

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

COR Medspa

472-719-9888

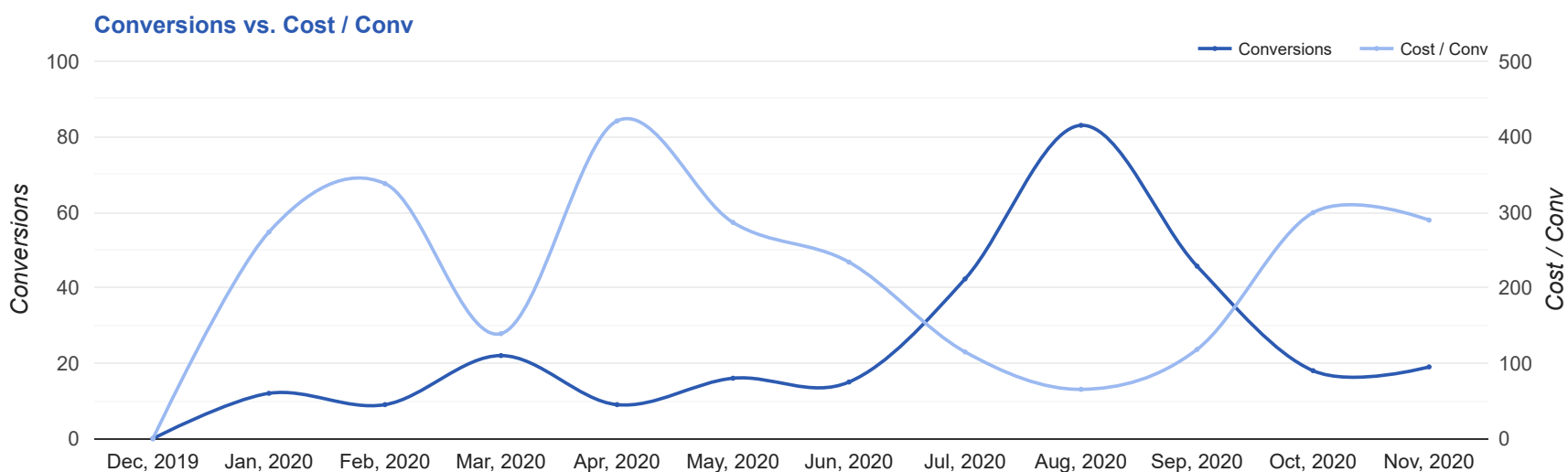
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,499	19	3.35%	\$289.41
↑ 2%	↑ 6%	↓ 2%	↓ 3%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	9,504	525	\$5,387.94	\$10.26	5.52%	-	18	3.43%	\$299.33	47.66%
1 Nov 2020 — 30 Nov 2020	14,156	568	\$5,498.83	\$9.68	4.01%	-	19	3.35%	\$289.41	41.46%
Change	4,652 ↑ 49%	43 ↑ 8%	\$110.89 ↑ 2%	\$0.58 ↓ 6%	1.51% ↓ 27%	--	1 ↑ 6%	0.08% ↓ 2%	\$9.92 ↓ 3%	6.20% ↓ 13%

Performance by Month - 1 Dec 2019 — 30 Nov 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%	-	45.7	4.31%	\$118.17	35.6%
Oct '20	9,504	525	\$5,387.94	\$10.26	5.52%	-	18	3.43%	\$299.33	47.66%
Nov '20	14,156	568	\$5,498.83	\$9.68	4.01%	-	19	3.35%	\$289.41	41.46%
Total	106,781	5,306	\$47,826.39	\$9.01	4.97%	-	291	5.48%	\$164.35	40.18%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting exp reach	7,547	195	\$1,742.49	\$8.94	2.58%	-	6	3.08%	\$290.42	38.99%
search beta dermal fillers	1,855	88	\$749.89	\$8.52	4.74%	-	5	5.68%	\$149.98	53.54%
search beta hair restoration	3,082	138	\$746.94	\$5.41	4.48%	-	4	2.9%	\$186.74	33.62%
search beta coolsculpting	787	69	\$1,758.62	\$25.49	8.77%	-	4	5.8%	\$439.66	82.98%
search beta microneedling	885	78	\$500.89	\$6.42	8.81%	-	0	0%	\$0.00	71.24%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

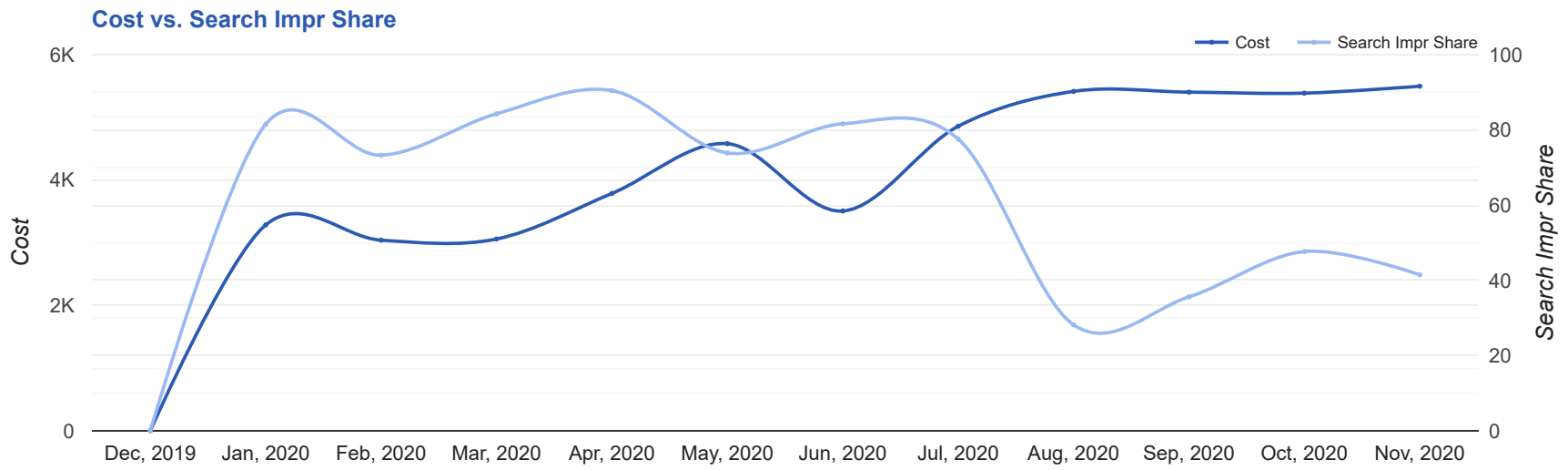
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Denville - Safe & Effective Fat Reduction - Target Belly Fat, Love Handles www.cormedspa.com/coolsculpting/denville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	496	41	\$1,004.95	\$24.51	8.27%	-	3	7.32%	\$334.98
Dermal Fillers in Denville, NJ - Longest Lasting Facial Filler - Look Younger & More Energized www.cormedspa.com/ Long-Lasting Dermal Filler That Treats Wrinkles and Skin Folds	709	33	\$334.91	\$10.15	4.65%	-	3	9.09%	\$111.64
CoolSculpting in Denville - Fat Reduction Treatment - Book A Free Consultation www.cormedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,921	64	\$733.43	\$11.46	1.63%	-	2	3.13%	\$366.71
Dermal Fillers in Denville, NJ - Longest Lasting Facial Filler - Look Younger & More Energized www.cormedspa.com/ Long-Lasting Dermal Filler That Treats Wrinkles and Skin Folds	484	21	\$155.98	\$7.43	4.34%	-	2	9.52%	\$77.99
#1 Provider in Denville - Safe & Effective Fat Reduction - Target Belly Fat, Love Handles www.cormedspa.com/coolsculpting/denville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	2,970	100	\$695.15	\$6.95	3.37%	-	2	2.00%	\$347.57

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

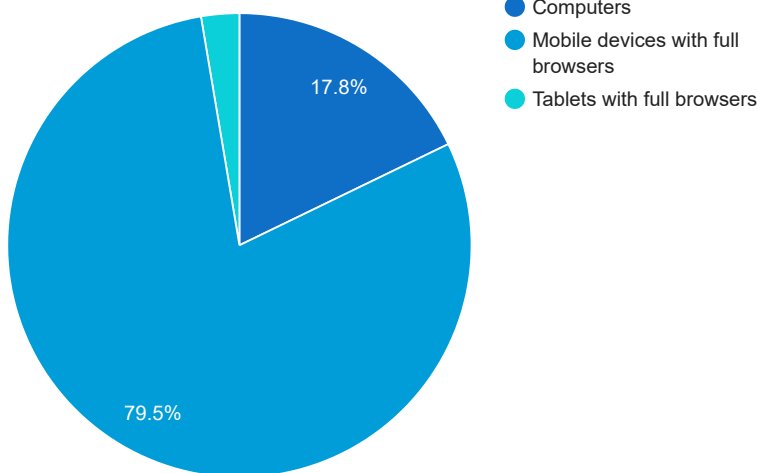
Budget Coverage



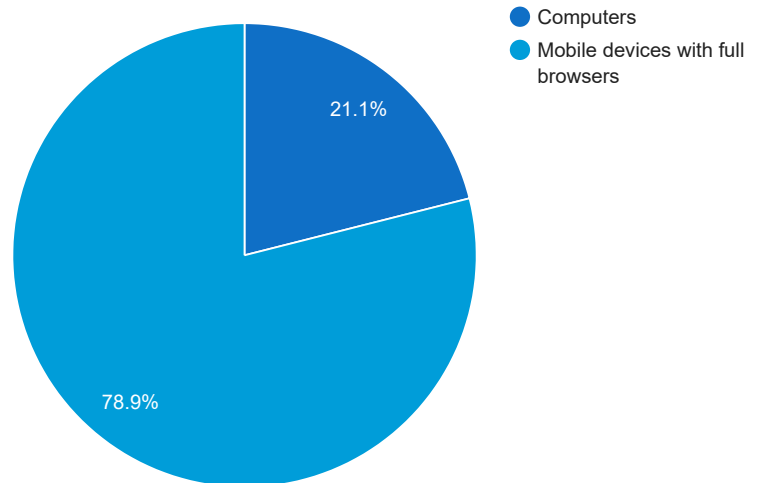
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	3,284.15	81.52
Feb, 2020	3,040.53	73.29
Mar, 2020	3,059.46	84.31
Apr, 2020	3,787.23	90.48
May, 2020	4,581.50	73.90
Jun, 2020	3,506.94	81.64
Jul, 2020	4,859.43	77.60
Aug, 2020	5,416.28	28.18
Sep, 2020	5,404.10	35.60
Oct, 2020	5,387.94	47.66
Nov, 2020	5,498.83	41.46

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	10,525	455	\$4,372.94	\$9.61	4.32%	-	15	3.3%	\$291.53
Computers	3,222	99	\$979.95	\$9.90	3.07%	-	4	4.04%	\$244.99
Tablets with full browsers	409	14	\$145.94	\$10.42	3.42%	-	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	14,156	568	\$5,498.83	\$9.68	4.01%	-	19	3.35%	\$289.41

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	16
Phone Call	3
Local actions - Website visits	0

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