

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

CI Medspa

827-327-1339

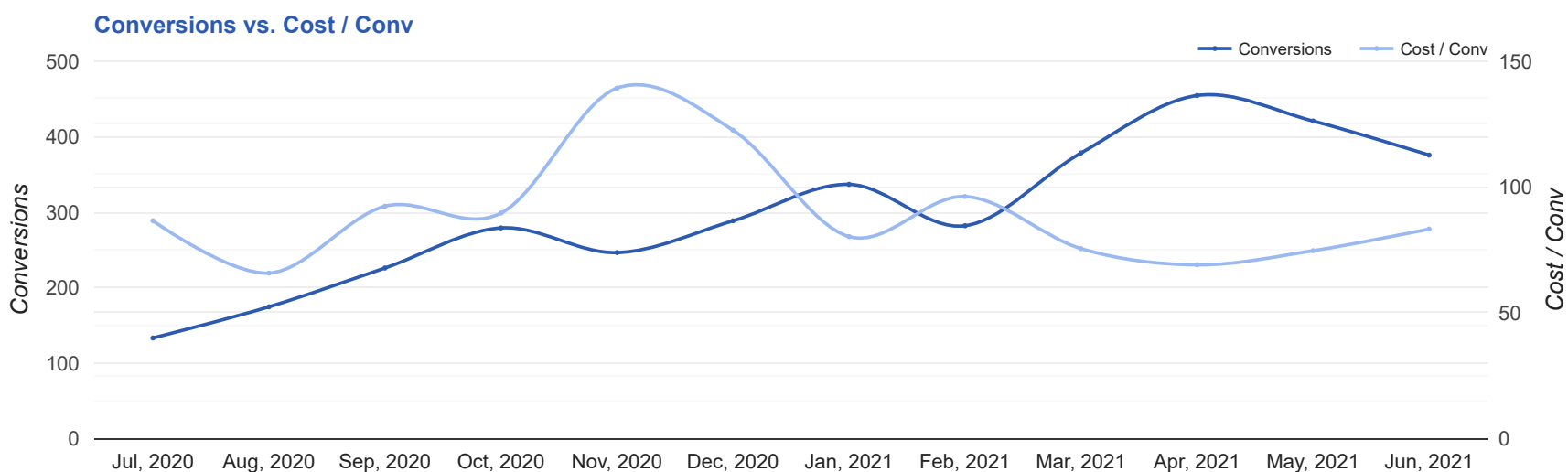
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$31,280	375.6	6.16%	\$83.27
↔ 0%	↓ 11%	↓ 6%	↑ 12%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	81,842	6,435	\$31,404.39	\$4.88	7.86%	-	420.7	6.54%	\$74.66	30.72%
1 Jun 2021 — 30 Jun 2021	87,999	6,102	\$31,279.74	\$5.13	6.93%	-	375.6	6.16%	\$83.27	31.66%
Change	6,157 ↑ 8%	333 ↓ 5%	\$124.65 ↓ 0%	\$0.25 ↑ 5%	0.93% ↓ 12%	0 ↔ -	45.02 ↓ 11%	0.38% ↓ 6%	\$8.61 ↑ 12%	0.94% ↑ 3%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	420.7	6.54%	\$74.66	30.72%
Jun '21	87,999	6,102	\$31,279.74	\$5.13	6.93%	-	375.6	6.16%	\$83.27	31.66%
Total	886,840	59,396	\$315,399.79	\$5.31	6.7%	-	3,595.8	6.05%	\$87.71	27.58%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta liposuction gold coast	17,850	1,550	\$3,870.94	\$2.50	8.68%	-	95.8	6.18%	\$40.43	30.06%
search beta coolsculpting gold coast	19,573	1,328	\$10,796.73	\$8.13	6.78%	-	94.4	7.1%	\$114.43	78.55%
search beta breast augmentation gold coast	11,067	666	\$2,816.60	\$4.23	6.02%	-	52.5	7.88%	\$53.65	31.16%
search beta coolsculpting gold coast exp reach	15,184	698	\$3,049.93	\$4.37	4.6%	-	31.6	4.53%	\$96.39	15.77%
search beta coolsculpting geneva	2,561	315	\$2,742.35	\$8.71	12.3%	-	26.5	8.42%	\$103.41	83.76%
search beta coolsculpting geneva exp reach	6,494	236	\$1,090.11	\$4.62	3.63%	-	21.5	9.1%	\$50.75	20.04%
search beta rhinoplasty	4,879	371	\$1,948.32	\$5.25	7.6%	-	21.2	5.7%	\$92.12	44.97%
search beta tummy tuck	3,558	320	\$2,992.64	\$9.35	8.99%	-	19.5	6.09%	\$153.47	76.91%
search beta skin tightening northbrook	2,783	247	\$983.12	\$3.98	8.88%	-	7	2.83%	\$140.45	59.53%
search beta microneedling northbrook	4,050	371	\$989.00	\$2.67	9.16%	-	5.8	1.55%	\$172.00	63.66%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

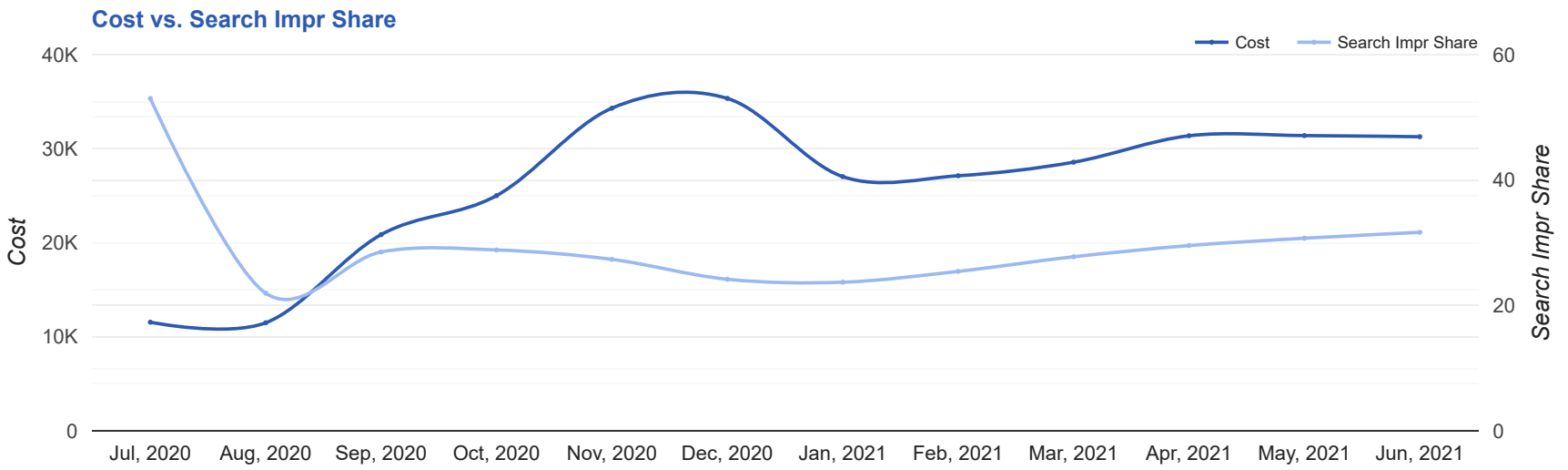
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Concierge Med Spa} - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	10,051	853	\$2,227.73	\$2.61	8.49%	-	60.8	7.12%	\$36.67
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	7,511	455	\$4,111.39	\$9.04	6.06%	-	37.6	8.26%	\$109.35
{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	6,333	578	\$1,374.50	\$2.38	9.13%	-	25	4.33%	\$54.98
{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	4,334	339	\$1,751.34	\$5.17	7.82%	-	20.7	6.09%	\$84.81
{Keyword:Concierge Med Spa} - Breast Augmentation - Feel More Feminine & Confident www.concierge-medspa.com/ -- Leading Breast Augmentation Surgeon in Chicago, IL. Schedule a Free Consultation	3,613	246	\$1,016.16	\$4.13	6.81%	-	16.5	6.71%	\$61.59

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

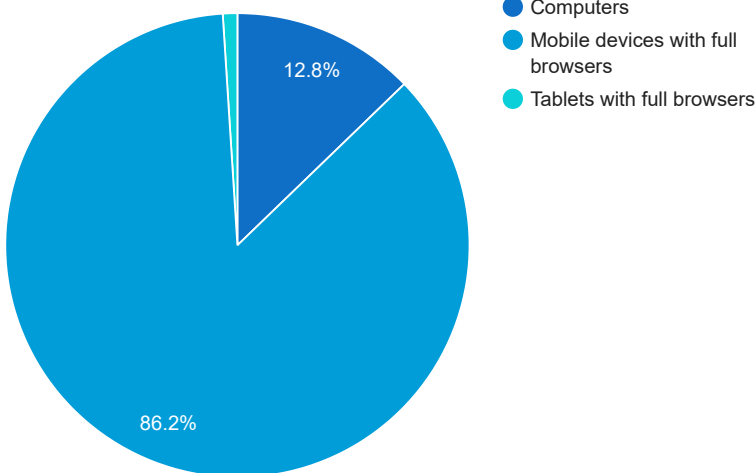
Budget Coverage



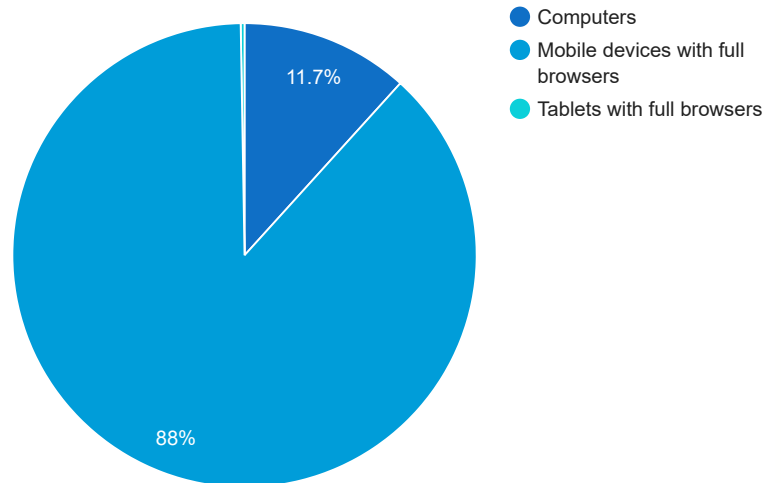
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	28.53
Oct, 2020	25,015.20	28.85
Nov, 2020	34,323.60	27.34
Dec, 2020	35,360.27	24.17
Jan, 2021	27,037.33	23.70
Feb, 2021	27,129.60	25.43
Mar, 2021	28,571.76	27.76
Apr, 2021	31,384.66	29.55
May, 2021	31,404.39	30.72
Jun, 2021	31,279.74	31.66

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	74,978	5,386	\$26,967.13	\$5.01	7.18%	-	330.6	6.14%	\$81.56
Computers	11,918	644	\$3,996.31	\$6.21	5.4%	-	44	6.83%	\$90.83
Tablets with full browsers	1,103	72	\$316.30	\$4.39	6.53%	-	1	1.39%	\$316.30

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	87,999	6,102	\$31,279.74	\$5.13	6.93%	-	375.6	6.16%	\$83.27

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Form Submission	358.8
Call From Ads (MS)	13.8
Phone Calls from Website	2
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