

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

COR Medspa

472-719-9888

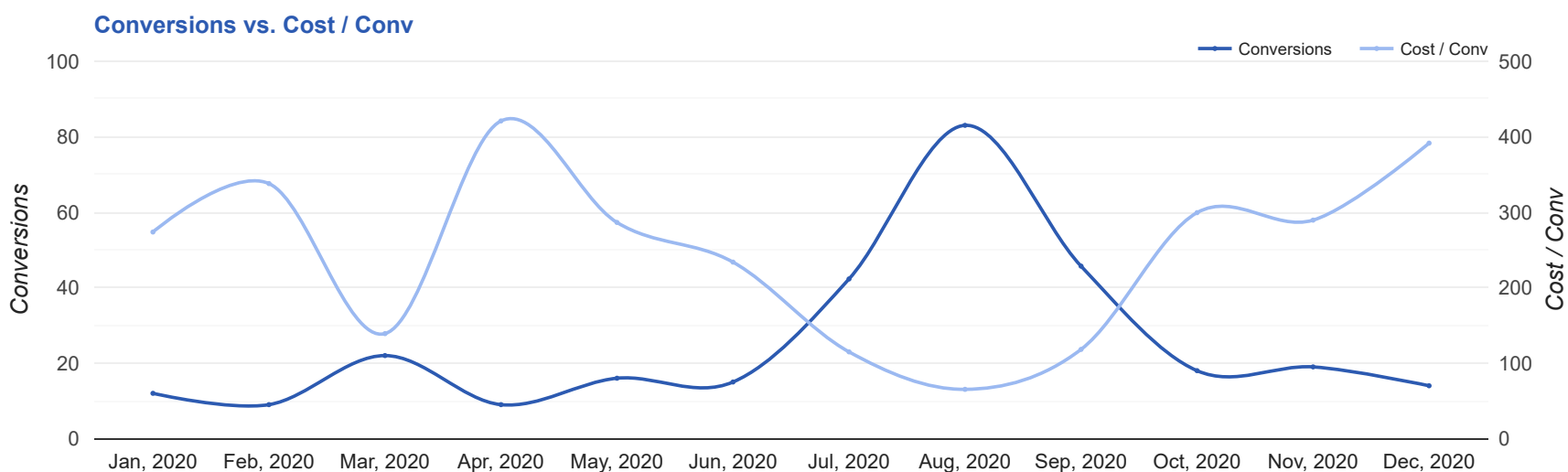
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,480	14	2.45%	\$391.42
↔ 0%	↓ 26%	↓ 27%	↑ 35%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	14,156	568	\$5,498.83	\$9.68	4.01%	-	19	3.35%	\$289.41	41.59%
1 Dec 2020 — 31 Dec 2020	12,085	571	\$5,479.84	\$9.60	4.72%	-	14	2.45%	\$391.42	36.45%
Change	2,071 ↓ 15%	3 ↑ 1%	\$18.99 ↓ 0%	\$0.08 ↓ 1%	0.71% ↑ 18%	--	5 ↓ 26%	0.90% ↓ 27%	\$102.01 ↑ 35%	5.14% ↓ 12%

Performance by Month - 1 Jan 2020 — 31 Dec 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	41.59%	
Dec '20	12,085	571	\$5,479.84	\$9.60	4.72%	-	14	2.45%	\$391.42	36.45%	
Total	118,866	5,877	\$53,306.23	\$9.07	4.94%	-	305	5.19%	\$174.77	39.78%	

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	799	79	\$2,449.92	\$31.01	9.89%	-	8	10.13%	\$306.24	68.94%
search beta coolsculpting exp reach	5,229	127	\$1,044.96	\$8.23	2.43%	-	4	3.15%	\$261.24	31.55%
search beta hair restoration	3,240	151	\$742.38	\$4.92	4.66%	-	1	0.66%	\$742.38	32.58%
search beta dermal fillers	1,775	111	\$746.76	\$6.73	6.25%	-	1	0.9%	\$746.76	47.3%
search beta microneedling	1,042	103	\$495.82	\$4.81	9.88%	-	0	0%	\$0.00	69.02%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

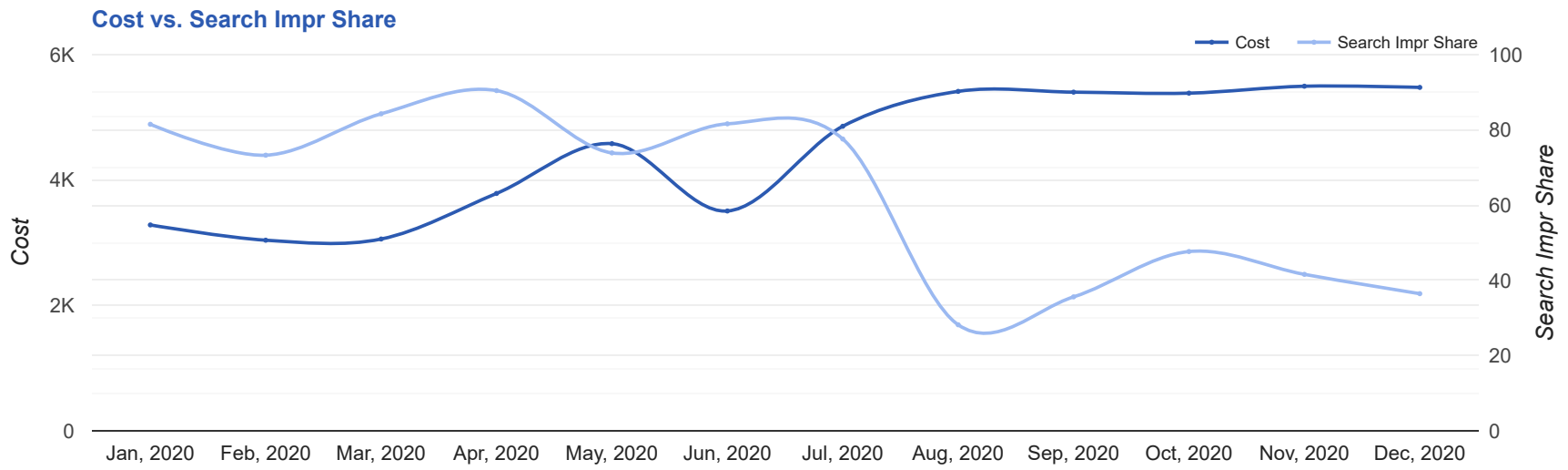
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Denville, NJ - Biggest CoolSculpting® Promo www.cormedspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Denville, NJ.	307	28	\$893.36	\$31.91	9.12%	-	2	7.14%	\$446.68
#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.	46	9	\$376.81	\$41.87	19.57%	-	2	22.22%	\$188.41
CoolSculpting® in Denville, NJ - Limited Time Offer Dec 2020 - 25% Off All CoolSculpting www.cormedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	12	3	\$61.87	\$20.62	25.00%	-	1.5	50.00%	\$41.25
CoolSculpting® in Denville, NJ - Limited Time Offer Dec 2020 - Hurry Offer Ends In {=COUNTDOWN("2020/12/31 00:00:00","en-US",31)} www.cormedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	6	3	\$100.36	\$33.45	50.00%	-	1	33.33%	\$100.36
{Keyword:Hair Loss Treatment} - Non-Surgical Hair Restoration - Natural Looking Results www.cormedspa.com/ Customized Hair Restoration Solution. Stop Thinning Hair and Restore Hair Growth	479	24	\$120.93	\$5.04	5.01%	-	1	4.17%	\$120.93

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

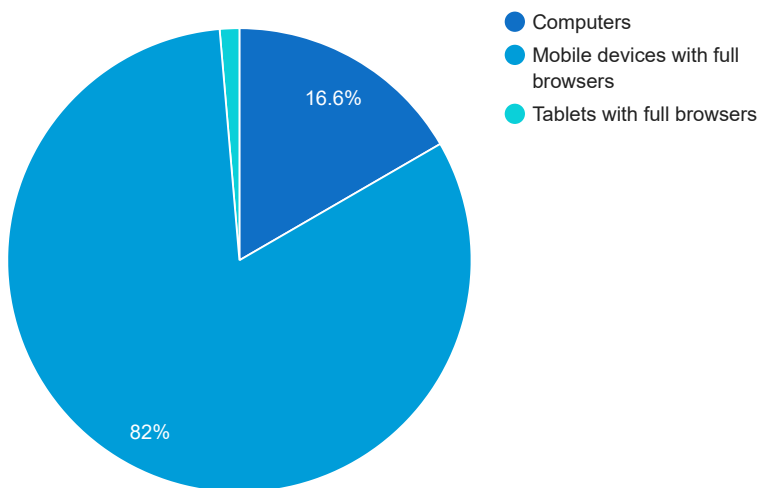
Budget Coverage



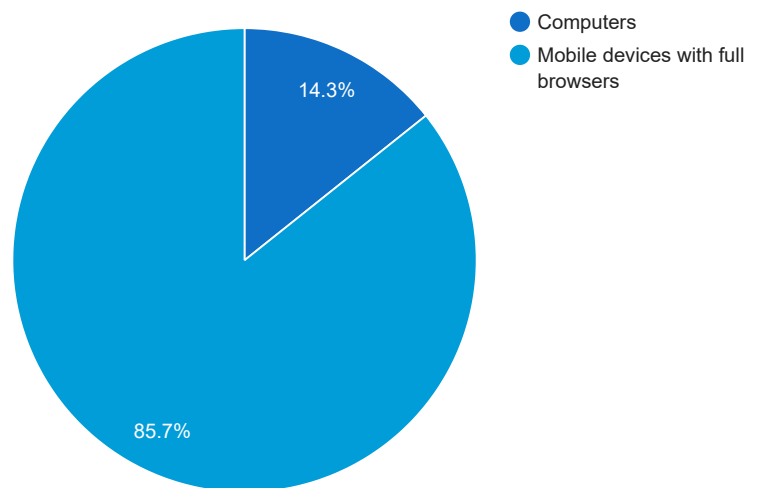
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	3,284.15	81.52
Feb, 2020	3,040.53	73.29
Mar, 2020	3,059.46	84.31
Apr, 2020	3,787.23	90.48
May, 2020	4,581.50	73.90
Jun, 2020	3,506.94	81.64
Jul, 2020	4,859.43	77.60
Aug, 2020	5,416.28	28.18
Sep, 2020	5,404.10	35.60
Oct, 2020	5,387.94	47.66
Nov, 2020	5,498.83	41.59
Dec, 2020	5,479.84	36.45

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	9,038	453	\$4,493.12	\$9.92	5.01%	-	12	2.65%	\$374.43
Computers	2,752	105	\$912.05	\$8.69	3.82%	-	2	1.9%	\$456.03
Tablets with full browsers	295	13	\$74.67	\$5.74	4.41%	-	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	12,085	571	\$5,479.84	\$9.60	4.72%	-	14	2.45%	\$391.42

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	10
Phone Call	3
Click to Call	1
Local actions - Other engagements	0
Clicks to call	0
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