

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

CI Medspa

827-327-1339

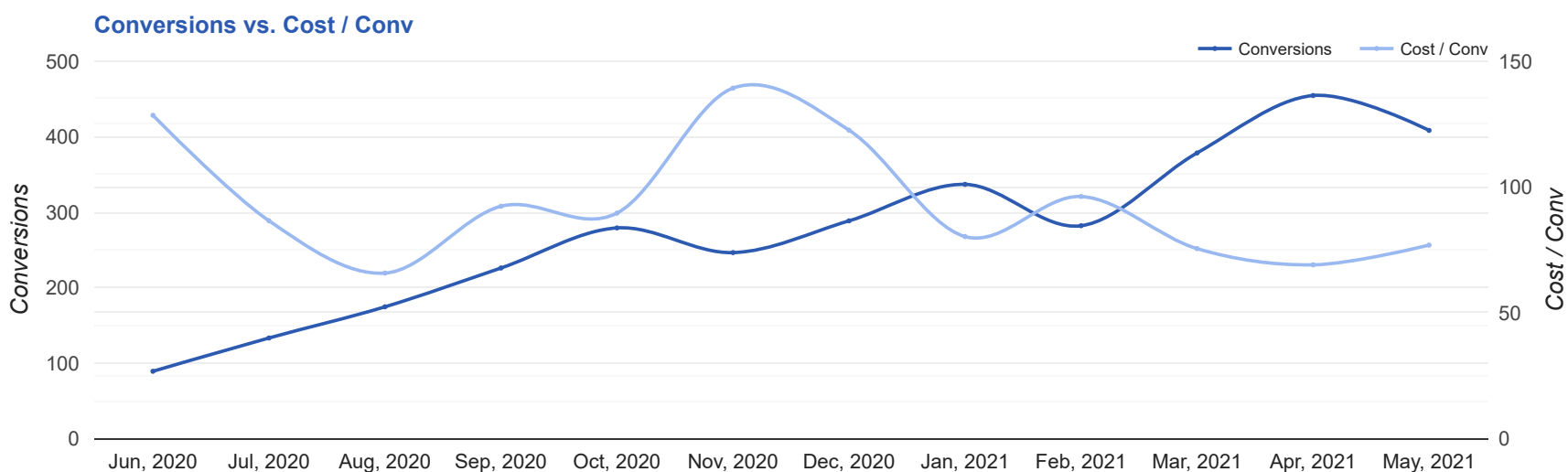
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$31,404	408.3	6.34%	\$76.91
↔ 0%	↓ 10%	↓ 9%	↑ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	82,652	6,519	\$31,384.66	\$4.81	7.89%	-	454.5	6.97%	\$69.06	29.55%
1 May 2021 — 31 May 2021	81,842	6,435	\$31,404.39	\$4.88	7.86%	-	408.3	6.34%	\$76.91	30.79%
Change	810 ↓ 1%	84 ↓ 1%	\$19.73 ↑ 0%	\$0.07 ↑ 1%	0.03% ↓ 0%	0 ↔ -	46.15 ↓ 10%	0.63% ↓ 9%	\$7.85 ↑ 11%	1.24% ↑ 4%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	454.5	6.97%	\$69.06	29.55%	
May '21	81,842	6,435	\$31,404.39	\$4.88	7.86%	-	408.3	6.34%	\$76.91	30.79%	
Total	818,966	54,678	\$295,577.38	\$5.41	6.68%	-	3,297	6.03%	\$89.65	27.54%	

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta liposuction gold coast	17,480	1,522	\$3,857.36	\$2.53	8.71%	-	115.5	7.59%	\$33.41	28.93%
search beta coolsculpting gold coast	10,468	922	\$6,472.30	\$7.02	8.81%	-	60.6	6.57%	\$106.80	74.02%
search beta coolsculpting gold coast exp reach	11,295	726	\$3,094.27	\$4.26	6.43%	-	53.3	7.33%	\$58.11	14.14%
Treatments vs Areas	7,360	635	\$4,402.12	\$6.93	8.63%	-	44.1	6.94%	\$99.82	73.12%
search beta breast augmentation gold coast	10,368	660	\$2,819.49	\$4.27	6.37%	-	40.5	6.14%	\$69.62	27.95%
search beta coolsculpting geneva	2,586	368	\$2,742.04	\$7.45	14.23%	-	32.5	8.83%	\$84.34	83.72%
search beta rhinoplasty	5,422	339	\$1,942.42	\$5.73	6.25%	-	17	5.01%	\$114.26	43.98%
search beta tummy tuck	3,722	332	\$2,979.41	\$8.97	8.92%	-	16	4.82%	\$186.21	70.97%
search beta coolsculpting geneva exp reach	5,915	280	\$1,120.28	\$4.00	4.73%	-	11.9	4.25%	\$94.22	18.83%
search beta microneedling northbrook	4,558	414	\$974.73	\$2.35	9.08%	-	10	2.42%	\$97.47	57.9%
search beta skin tightening northbrook	2,668	237	\$999.98	\$4.22	8.88%	-	7	2.95%	\$142.85	58.63%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

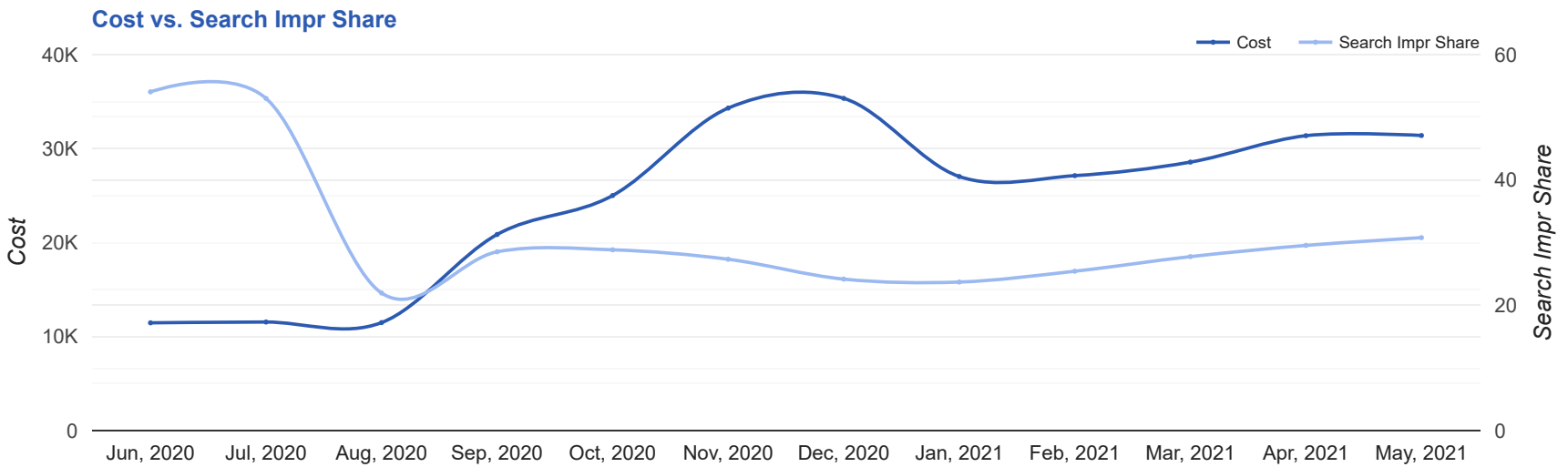
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Concierge Med Spa} - Surgical Fat Reduction - Natural-Looking Fat Reduction www.conciergemedspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	9,879	839	\$2,205.89	\$2.63	8.49%	-	67	7.98%	\$32.93
{Keyword:Concierge Med Spa} - Surgical Fat Reduction - Natural-Looking Fat Reduction www.conciergemedspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	5,697	514	\$1,238.84	\$2.41	9.02%	-	36	7.00%	\$34.43
CoolSculpting® Fat Reduction - CoolSculpting in Chicago - Biggest CoolSculpting® Promo www.conciergemedspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL	3,519	273	\$2,158.62	\$7.91	7.76%	-	26.1	9.55%	\$82.80
Concierge Medspa - Fat Reduction in Chicago - Non-Surgical Fat Reduction www.conciergemedspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,855	320	\$1,463.95	\$4.57	8.30%	-	22.4	7.01%	\$65.30
CoolSculpting® Fat Reduction - CoolSculpting in Geneva - Biggest CoolSculpting® Promo www.conciergemedspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Geneva, IL	1,079	147	\$1,161.95	\$7.90	13.62%	-	16.1	10.95%	\$72.17

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

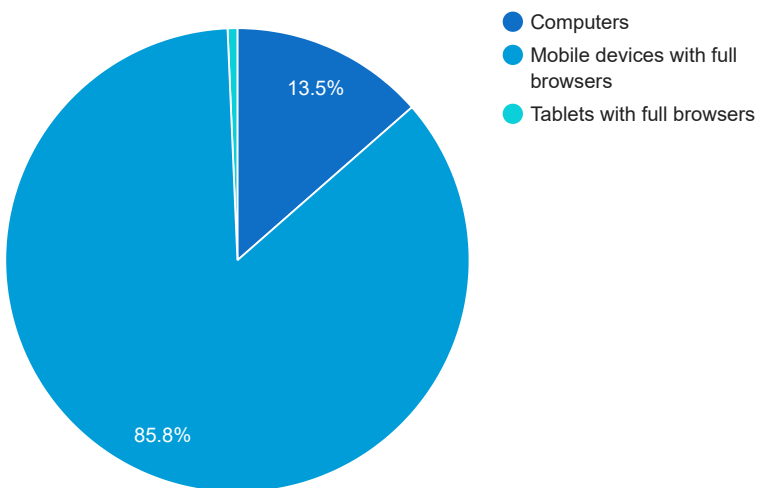
Budget Coverage



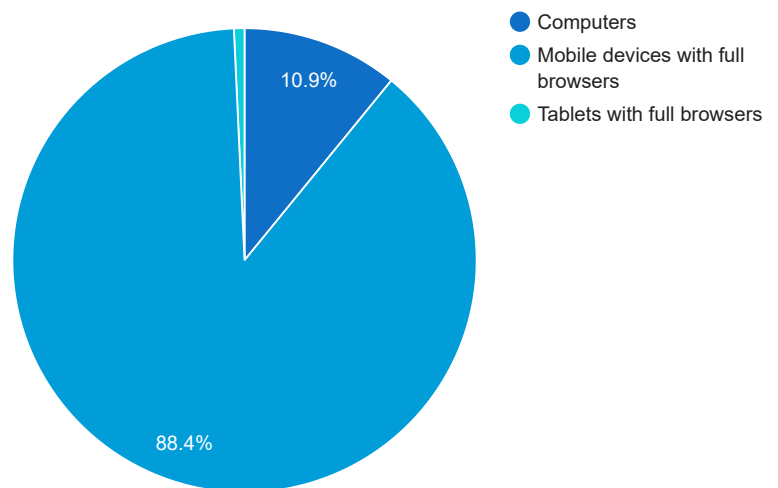
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	28.53
Oct, 2020	25,015.20	28.85
Nov, 2020	34,323.60	27.34
Dec, 2020	35,360.27	24.17
Jan, 2021	27,037.33	23.70
Feb, 2021	27,129.60	25.43
Mar, 2021	28,571.76	27.76
Apr, 2021	31,384.66	29.55
May, 2021	31,404.39	30.79

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	69,469	5,623	\$26,937.86	\$4.79	8.09%	-	360.8	6.42%	\$74.65
Computers	11,234	749	\$4,252.79	\$5.68	6.67%	-	44.5	5.94%	\$95.65
Tablets with full browsers	1,139	63	\$213.74	\$3.39	5.53%	-	3	4.76%	\$71.25

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	81,842	6,435	\$31,404.39	\$4.88	7.86%	-	408.3	6.34%	\$76.91

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Form Submission	386.3
Call From Ads (MS)	19
Click to Call	2
Phone Calls from Website	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