

**Monthly Account  
Performance Report  
1 Apr 2020 — 30 Apr 2020**

COR Medspa

472-719-9888

# Key Performance Indicators (KPIs)

Cost

\$3,787

↑ 24%

Conv

9

↓ 57%

Conv Rate

4.52%

↓ 52%

Cost / Conv

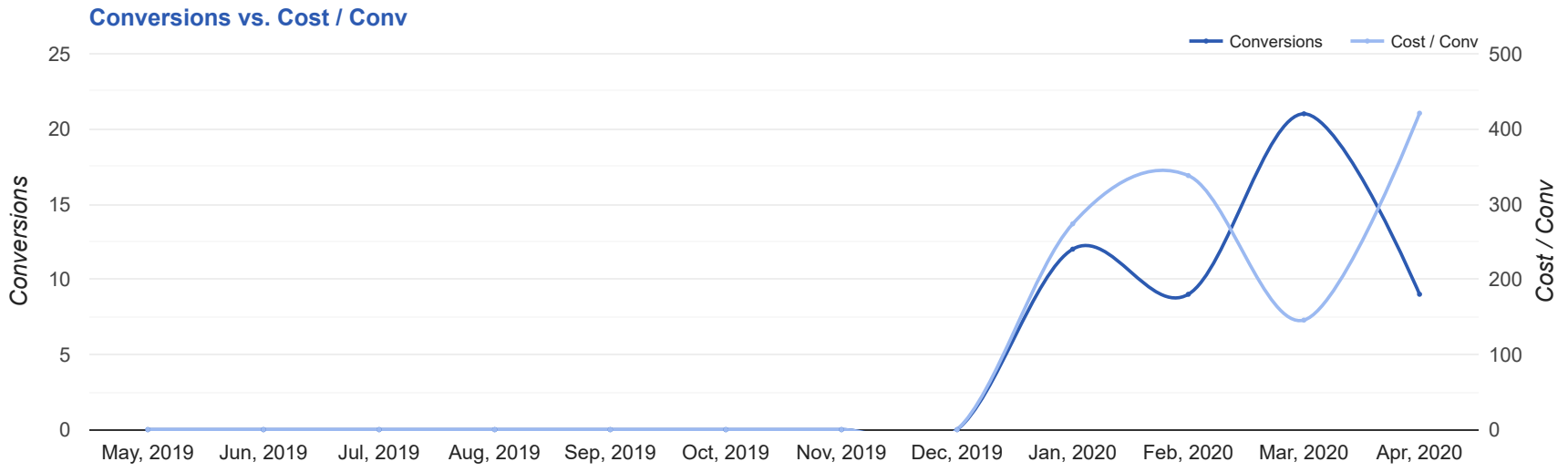
\$420.80

↑ 189%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Mar 2020 — 31 Mar 2020</b>	3,719	225	\$3,059.46	\$13.60	6.05%	-	21	9.33%	\$145.69	84.31%
<b>1 Apr 2020 — 30 Apr 2020</b>	2,899	199	\$3,787.23	\$19.03	6.86%	-	9	4.52%	\$420.80	90.48%
<b>Change</b>	820 ↓ 22%	26 ↓ 12%	\$727.77 ↑ 24%	\$5.43 ↑ 40%	0.81% ↑ 13%	--	12 ↓ 57%	4.81% ↓ 52%	\$275.11 ↑ 189%	6.17% ↑ 7%

# Performance by Month - 1 May 2019 — 30 Apr 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Jan '20	3,193	201	\$3,284.15	\$16.34	6.3%	-	12	5.97%	\$273.68	81.52%	
Feb '20	5,002	240	\$3,040.53	\$12.67	4.8%	-	9	3.75%	\$337.84	73.29%	
Mar '20	3,719	225	\$3,059.46	\$13.60	6.05%	-	21	9.33%	\$145.69	84.31%	
Apr '20	2,899	199	\$3,787.23	\$19.03	6.86%	-	9	4.52%	\$420.80	90.48%	
<b>Total</b>	14,813	865	\$13,171.37	\$15.23	5.84%	-	51	5.9%	\$258.26	80.69%	

## Campaign Summary - 1 Apr 2020 — 30 Apr 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	1,842	106	\$2,574.74	\$24.29	5.75%	-	8	7.55%	\$321.84	89.59%
search   beta   vaginal rejuvenation	505	42	\$294.23	\$7.01	8.32%	-	1	2.38%	\$294.23	97.11%
search   beta   brand	60	23	\$39.21	\$1.70	38.33%	-	0	0%	\$0.00	100%
search   beta   emsculpt	492	28	\$879.05	\$31.39	5.69%	-	0	0%	\$0.00	86.62%

# Top Performing Ads - 1 Apr 2020 — 30 Apr 2020

## Top Text Ads

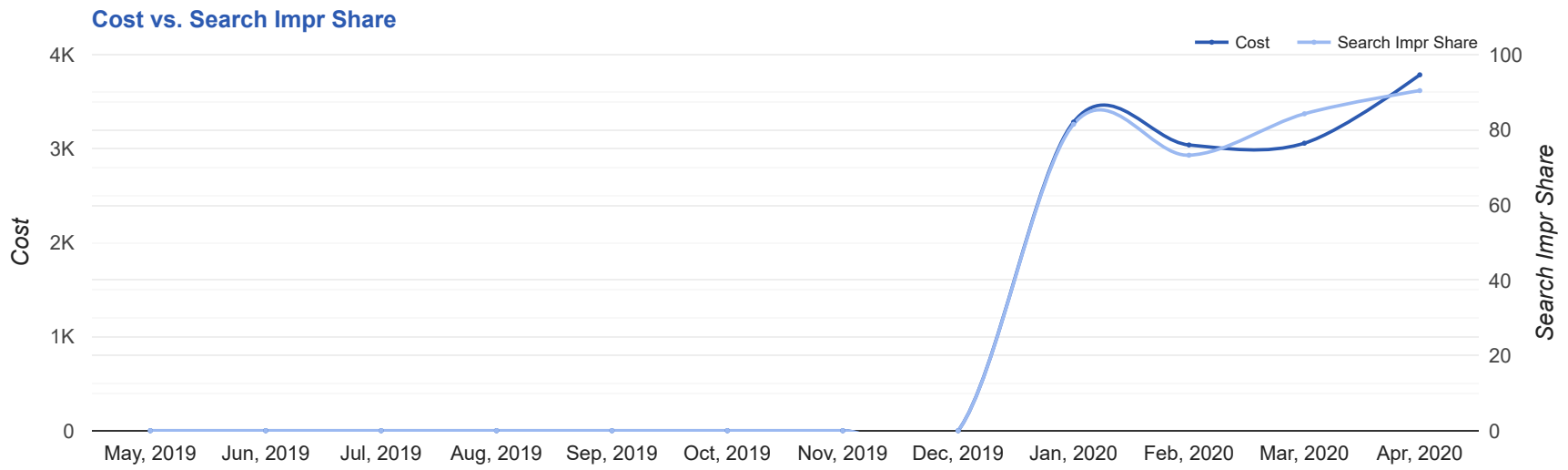
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Denville - Safe &amp; Effective Fat Reduction - 20% Off All CoolSculpting®</a> <a href="http://www.cormedspa.com/coolsculpting/denville">www.cormedspa.com/coolsculpting/denville</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	888	50	\$1,328.43	\$26.57	5.63%	-	5	10.00%	\$265.69
<a href="#">#1 Provider in Denville - Safe &amp; Effective Fat Reduction - 20% Off All CoolSculpting®</a> <a href="http://www.cormedspa.com/coolsculpting/denville">www.cormedspa.com/coolsculpting/denville</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	79	2	\$36.33	\$18.16	2.53%	-	1	50.00%	\$36.33
<a href="#">CoolSculpting in Denville - Fat Reduction Treatment - Book A Virtual Consultation</a> <a href="http://www.cormedspa.com/coolsculpting/">www.cormedspa.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	86	15	\$425.63	\$28.38	17.44%	-	1	6.67%	\$425.63
<a href="#">CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available</a> <a href="http://www.cormedspa.com/coolsculpting/">www.cormedspa.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	173	14	\$303.89	\$21.71	8.09%	-	1	7.14%	\$303.89
<a href="#">Vaginal Rejuvenation Treatment - COR MedSpa in Denville, NJ - Virtual Consultation Available</a> <a href="http://www.cormedspa.com//">www.cormedspa.com//</a> New Laser Technique to Treat Vaginal Atrophy. Look & Feel Your Best. Schedule a Consult	303	26	\$145.99	\$5.62	8.58%	-	1	3.85%	\$145.99

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2020 — 30 Apr 2020

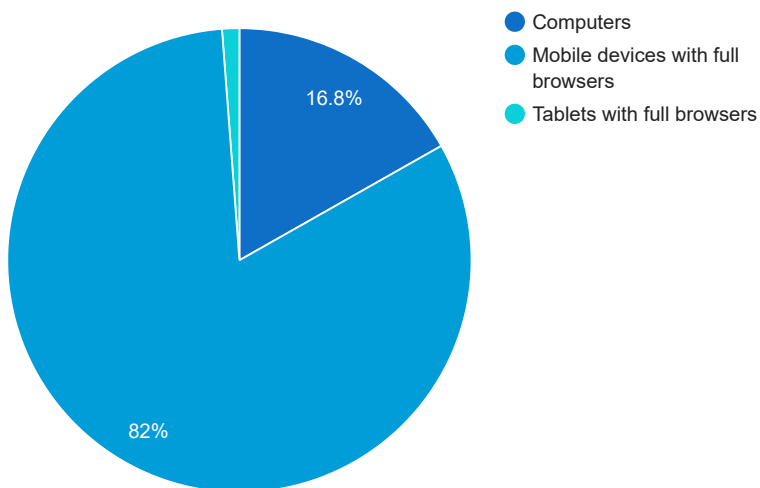
## Budget Coverage



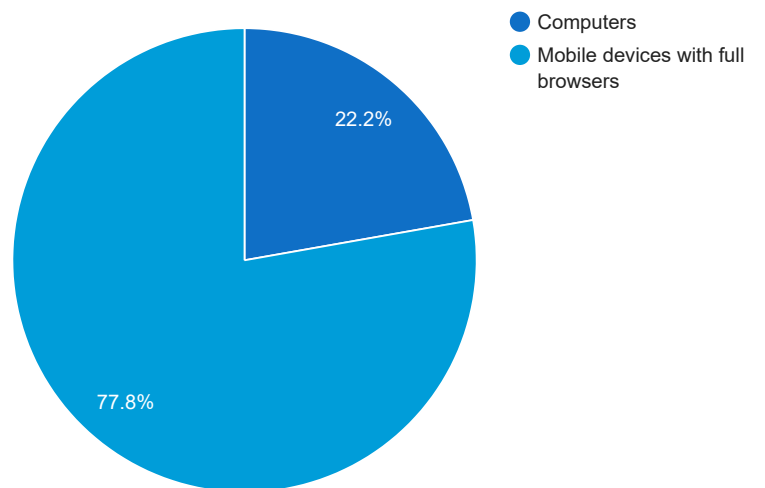
DATE	COST	SEARCH IMPR SHARE
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	3,284.15	81.52
Feb, 2020	3,040.53	73.29
Mar, 2020	3,059.46	84.31
Apr, 2020	3,787.23	90.48

## 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	2,156	160	\$3,105.59	\$19.41	7.42%	-	7	4.38%	\$443.66
Computers	649	36	\$636.09	\$17.67	5.55%	-	2	5.56%	\$318.05
Tablets with full browsers	94	3	\$45.55	\$15.18	3.19%	-	0	0%	\$0.00

### 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	2,899	199	\$3,787.23	\$19.03	6.86%	-	9	4.52%	\$420.80

# Conversion Types - 1 Apr 2020 — 30 Apr 2020

CONVERSION TYPE

CONV

Form Submission

7

Phone Call

2

## 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