

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

CI Medspa

827-327-1339

Key Performance Indicators (KPIs)

Cost

\$31,385

↑ 10%

Conv

447.8

↑ 18%

Conv Rate

6.87%

↑ 5%

Cost / Conv

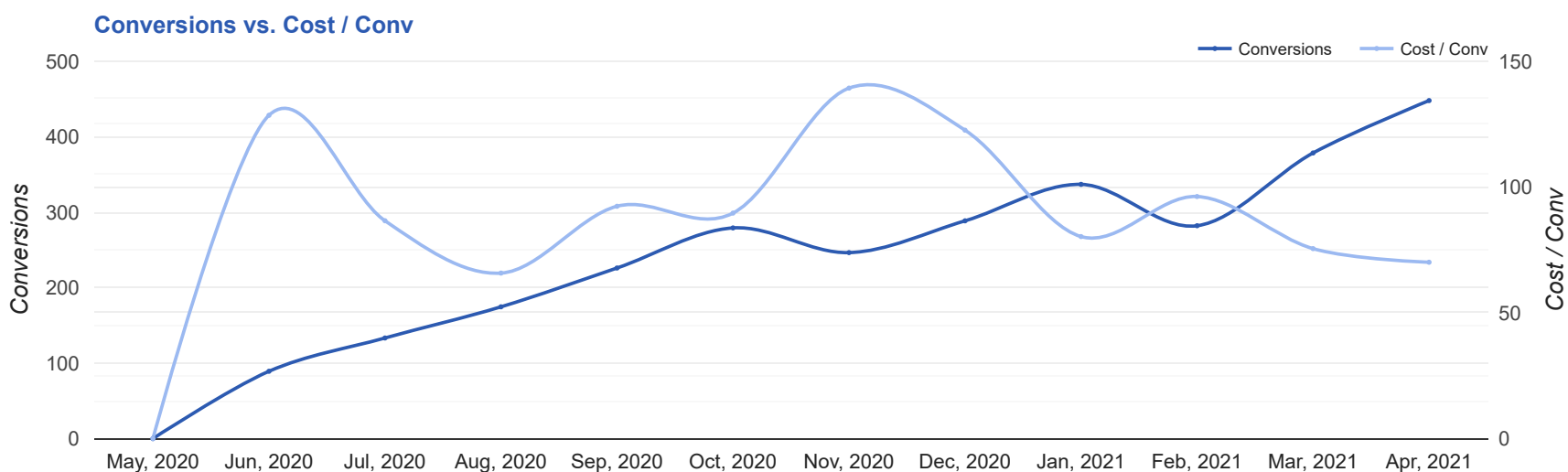
\$70.09

↓ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	73,928	5,805	\$28,571.76	\$4.92	7.85%	-	378.4	6.52%	\$75.50	27.76%
1 Apr 2021 — 30 Apr 2021	82,652	6,519	\$31,384.66	\$4.81	7.89%	-	447.8	6.87%	\$70.09	29.6%
Change	8,724 ↑ 12%	714 ↑ 12%	\$2,812.90 ↑ 10%	\$0.11 ↓ 2%	0.04% ↑ 1%	0 ↔ -	69.31 ↑ 18%	0.35% ↑ 5%	\$5.41 ↓ 7%	1.84% ↑ 7%

Performance by Month - 1 May 2020 — 30 Apr 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%	-	378.4	6.52%	\$75.50	27.76%	
Apr '21	82,652	6,519	\$31,384.66	\$4.81	7.89%	-	447.8	6.87%	\$70.09	29.6%	
Total	737,124	48,243	\$264,172.99	\$5.48	6.54%	-	2,882	5.97%	\$91.66	27.22%	

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta liposuction gold coast	16,271	1,505	\$3,838.58	\$2.55	9.25%	-	121.7	8.09%	\$31.54	27.42%
search beta coolsculpting gold coast	14,926	1,323	\$7,983.76	\$6.03	8.86%	-	91	6.88%	\$87.77	70.49%
search beta coolsculpting gold coast exp reach	13,150	795	\$3,094.60	\$3.89	6.05%	-	54.3	6.82%	\$57.04	14.17%
search beta breast augmentation gold coast	11,124	716	\$2,908.03	\$4.06	6.44%	-	51.7	7.22%	\$56.28	28.13%
search beta coolsculpting geneva	2,765	398	\$2,742.32	\$6.89	14.39%	-	45.5	11.43%	\$60.27	86%
search beta rhinoplasty	5,464	332	\$1,940.11	\$5.84	6.08%	-	25	7.53%	\$77.60	42.88%
Treatments vs Areas	4,311	386	\$2,823.60	\$7.32	8.95%	-	18	4.66%	\$156.87	75.66%
search beta coolsculpting geneva exp reach	4,818	257	\$1,179.13	\$4.59	5.33%	-	14.5	5.64%	\$81.32	16.86%
search beta tummy tuck	2,997	264	\$2,916.80	\$11.05	8.81%	-	13	4.92%	\$224.37	83.86%
search beta microneedling northbrook	4,646	328	\$957.80	\$2.92	7.06%	-	7	2.13%	\$136.83	61.71%
search beta skin tightening northbrook	2,180	215	\$999.93	\$4.65	9.86%	-	6.2	2.87%	\$162.06	48.31%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

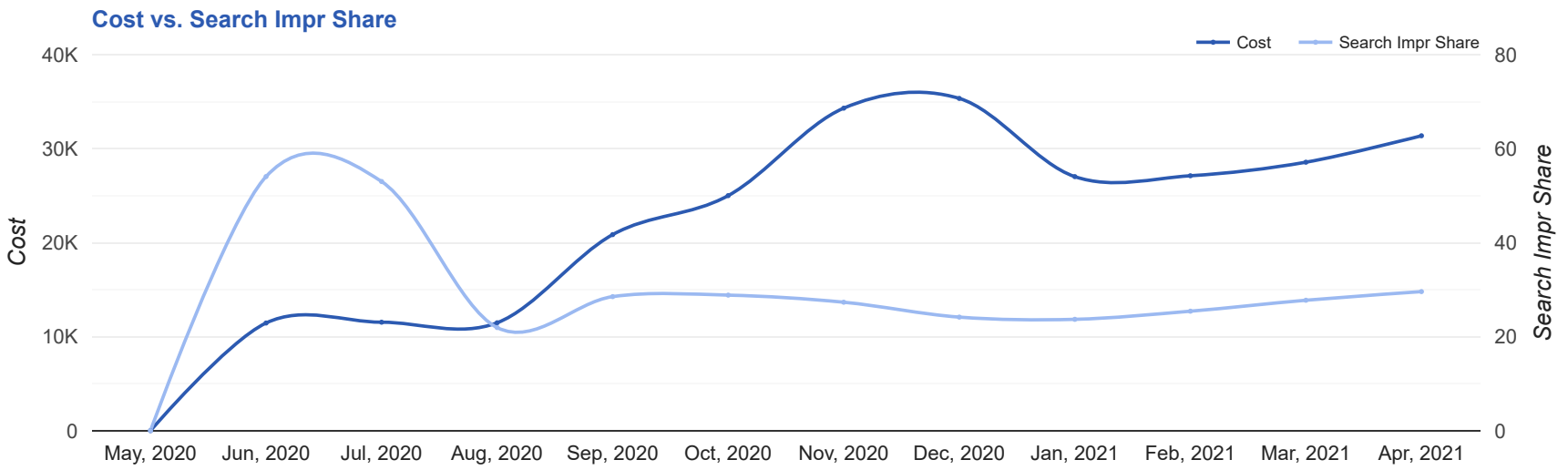
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Concierge Med Spa} - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	11,889	1,101	\$2,870.36	\$2.61	9.26%	-	86.6	7.87%	\$33.13
{Keyword:Concierge Med Spa} - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	3,207	311	\$772.66	\$2.48	9.70%	-	27.6	8.87%	\$28.02
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	4,823	383	\$2,473.87	\$6.46	7.94%	-	26.5	6.92%	\$93.35
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.	3,209	267	\$1,115.32	\$4.18	8.32%	-	25.3	9.46%	\$44.17
{Keyword:Concierge Plastic 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	4,309	270	\$1,509.87	\$5.59	6.27%	-	23	8.52%	\$65.65

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

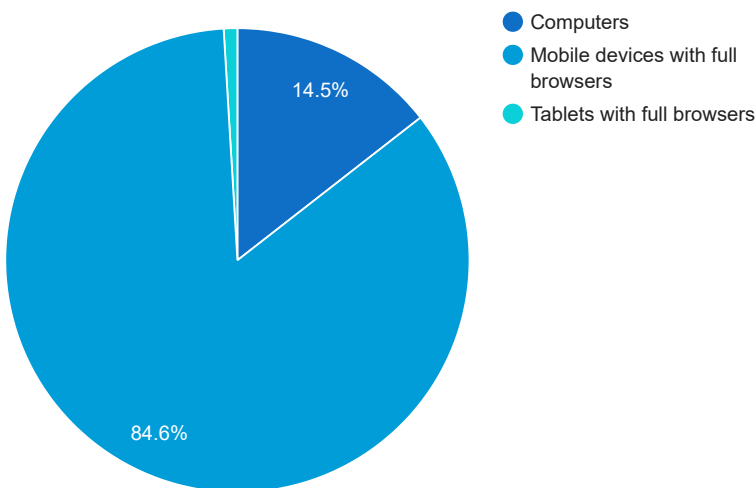
Budget Coverage



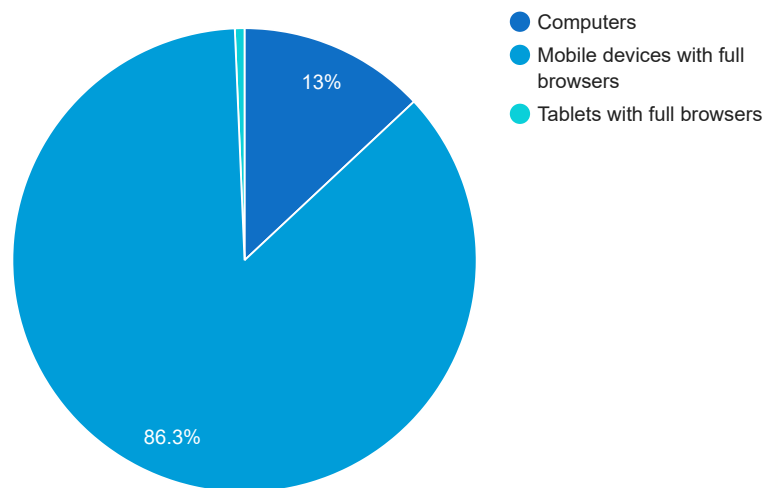
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	28.53
Oct, 2020	25,015.20	28.85
Nov, 2020	34,323.60	27.34
Dec, 2020	35,360.27	24.17
Jan, 2021	27,037.33	23.70
Feb, 2021	27,129.60	25.43
Mar, 2021	28,571.76	27.76
Apr, 2021	31,384.66	29.60

Cost and Conversions by Device

Cost



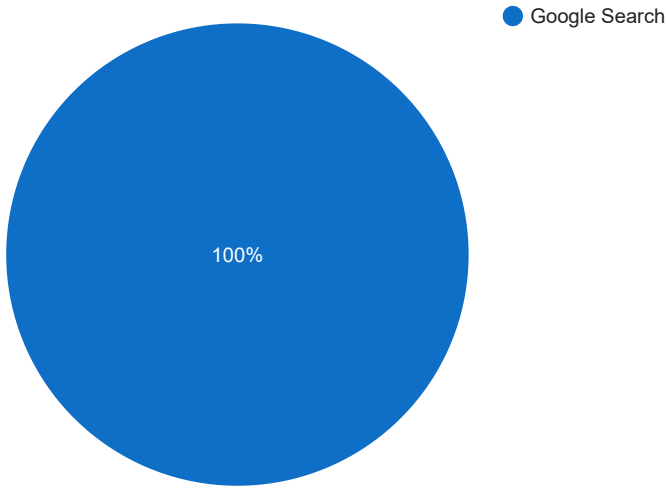
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	69,543	5,649	\$26,547.94	\$4.70	8.12%	-	386.4	6.84%	\$68.70
Computers	12,027	813	\$4,539.45	\$5.58	6.76%	-	58.3	7.17%	\$77.82
Tablets with full browsers	1,082	57	\$297.27	\$5.22	5.27%	-	3	5.26%	\$99.09

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	82,652	6,519	\$31,384.66	\$4.81	7.89%	-	447.8	6.87%	\$70.09

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Form Submission	431.8
Call From Ads (MS)	10
Phone Calls from Website	5
Click to Call	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