

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

COR Medspa

472-719-9888

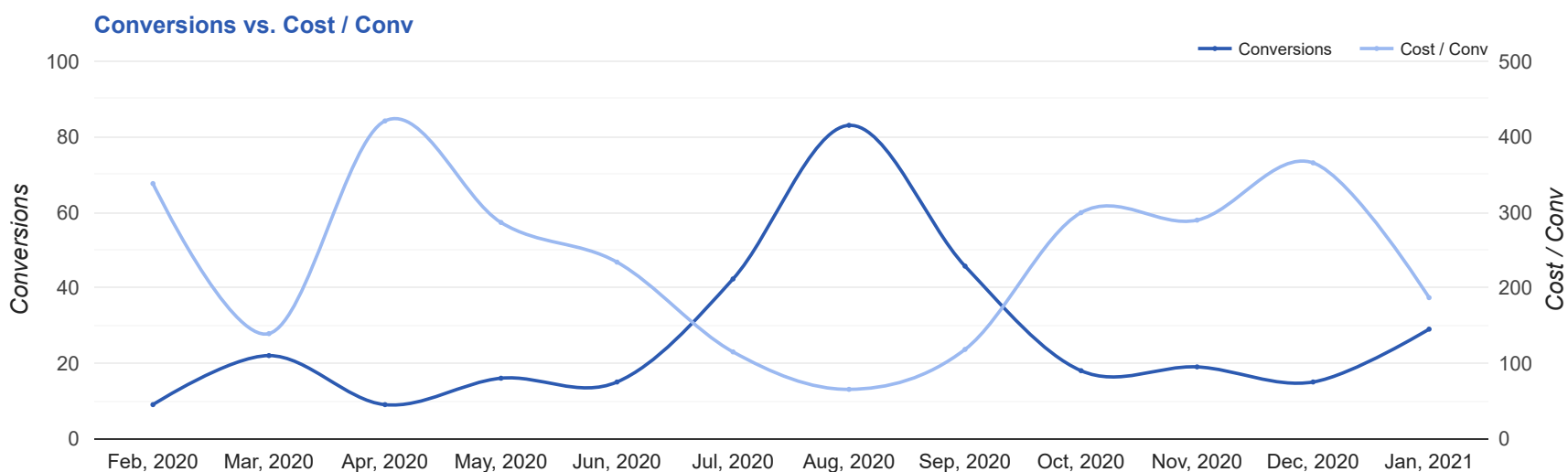
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,415	29	4.04%	\$186.72
↓ 1%	↑ 93%	↑ 54%	↓ 49%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	12,085	571	\$5,479.84	\$9.60	4.72%	-	15	2.63%	\$365.32	36.36%
1 Jan 2021 — 31 Jan 2021	14,093	717	\$5,414.85	\$7.55	5.09%	-	29	4.04%	\$186.72	33.22%
Change	2,008 ↑ 17%	146 ↑ 26%	\$64.99 ↓ 1%	\$2.05 ↓ 21%	0.37% ↑ 8%	--	14 ↑ 93%	1.41% ↑ 54%	\$178.60 ↓ 49%	3.14% ↓ 9%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	15	2.63%	\$365.32	36.36%
Jan '21	14,093	717	\$5,414.85	\$7.55	5.09%	-	29	4.04%	\$186.72	33.22%
Total	129,766	6,393	\$55,436.93	\$8.67	4.93%	-	323	5.05%	\$171.63	38.46%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,079	96	\$2,372.85	\$24.72	8.9%	-	9	9.38%	\$263.65	87.87%
search beta coolsculpting exp reach	6,263	167	\$1,040.45	\$6.23	2.67%	-	7	4.19%	\$148.64	25.64%
search beta dermal fillers	2,203	174	\$749.79	\$4.31	7.9%	-	6	3.45%	\$124.97	54.37%
search beta hair restoration	3,342	161	\$757.79	\$4.71	4.82%	-	4	2.48%	\$189.45	31.38%
search beta microneedling	1,206	119	\$493.97	\$4.15	9.87%	-	3	2.52%	\$164.66	65.06%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

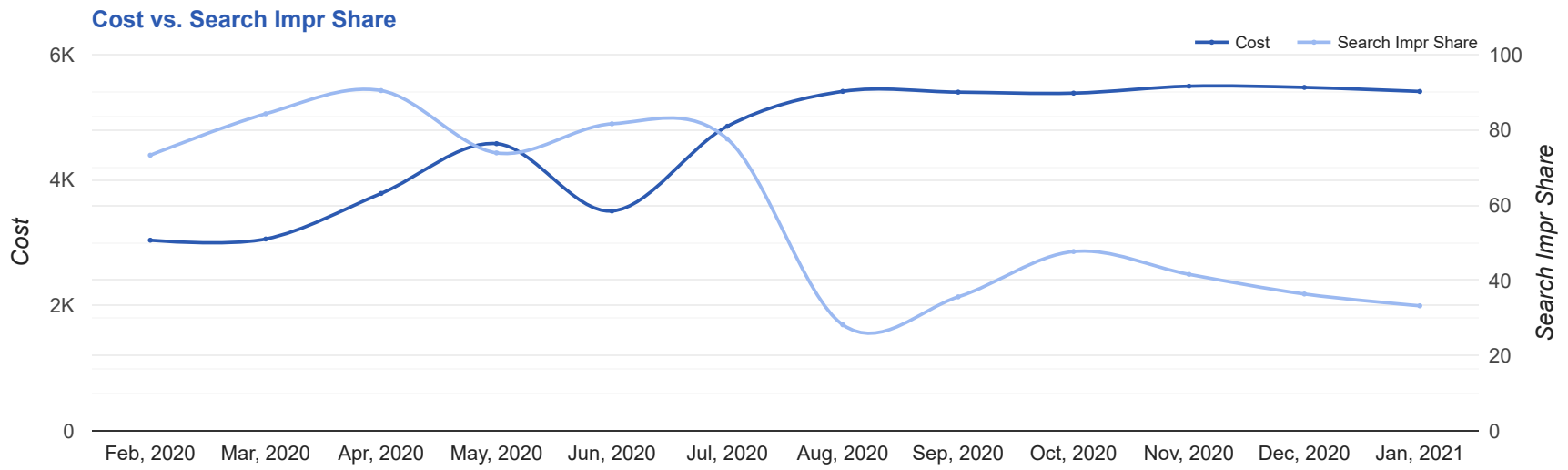
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Denville, NJ - Biggest CoolSculpting® Promo www.cormedspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Denville, NJ.	604	53	\$1,250.44	\$23.59	8.77%	-	5.5	10.38%	\$227.35
{Keyword:COR Medspa} - Dermal Fillers in Denville, NJ - Smooth Wrinkles Restore Volume www.cormedspa.com/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	412	43	\$157.04	\$3.65	10.44%	-	4	9.30%	\$39.26
COR Medspa - Fat Reduction in Denville, NJ - Non-Surgical Fat Reduction www.cormedspa.com/ -- - CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	2,185	55	\$339.18	\$6.17	2.52%	-	3	5.45%	\$113.06
{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	446	26	\$90.09	\$3.47	5.83%	-	3	11.54%	\$30.03
{Keyword:COR Medspa} - Microneedling Denville - What is Microneedling? www.cormedspa.com/ -- -- Microneedling Improves Skin Tone & Texture + Diminishes Wrinkles + Stimulates Collagen.	45	8	\$30.04	\$3.75	17.78%	-	2	25.00%	\$15.02

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

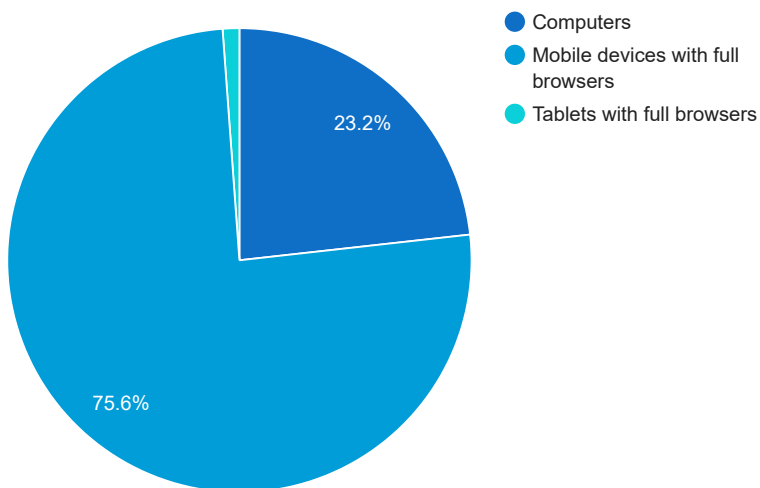
Budget Coverage



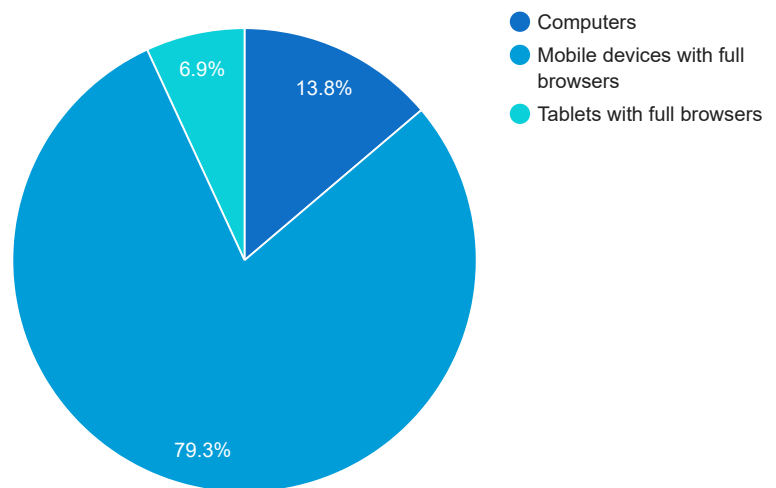
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	3,040.53	73.29
Mar, 2020	3,059.46	84.31
Apr, 2020	3,787.23	90.48
May, 2020	4,581.50	73.90
Jun, 2020	3,506.94	81.64
Jul, 2020	4,859.43	77.60
Aug, 2020	5,416.28	28.18
Sep, 2020	5,404.10	35.60
Oct, 2020	5,387.94	47.66
Nov, 2020	5,498.83	41.59
Dec, 2020	5,479.84	36.36
Jan, 2021	5,414.85	33.22

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	10,509	581	\$4,094.00	\$7.05	5.53%	-	23	3.96%	\$178.00
Computers	3,252	120	\$1,258.02	\$10.48	3.69%	-	4	3.33%	\$314.51
Tablets with full browsers	332	16	\$62.83	\$3.93	4.82%	-	2	12.5%	\$31.42

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	14,093	717	\$5,414.85	\$7.55	5.09%	-	29	4.04%	\$186.72

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	14
Phone Call	8
Click to Call	5
Calls from ads	2
Local actions - Other engagements	0
Local actions - Menu views	0
Local actions - Directions	0
Local actions - Website visits	0
Clicks to call	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