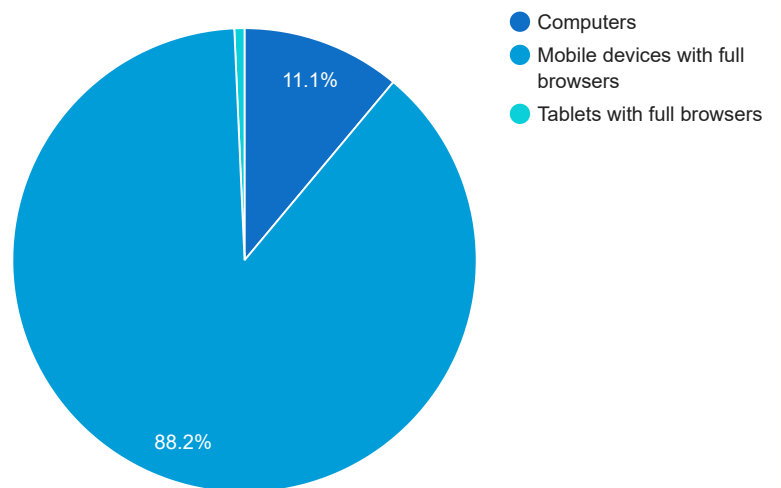
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	5,190.48	46.57
Feb, 2020	5,505.97	34.63
Mar, 2020	3,087.19	53.72
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	28.53
Oct, 2020	25,015.20	28.85
Nov, 2020	34,323.60	27.34
Dec, 2020	35,360.27	24.16

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	66,247	4,637	\$29,798.41	\$6.43	7%	-	250.2	5.4%	\$119.11
Computers	12,562	627	\$5,112.28	\$8.15	4.99%	-	31.4	5%	\$162.92
Tablets with full browsers	1,460	62	\$449.58	\$7.25	4.25%	-	2	3.23%	\$224.79

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	80,269	5,326	\$35,360.27	\$6.64	6.64%	-	283.6	5.32%	\$124.71

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	255.5
Call From Ads (SQDM)	10
Click to Call	8
Phone Calls from Website	6
Calls from ads	4

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 page 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