

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

COR Medspa

472-719-9888

# Key Performance Indicators (KPIs)

Cost

\$5,388

↔ 0%

Conv

17

↓ 62%

Conv Rate

3.24%

↓ 23%

Cost / Conv

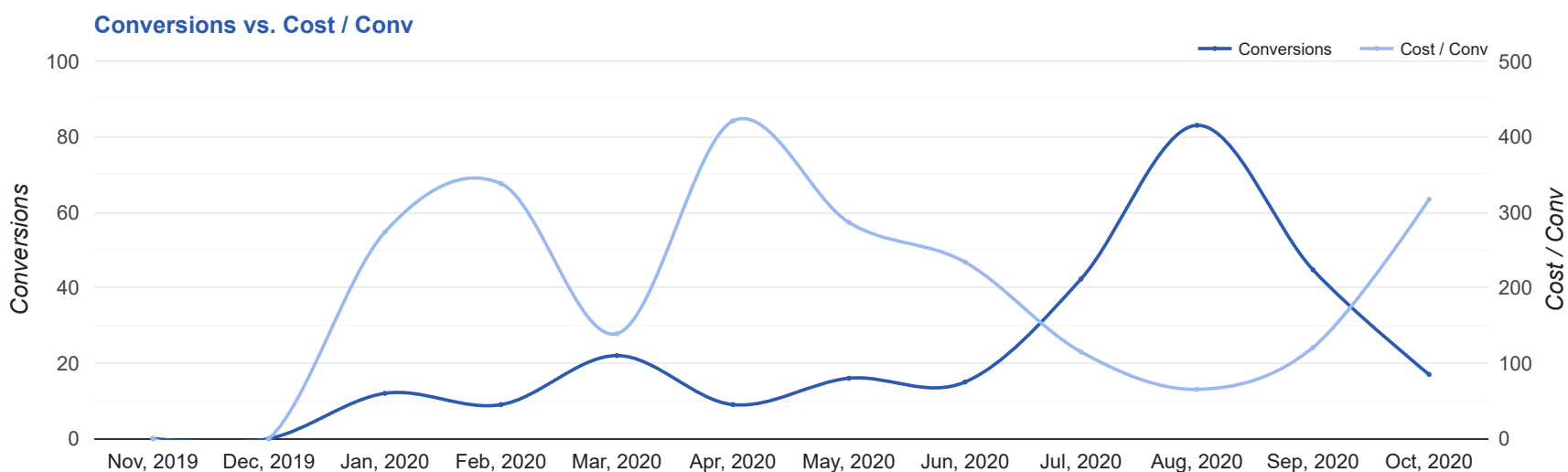
\$316.94

↑ 162%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Sep 2020 — 30 Sep 2020</b>	24,705	1,062	\$5,404.10	\$5.09	4.3%	-	44.7	4.21%	\$120.82	35.6%
<b>1 Oct 2020 — 31 Oct 2020</b>	9,504	525	\$5,387.94	\$10.26	5.52%	-	17	3.24%	\$316.94	47.65%
<b>Change</b>	15,201 ↓ 62%	537 ↓ 51%	\$16.16 ↓ 0%	\$5.17 ↑ 102%	1.22% ↑ 28%	--	27.73 ↓ 62%	0.97% ↓ 23%	\$196.12 ↑ 162%	12.05% ↑ 34%

# Performance by Month - 1 Nov 2019 — 31 Oct 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%	-	42.3	10%	\$114.91	77.6%
Aug '20	30,036	1,391	\$5,416.28	\$3.89	4.63%	-	83	5.97%	\$65.27	28.18%
Sep '20	24,705	1,062	\$5,404.10	\$5.09	4.3%	-	44.7	4.21%	\$120.82	35.6%
Oct '20	9,504	525	\$5,387.94	\$10.26	5.52%	-	17	3.24%	\$316.94	47.65%
<b>Total</b>	<b>92,625</b>	<b>4,738</b>	<b>\$42,327.56</b>	<b>\$8.93</b>	<b>5.12%</b>	<b>-</b>	<b>270</b>	<b>5.7%</b>	<b>\$156.77</b>	<b>39.98%</b>

## Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,637	166	\$3,451.53	\$20.79	6.3%	-	8	4.82%	\$431.44	62.09%
search   beta   dermal fillers	2,226	111	\$724.75	\$6.53	4.99%	-	5	4.5%	\$144.95	58.44%
search   beta   hair restoration	3,533	147	\$745.90	\$5.07	4.16%	-	3	2.04%	\$248.63	35.27%
search   beta   microneedling	1,106	101	\$465.76	\$4.61	9.13%	-	1	0.99%	\$465.76	58.36%
search   beta   coolsculpting   exp reach	2	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	16.67%

# Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

## Top Text Ads

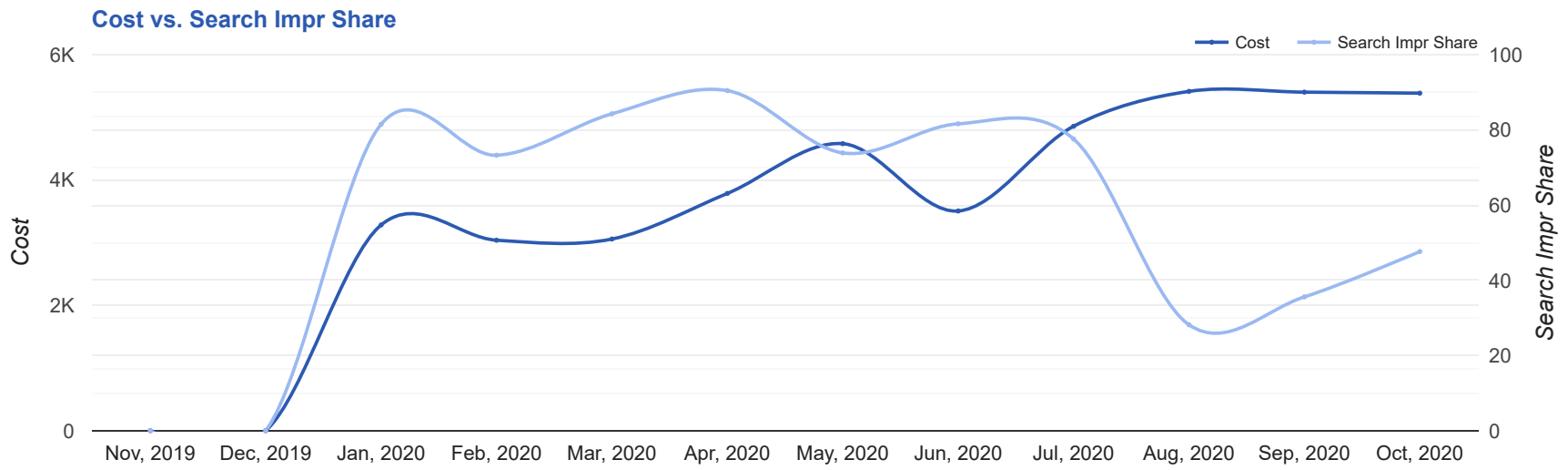
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:COR Medspa} - Dermal Fillers in Denville, NJ - Look Younger & More Energized <a href="http://www.cormedspa.com/juvederm/">www.cormedspa.com/juvederm/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under Eye Bags	644	36	\$271.02	\$7.53	5.59%	-	3	8.33%	\$90.34
Hair Restoration in Denville - Effective Hair Restoration - Quick Treatment. No Downtime <a href="http://www.cormedspa.com/">www.cormedspa.com/</a> Effective and Nonsurgical Alternative to Hair Transplant. Customized Hair Restoration	1,242	52	\$300.72	\$5.78	4.19%	-	3	5.77%	\$100.24
#1 Provider in Denville - Safe & Effective Fat Reduction - 20% Off All CoolSculpting® <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.	641	58	\$1,484.83	\$25.60	9.05%	-	2	3.45%	\$742.41
#1 Provider in Denville - Safe & Effective Fat Reduction - 20% Off All CoolSculpting® <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.	181	12	\$116.07	\$9.67	6.63%	-	2	16.67%	\$58.03
20% Off All CoolSculpting® - Best Price in Denville - COR Medspa <a href="http://www.cormedspa.com/coolsculpting/special">www.cormedspa.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	130	28	\$718.26	\$25.65	21.54%	-	2	7.14%	\$359.13

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

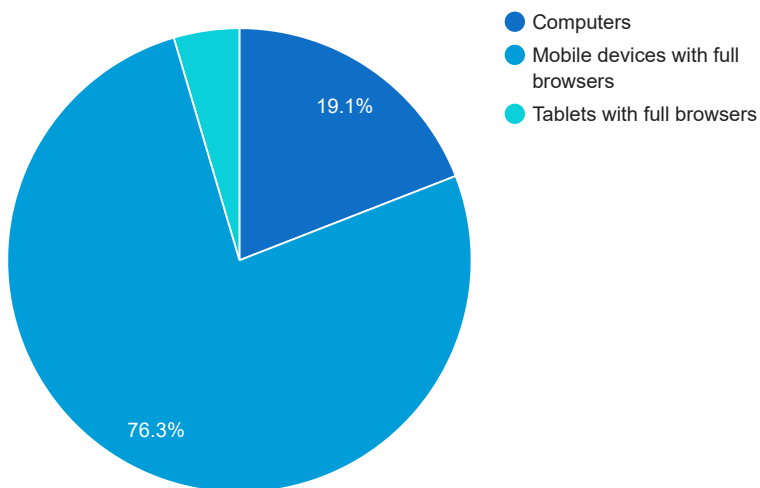
## Budget Coverage



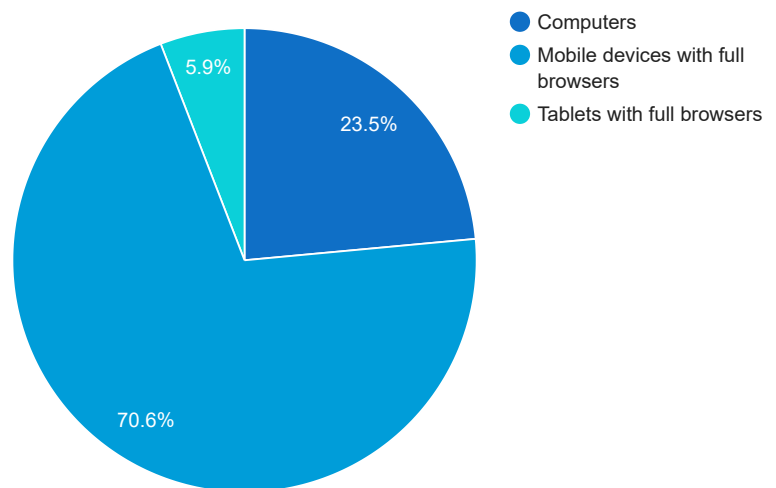
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	3,284.15	81.52
Feb, 2020	3,040.53	73.29
Mar, 2020	3,059.46	84.31
Apr, 2020	3,787.23	90.48
May, 2020	4,581.50	73.90
Jun, 2020	3,506.94	81.64
Jul, 2020	4,859.43	77.60
Aug, 2020	5,416.28	28.18
Sep, 2020	5,404.10	35.60
Oct, 2020	5,387.94	47.65

## 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	7,024	404	\$4,113.43	\$10.18	5.75%	-	12	2.97%	\$342.79
Computers	2,263	106	\$1,028.21	\$9.70	4.68%	-	4	3.77%	\$257.05
Tablets with full browsers	217	15	\$246.30	\$16.42	6.91%	-	1	6.67%	\$246.30

### 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	9,504	525	\$5,387.94	\$10.26	5.52%	-	17	3.24%	\$316.94

# Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Form Submission

16

Phone 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