

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

CI Medspa

827-327-1339

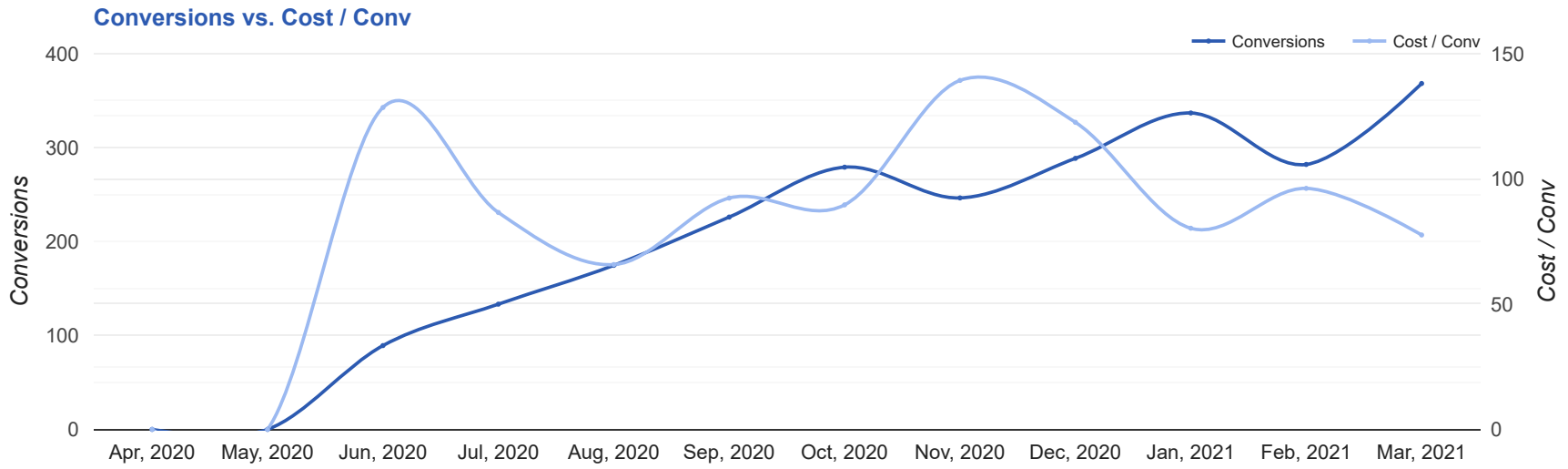
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$28,572	368.2	6.34%	\$77.60
↑ 5%	↑ 31%	↑ 15%	↓ 19%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	67,679	5,127	\$27,129.60	\$5.29	7.58%	-	282	5.5%	\$96.21	25.43%
1 Mar 2021 — 31 Mar 2021	73,928	5,805	\$28,571.76	\$4.92	7.85%	-	368.2	6.34%	\$77.60	27.87%
Change	6,249 ↑ 9%	678 ↑ 13%	\$1,442.16 ↑ 5%	\$0.37 ↓ 7%	0.27% ↑ 4%	0 ↔ -	86.20 ↑ 31%	0.84% ↑ 15%	\$18.61 ↓ 19%	2.44% ↑ 10%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	282	5.5%	\$96.21	25.43%
Mar '21	73,928	5,805	\$28,571.76	\$4.92	7.85%	-	368.2	6.34%	\$77.60	27.87%
Total	654,472	41,724	\$232,788.33	\$5.58	6.38%	-	2,424	5.81%	\$96.03	26.96%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta liposuction gold coast	15,666	1,459	\$3,869.51	\$2.65	9.31%	-	110.9	7.6%	\$34.90	25.84%
search beta coolsculpting gold coast	18,737	1,529	\$10,855.09	\$7.10	8.16%	-	110.6	7.23%	\$98.17	70.68%
search beta coolsculpting gold coast exp reach	12,808	766	\$3,100.00	\$4.05	5.98%	-	39.2	5.12%	\$79.08	13.89%
search beta coolsculpting geneva	2,750	398	\$2,736.04	\$6.87	14.47%	-	36.2	9.09%	\$75.64	82.96%
search beta breast augmentation gold coast	10,741	739	\$2,904.58	\$3.93	6.88%	-	31.9	4.31%	\$91.17	28.39%
search beta rhinoplasty	4,971	367	\$1,952.57	\$5.32	7.38%	-	17.7	4.81%	\$110.50	41.61%
search beta coolsculpting geneva exp reach	4,420	250	\$1,178.92	\$4.72	5.66%	-	14.8	5.93%	\$79.50	15.14%
search beta microneedling northbrook	2,438	168	\$999.97	\$5.95	6.89%	-	5	2.98%	\$199.99	71.07%
search beta skin tightening northbrook	1,397	129	\$975.08	\$7.56	9.23%	-	2	1.55%	\$487.54	70.05%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

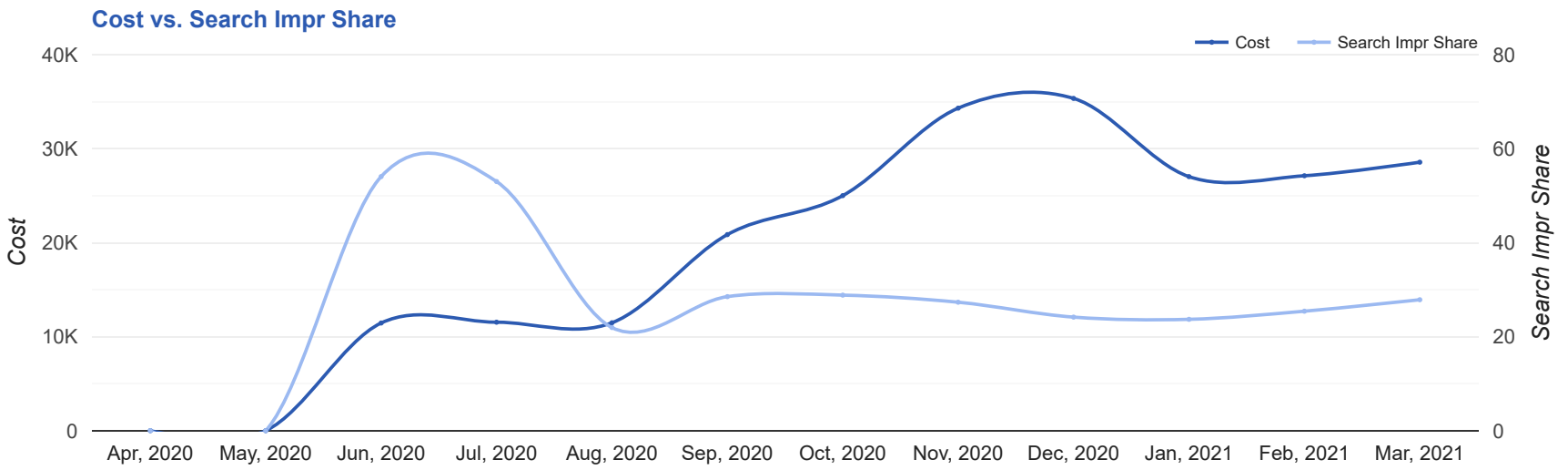
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Concierge MedSpa - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	9,561	901	\$2,457.87	\$2.73	9.42%	-	71	7.87%	\$34.64
Concierge MedSpa - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	3,470	342	\$923.86	\$2.70	9.86%	-	29.5	8.63%	\$31.32
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	5,539	365	\$2,879.46	\$7.89	6.59%	-	23.8	6.51%	\$121.14
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	3,588	283	\$1,468.93	\$5.19	7.89%	-	17.7	6.24%	\$83.13
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.	3,117	265	\$1,025.51	\$3.87	8.50%	-	14.7	5.55%	\$69.76

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

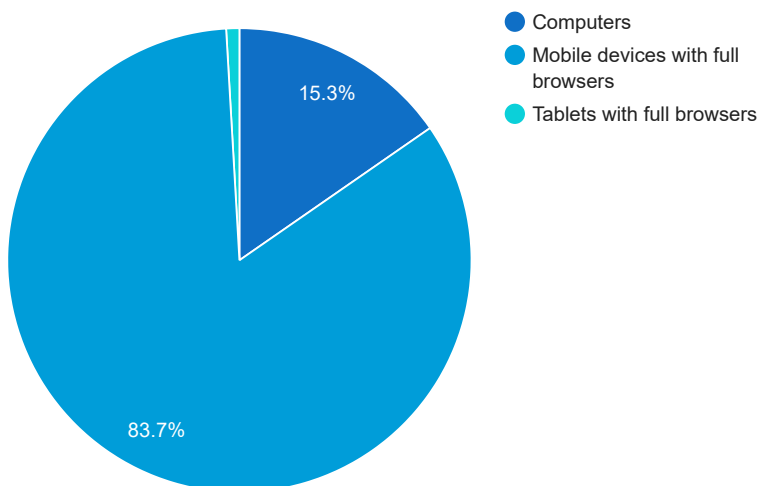
Budget Coverage



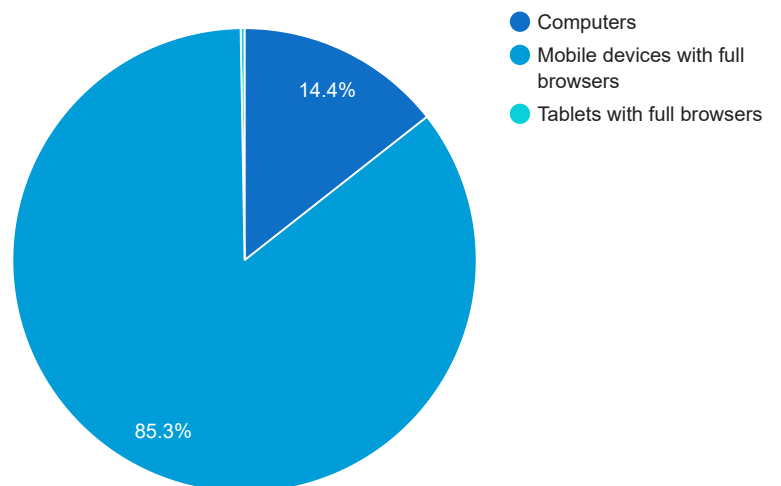
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	28.53
Oct, 2020	25,015.20	28.85
Nov, 2020	34,323.60	27.34
Dec, 2020	35,360.27	24.17
Jan, 2021	27,037.33	23.70
Feb, 2021	27,129.60	25.43
Mar, 2021	28,571.76	27.87

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	61,639	5,072	\$23,925.12	\$4.72	8.23%	-	314.2	6.19%	\$76.15
Computers	11,395	676	\$4,385.47	\$6.49	5.93%	-	53	7.84%	\$82.74
Tablets with full browsers	894	57	\$261.17	\$4.58	6.38%	-	1	1.75%	\$261.17

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	73,928	5,805	\$28,571.76	\$4.92	7.85%	-	368.2	6.34%	\$77.60

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

CONV

Form Submission

356.2

Call From Ads (MS)

12

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