

**Monthly Account
Performance Report
1 Jul 2020 — 31 Jul 2020**

COR Medspa

472-719-9888

Key Performance Indicators (KPIs)

Cost

\$4,859

↑ 39%

Conv

41

↑ 173%

Conv Rate

9.69%

↑ 82%

Cost / Conv

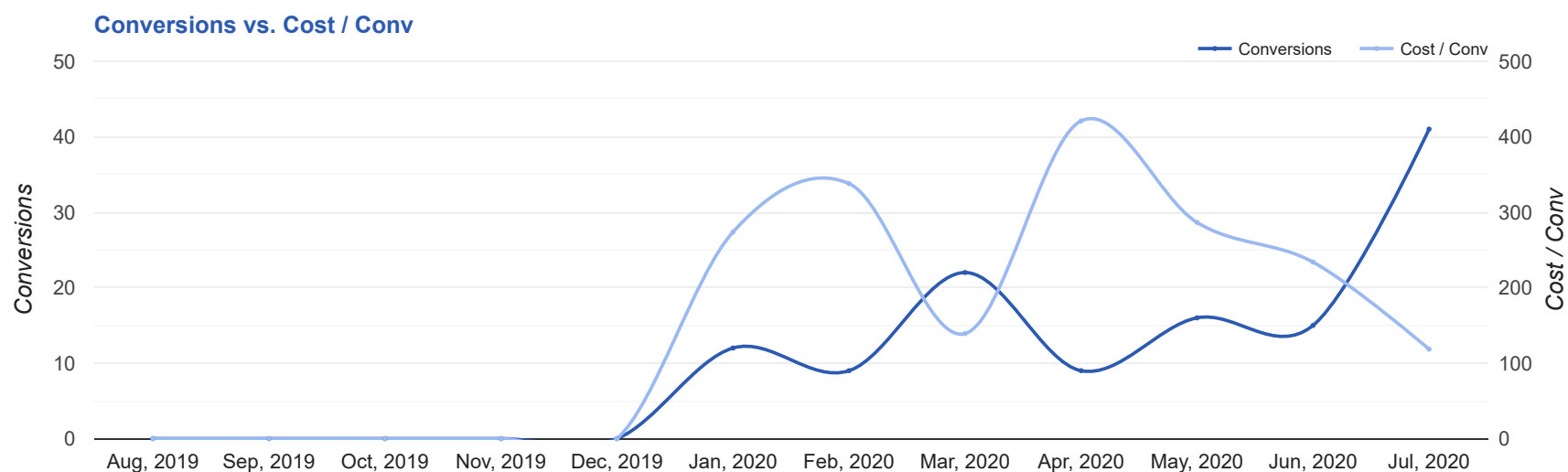
\$118.52

↓ 49%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	4,368	282	\$3,506.94	\$12.44	6.46%	-	15	5.32%	\$233.80	81.64%
1 Jul 2020 — 31 Jul 2020	6,712	423	\$4,859.43	\$11.49	6.3%	-	41	9.69%	\$118.52	77.5%
Change	2,344 ↑ 54%	141 ↑ 50%	\$1,352.49 ↑ 39%	\$0.95 ↓ 8%	0.16% ↓ 2%	--	26 ↑ 173%	4.37% ↑ 82%	\$115.28 ↓ 49%	4.14% ↓ 5%

Performance by Month - 1 Aug 2019 — 31 Jul 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%	-	22	9.78%	\$139.07	84.31%	
Apr '20	2,899	199	\$3,787.23	\$19.03	6.86%	-	9	4.52%	\$420.80	90.48%	
May '20	2,487	190	\$4,581.50	\$24.11	7.64%	-	16	8.42%	\$286.34	73.9%	
Jun '20	4,368	282	\$3,506.94	\$12.44	6.46%	-	15	5.32%	\$233.80	81.64%	
Jul '20	6,712	423	\$4,859.43	\$11.49	6.3%	-	41	9.69%	\$118.52	77.5%	
Total	28,380	1,760	\$26,119.24	\$14.84	6.2%	-	124	7.05%	\$210.64	79.42%	

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,030	265	\$3,437.58	\$12.97	6.58%	-	30.1	11.37%	\$114.09	82.01%
search beta brand	80	22	\$28.79	\$1.31	27.5%	-	5.9	26.68%	\$4.90	87.91%
search beta dermal fillers	740	36	\$243.67	\$6.77	4.86%	-	2	5.56%	\$121.84	58.96%
search beta emsculpt	1,136	66	\$643.41	\$9.75	5.81%	-	2	3.03%	\$321.71	71.39%
search beta hair restoration	262	17	\$402.95	\$23.70	6.49%	-	1	5.88%	\$402.95	97.3%
search beta microneedling	464	17	\$103.03	\$6.06	3.66%	-	0	0%	\$0.00	87.55%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

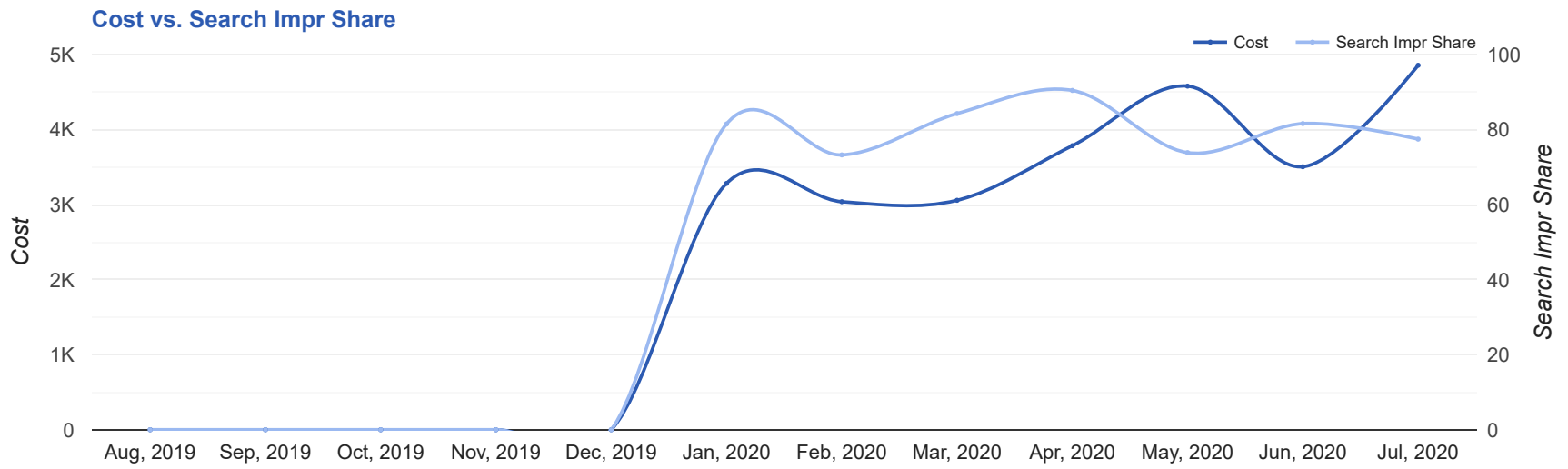
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Denville - Safe & Effective Fat Reduction - 20% Off All CoolSculpting® www.cormedspa.com/coolsculpting/denville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	2,034	117	\$1,779.26	\$15.21	5.75%	-	15.3	13.09%	\$116.22
CoolSculpting in Denville - Fat Reduction Treatment - Book A Virtual Consultation www.cormedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	404	26	\$340.35	\$13.09	6.44%	-	6	23.08%	\$56.73
COR Medspa Denville, NJ - Virtual Consultation Available - Professional Specialists www.cormedspa.com// Non-Invasive Fat Reduction. Face + Beauty Treatments. Luxury Service. Competitive Prices.	29	11	\$6.93	\$0.63	37.93%	-	3	27.27%	\$2.31
COR Medspa Denville, NJ - Personalized Treatments - Professional Specialists www.cormedspa.com/--/ Custom Treatments. Certified Specialists. Relaxing Environment. Reviewed By Real People.	49	9	\$20.88	\$2.32	18.37%	-	2.9	31.89%	\$7.28
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available www.cormedspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	243	12	\$156.74	\$13.06	4.94%	-	2.5	20.83%	\$62.70

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

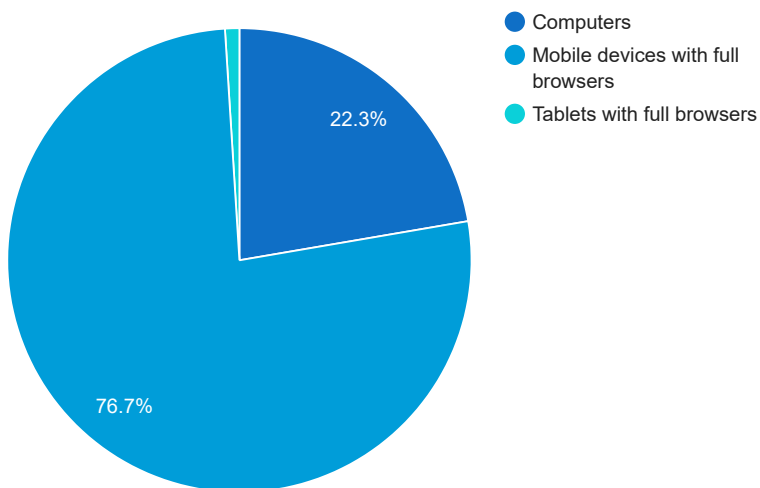
Budget Coverage



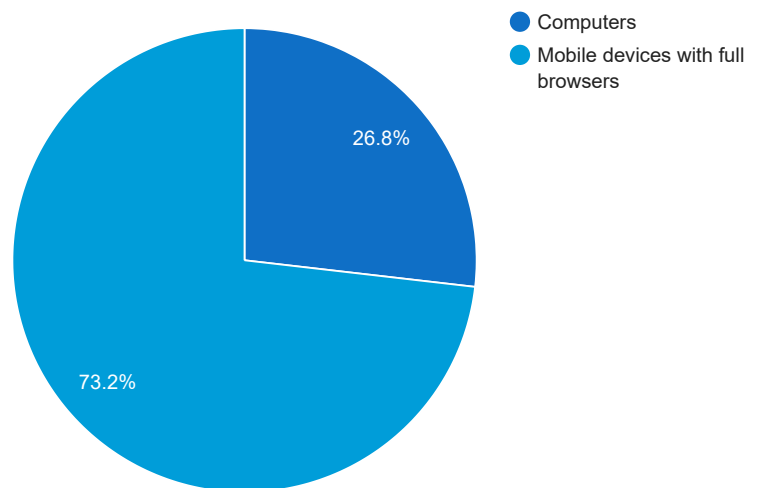
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	3,284.15	81.52
Feb, 2020	3,040.53	73.29
Mar, 2020	3,059.46	84.31
Apr, 2020	3,787.23	90.48
May, 2020	4,581.50	73.90
Jun, 2020	3,506.94	81.64
Jul, 2020	4,859.43	77.50

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	5,134	338	\$3,727.22	\$11.03	6.58%	-	30	8.88%	\$124.24
Computers	1,451	77	\$1,083.76	\$14.07	5.31%	-	11	14.29%	\$98.52
Tablets with full browsers	127	8	\$48.45	\$6.06	6.3%	-	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	6,712	423	\$4,859.43	\$11.49	6.3%	-	41	9.69%	\$118.52

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	25
Phone Call	15
Calls from Ads	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