

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

CI Medspa

827-327-1339

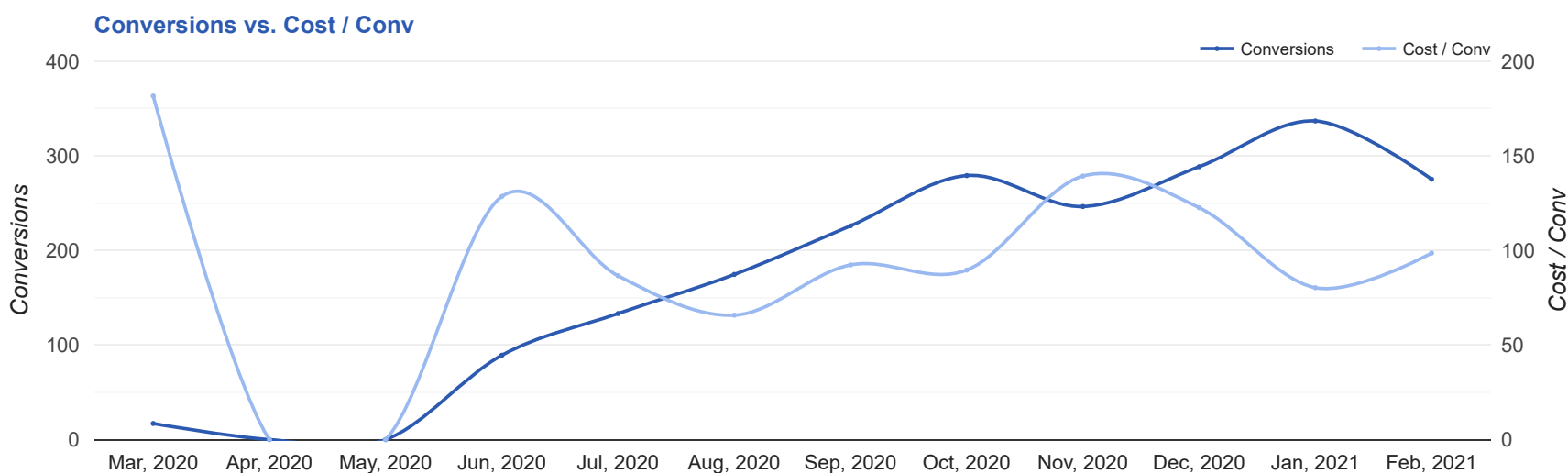
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$27,130	275.2	5.37%	\$98.59
↔ 0%	↓ 18%	↓ 17%	↑ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	71,643	5,218	\$27,037.33	\$5.18	7.28%	-	336.8	6.45%	\$80.29	23.7%
1 Feb 2021 — 28 Feb 2021	67,679	5,127	\$27,129.60	\$5.29	7.58%	-	275.2	5.37%	\$98.59	25.52%
Change	3,964 ↓ 6%	91 ↓ 2%	\$92.27 ↑ 0%	\$0.11 ↑ 2%	0.30% ↑ 4%	--	61.57 ↓ 18%	1.08% ↓ 17%	\$18.30 ↑ 23%	1.82% ↑ 8%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	336.8	6.45%	\$80.29	23.7%	
Feb '21	67,679	5,127	\$27,129.60	\$5.29	7.58%	-	275.2	5.37%	\$98.59	25.52%	
Total	587,581	36,307	\$207,303.76	\$5.71	6.18%	-	2,066	5.69%	\$100.34	27.02%	

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting gold coast	14,911	1,335	\$10,715.64	\$8.03	8.95%	-	85.7	6.42%	\$125.04	73.52%
search beta liposuction gold coast	13,457	1,230	\$3,847.16	\$3.13	9.14%	-	76.5	6.22%	\$50.29	29.49%
search beta coolsculpting gold coast exp reach	16,816	981	\$3,916.58	\$3.99	5.83%	-	34.7	3.53%	\$112.97	14.7%
search beta breast augmentation gold coast	10,071	651	\$2,800.48	\$4.30	6.46%	-	28	4.3%	\$100.02	29.65%
search beta rhinoplasty	4,772	384	\$1,933.74	\$5.04	8.05%	-	20.5	5.34%	\$94.33	36.8%
search beta coolsculpting geneva	1,902	289	\$2,740.59	\$9.48	15.19%	-	17.8	6.16%	\$153.88	81.16%
search beta coolsculpting geneva exp reach	5,750	257	\$1,175.41	\$4.57	4.47%	-	12	4.67%	\$97.95	15.46%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

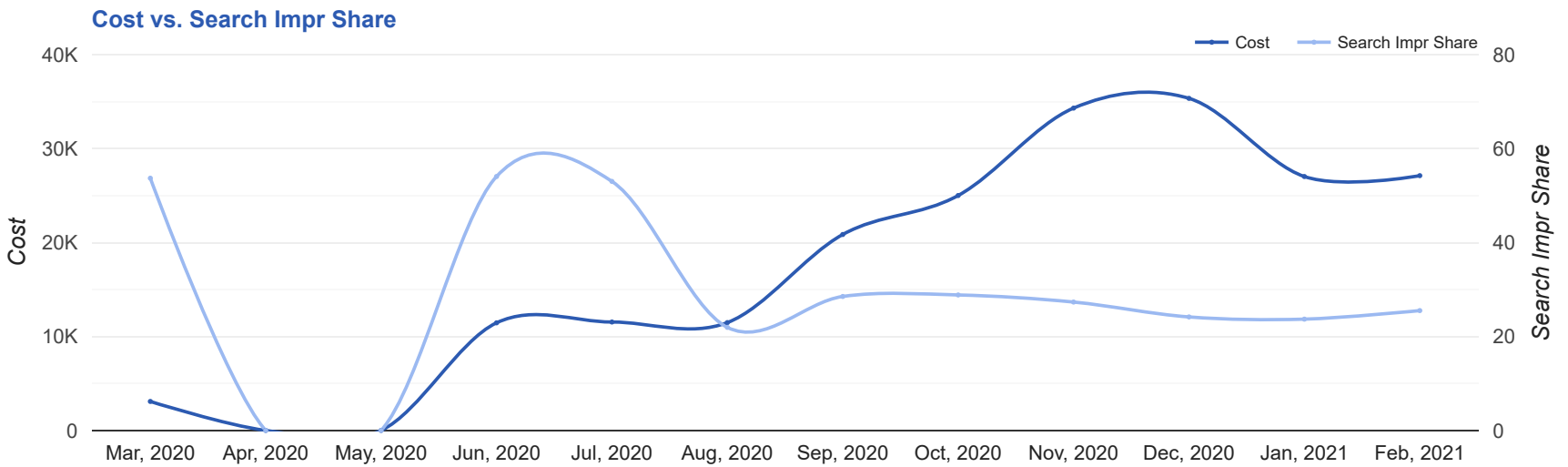
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Concierge MedSpa - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	7,940	777	\$2,576.45	\$3.32	9.79%	-	52.4	6.75%	\$49.15
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	4,444	347	\$3,220.04	\$9.28	7.81%	-	25.3	7.30%	\$127.12
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	3,415	276	\$1,412.45	\$5.12	8.08%	-	12.5	4.53%	\$113.00
Liposuction Chicago, IL - Remove Stubborn Fat - Concierge MedSpa www.concierge-medspa.com// Remove Stubborn Fat that Resists Diet & Exercise. Less Invasive Techniques + Technologies	3,332	280	\$725.50	\$2.59	8.40%	-	11.8	4.20%	\$61.74
Concierge Medspa - Fat Reduction in Chicago - Non-Surgical Fat Reduction www.concierge-medspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,716	331	\$1,450.46	\$4.38	8.91%	-	11.5	3.47%	\$126.13

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

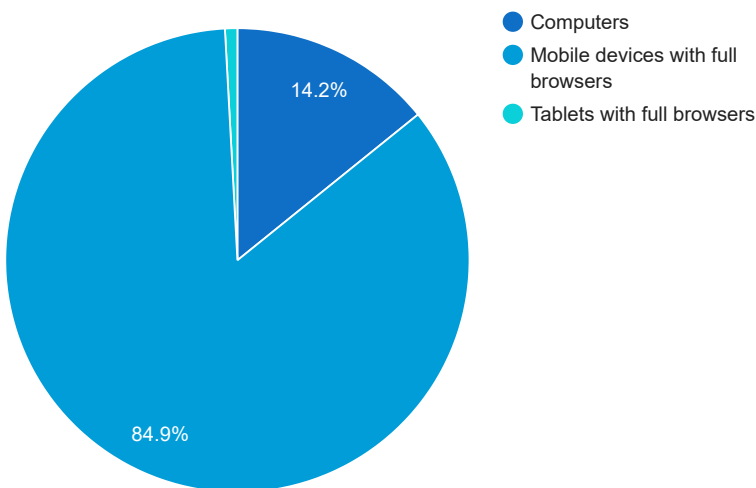
Budget Coverage



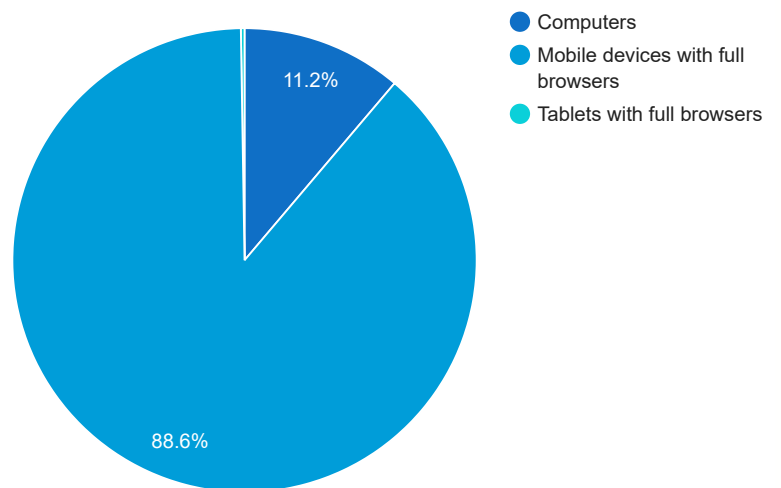
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	3,087.19	53.72
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	28.53
Oct, 2020	25,015.20	28.85
Nov, 2020	34,323.60	27.34
Dec, 2020	35,360.27	24.17
Jan, 2021	27,037.33	23.70
Feb, 2021	27,129.60	25.52

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	55,382	4,504	\$23,045.90	\$5.12	8.13%	-	243.7	5.41%	\$94.57
Computers	11,240	568	\$3,850.25	\$6.78	5.05%	-	30.8	5.43%	\$124.89
Tablets with full browsers	1,057	55	\$233.45	\$4.24	5.2%	-	0.7	1.22%	\$348.43

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	67,679	5,127	\$27,129.60	\$5.29	7.58%	-	275.2	5.37%	\$98.59

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE

CONV

Form Submission

265.9

Call From Ads (MS)

9.3

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