

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

CI Medspa

827-327-1339

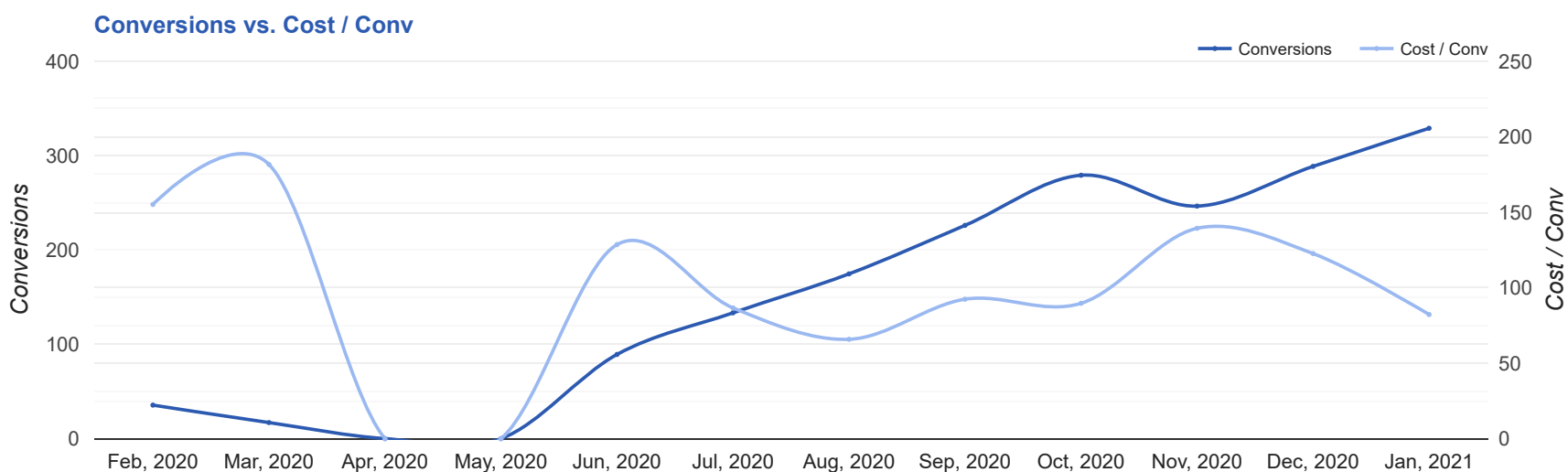
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$27,037	328.9	6.3%	\$82.20
↓ 24%	↑ 14%	↑ 16%	↓ 33%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	80,269	5,326	\$35,360.27	\$6.64	6.64%	-	288.5	5.42%	\$122.57	24.17%
1 Jan 2021 — 31 Jan 2021	71,643	5,218	\$27,037.33	\$5.18	7.28%	-	328.9	6.3%	\$82.20	23.7%
Change	8,626 ↓ 11%	108 ↓ 2%	\$8,322.94 ↓ 24%	\$1.46 ↓ 22%	0.64% ↑ 10%	- -	40.45 ↑ 14%	0.88% ↑ 16%	\$40.37 ↓ 33%	0.47% ↓ 2%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	246.4	4.42%	\$139.29	27.34%
Dec '20	80,269	5,326	\$35,360.27	\$6.64	6.64%	-	288.5	5.42%	\$122.57	24.17%
Jan '21	71,643	5,218	\$27,037.33	\$5.18	7.28%	-	328.9	6.3%	\$82.20	23.7%
Total	533,073	31,987	\$185,680.13	\$5.80	6%	-	1,818.5	5.69%	\$102.11	27.37%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta liposuction gold coast	12,675	1,208	\$3,714.63	\$3.08	9.53%	-	103.7	8.59%	\$35.81	27.64%
search beta coolsculpting gold coast	11,600	920	\$7,265.13	\$7.90	7.93%	-	63	6.85%	\$115.36	77.51%
search beta coolsculpting gold coast exp reach	19,116	1,028	\$3,826.31	\$3.72	5.38%	-	42.7	4.15%	\$89.61	15.35%
search beta breast augmentation gold coast	7,961	668	\$2,767.62	\$4.14	8.39%	-	40.8	6.11%	\$67.78	24.91%
search beta coolsculpting geneva	1,783	222	\$2,354.59	\$10.61	12.45%	-	24.2	10.89%	\$97.42	85.8%
search beta rhinoplasty	4,601	350	\$1,834.16	\$5.24	7.61%	-	22.2	6.35%	\$82.51	36.37%
CON search beta coolsculpting naperville	597	83	\$951.01	\$11.46	13.9%	-	9.3	11.24%	\$101.93	70.65%
CS CI vs CON LP	2,172	143	\$1,611.76	\$11.27	6.58%	-	6.5	4.55%	\$247.96	83.03%
search beta coolsculpting geneva exp reach	5,399	288	\$1,107.60	\$3.85	5.33%	-	5	1.72%	\$223.76	14.96%
CON search beta coolsculpting naperville exp reach	1,884	97	\$377.20	\$3.89	5.15%	-	4.5	4.64%	\$83.82	12.6%
CON search beta coolsculpting barrington	149	20	\$435.76	\$21.79	13.42%	-	3	15%	\$145.25	80.11%
CI search beta ultherapy	1,045	79	\$153.73	\$1.95	7.56%	-	2	2.53%	\$76.86	35.17%
CI search beta laser skin resurfacing	739	45	\$104.92	\$2.33	6.09%	-	2	4.44%	\$52.46	10.85%
CON search beta coolsculpting barrington exp reach	1,576	49	\$420.02	\$8.57	3.11%	-	0	0%	\$0.00	32.17%
CI search beta hydrfacial	346	18	\$112.89	\$6.27	5.2%	-	0	0%	\$0.00	37.28%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

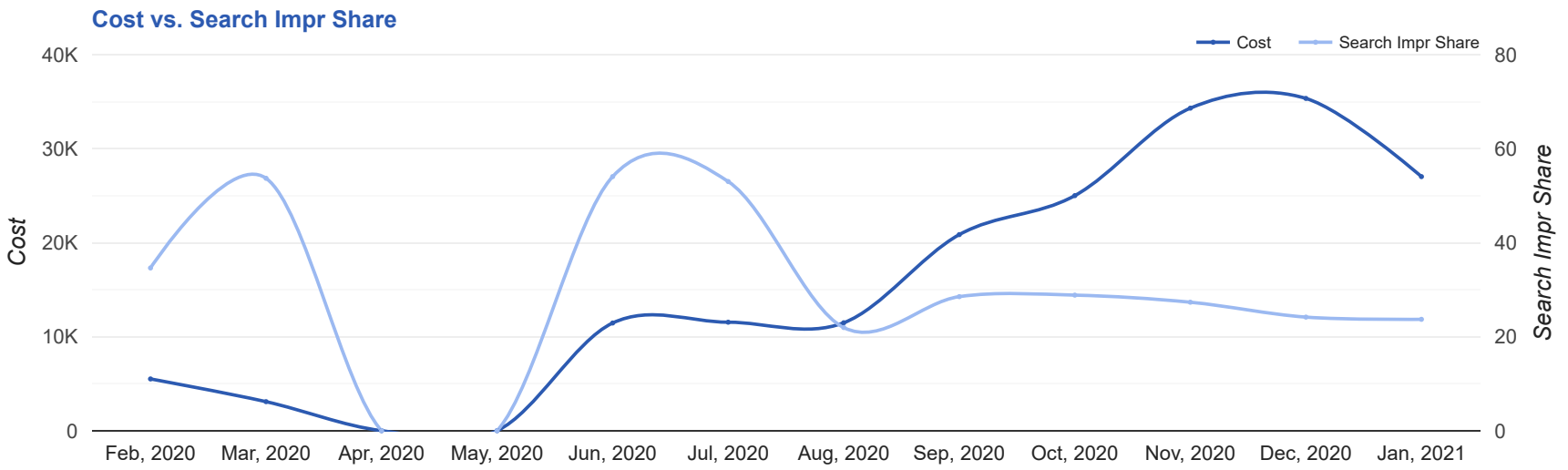
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Concierge MedSpa - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	4,191	415	\$1,398.72	\$3.37	9.90%	-	44.4	10.69%	\$31.53
Concierge MedSpa - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	2,785	282	\$911.25	\$3.23	10.13%	-	30.5	10.82%	\$29.88
Liposuction Chicago, IL - Remove Stubborn Fat - Concierge MedSpa www.concierge-medspa.com// Remove Stubborn Fat that Resists Diet & Exercise. Less Invasive Techniques + Technologies	4,054	369	\$971.14	\$2.63	9.10%	-	24.9	6.74%	\$39.05
CoolSculpting® Fat Reduction - CoolSculpting in Chicago - Biggest CoolSculpting® Promo www.concierge-medspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL	3,799	267	\$2,313.59	\$8.67	7.03%	-	22.1	8.27%	\$104.78
CoolSculpting® Fat Reduction - CoolSculpting in Geneva - Biggest CoolSculpting® Promo www.concierge-medspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Geneva, IL	853	116	\$1,320.19	\$11.38	13.60%	-	14.7	12.65%	\$89.99

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

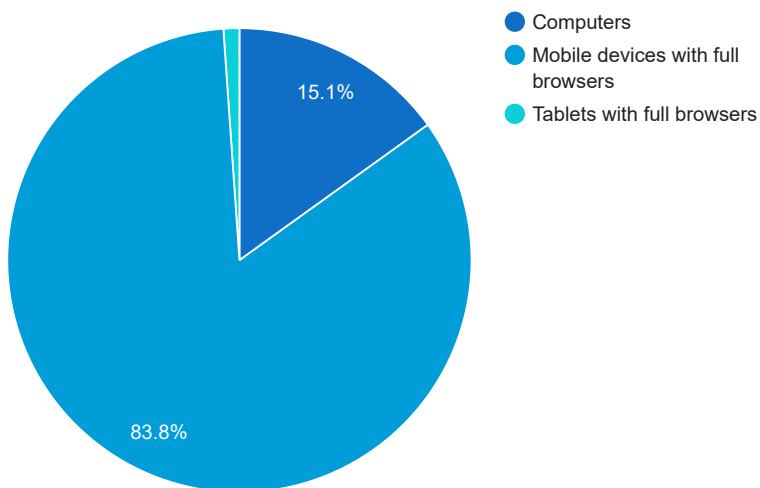
Budget Coverage



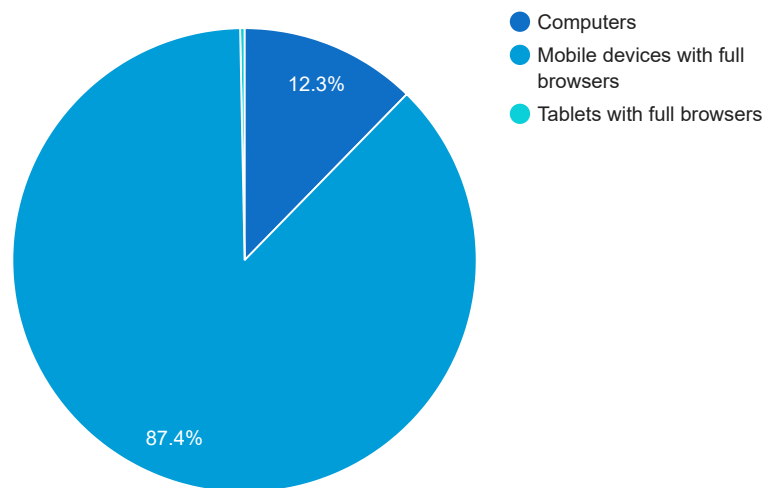
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	5,505.97	34.63
Mar, 2020	3,087.19	53.72
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	28.53
Oct, 2020	25,015.20	28.85
Nov, 2020	34,323.60	27.34
Dec, 2020	35,360.27	24.17
Jan, 2021	27,037.33	23.70

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	59,912	4,579	\$22,661.95	\$4.95	7.64%	-	287.4	6.28%	\$78.84
Computers	10,565	585	\$4,076.60	\$6.97	5.54%	-	40.5	6.92%	\$100.66
Tablets with full browsers	1,166	54	\$298.78	\$5.53	4.63%	-	1	1.85%	\$298.78

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	71,643	5,218	\$27,037.33	\$5.18	7.28%	-	328.9	6.3%	\$82.20

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	301.9
Click to Call	13
Call From Ads (SQDM)	10
Phone Calls from Website	3
Calls from ads	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