

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

COR Medspa

472-719-9888

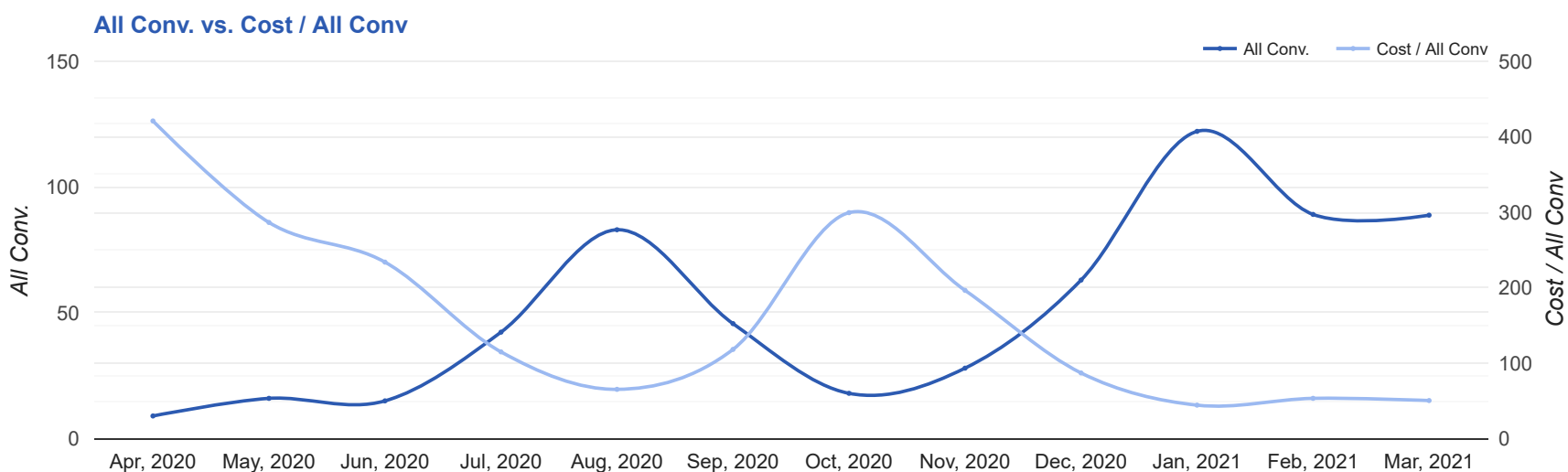
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$4,477	88.8	13.29%	\$50.43
↓ 6%	↔ 0%	↓ 5%	↓ 5%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	11,197	639	\$4,754.57	\$7.44	5.71%	-	13.95%	\$53.34	89.1
1 Mar 2021 — 31 Mar 2021	9,666	668	\$4,477.23	\$6.70	6.91%	-	13.29%	\$50.43	88.8
Change	1,531 ↓ 14%	29 ↑ 5%	\$277.34 ↓ 6%	\$0.74 ↓ 10%	1.20% ↑ 21%	0 ↔ -	0.66% ↓ 5%	\$2.91 ↓ 5%	0.35 ↓ 0%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Apr '20	2,899	199	\$3,787.23	\$19.03	6.86%	-	9	4.52%	\$420.80
May '20	2,487	190	\$4,581.50	\$24.11	7.64%	-	16	8.42%	\$286.34
Jun '20	4,368	282	\$3,506.94	\$12.44	6.46%	-	15	5.32%	\$233.80
Jul '20	6,712	423	\$4,859.43	\$11.49	6.3%	-	42.3	10%	\$114.91
Aug '20	30,036	1,391	\$5,416.28	\$3.89	4.63%	-	83	5.97%	\$65.27
Sep '20	24,705	1,062	\$5,404.10	\$5.09	4.3%	-	45.7	4.31%	\$118.17
Oct '20	9,504	525	\$5,387.94	\$10.26	5.52%	-	18	3.43%	\$299.33
Nov '20	14,156	568	\$5,498.83	\$9.68	4.01%	-	28	4.93%	\$196.39
Dec '20	12,085	571	\$5,479.84	\$9.60	4.72%	-	63	11.03%	\$86.98
Jan '21	14,093	717	\$5,414.85	\$7.55	5.09%	-	122.1	17.03%	\$44.35
Feb '21	11,197	639	\$4,754.57	\$7.44	5.71%	-	89.1	13.95%	\$53.34
Mar '21	9,666	668	\$4,477.23	\$6.70	6.91%	-	88.8	13.29%	\$50.43
Total	141,908	7,235	\$58,568.74	\$8.10	5.1%	-	620	8.57%	\$94.47

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	1,758	163	\$2,465.89	\$15.13	9.27%	-	44.8	27.47%	\$55.07
search beta dermal fillers	2,403	218	\$746.03	\$3.42	9.07%	-	25	11.47%	\$29.84
search beta microneedling	1,451	142	\$467.81	\$3.29	9.79%	-	11	7.75%	\$42.53
search beta coolsculpting exp reach	4,054	145	\$797.50	\$5.50	3.58%	-	8	5.52%	\$99.69

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
emsculpting	1	1	\$12.81	\$12.81	100.00%	-	9	900.00%	\$1.42
cool sculpting	35	21	\$324.29	\$15.44	60.00%	-	7.9	37.67%	\$41.00
tear trough filler	1	1	\$4.18	\$4.18	100.00%	-	4	400.00%	\$1.04
coolsculpting	44	12	\$135.23	\$11.27	27.27%	-	4	33.33%	\$33.81
vampire facial	11	7	\$25.40	\$3.63	63.64%	-	4	57.14%	\$6.35
microneedling near me	33	10	\$33.88	\$3.39	30.30%	-	3	30.00%	\$11.29
coolsculpting near me	13	8	\$247.73	\$30.97	61.54%	-	2.5	31.25%	\$99.09
average cost of a lip flip	1	1	\$3.40	\$3.40	100.00%	-	2	200.00%	\$1.70
body contouring	3	3	\$11.07	\$3.69	100.00%	-	2	66.67%	\$5.54
skin tightening laser	1	1	\$3.38	\$3.38	100.00%	-	2	200.00%	\$1.69

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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.	866	77	\$1,225.75	\$15.92	8.89%	-	23.4	30.34%	\$52.47
{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.	1,032	76	\$223.15	\$2.94	7.36%	-	11.6	15.21%	\$19.30
{Keyword:COR Medspa} - Microneedling Denville - What is Microneedling? www.cormedspa.com/ -- -- Microneedling Improves Skin Tone & Texture + Diminishes Wrinkles + Stimulates Collagen.	840	92	\$263.95	\$2.87	10.95%	-	7	7.61%	\$37.71
{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.	643	70	\$195.26	\$2.79	10.89%	-	6.9	9.91%	\$28.14
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.	2,173	70	\$416.89	\$5.96	3.22%	-	3	4.29%	\$138.96

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

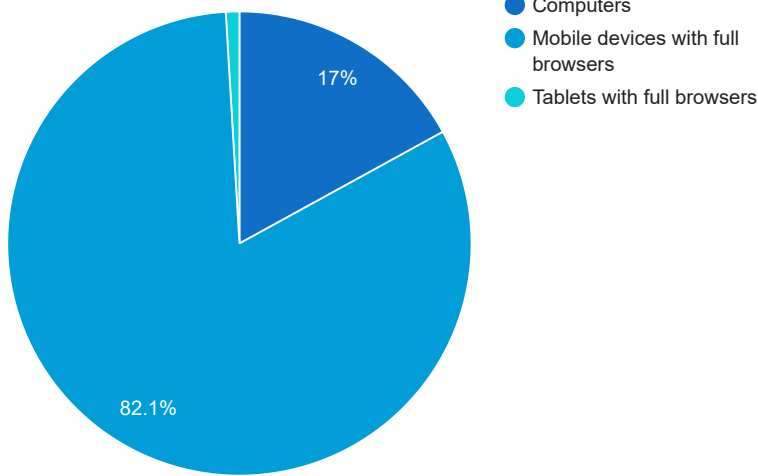
Search Impr Share

39.03%

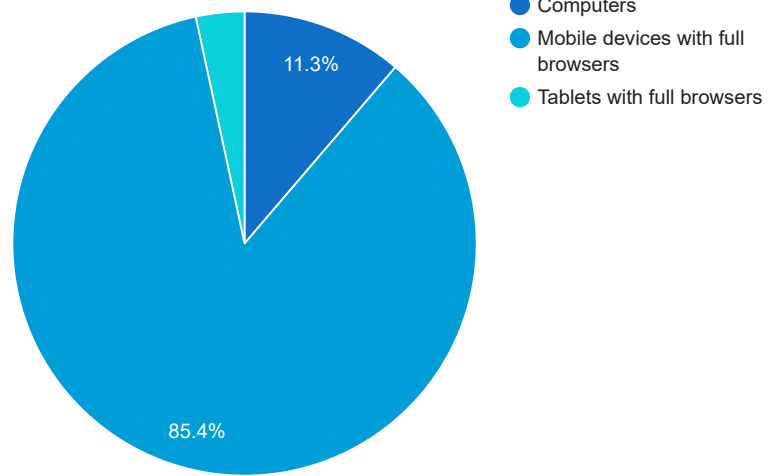
↑ 9%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,489	569	\$3,673.61	\$6.46	7.6%	-	75.8	13.32%	\$48.48
Computers	2,000	88	\$761.49	\$8.65	4.4%	-	10	11.36%	\$76.15
Tablets with full browsers	177	11	\$42.13	\$3.83	6.21%	-	3	27.27%	\$14.04

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	9,666	668	\$4,477.23	\$6.70	6.91%	-	88.8	13.29%	\$50.43

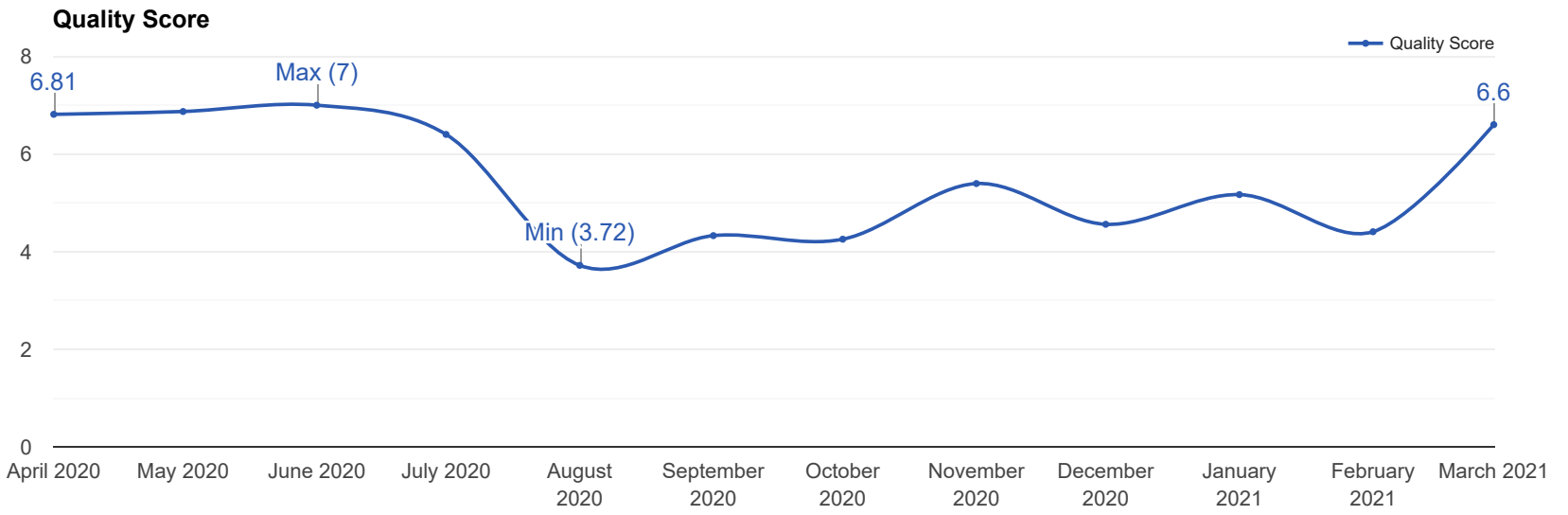
Account Health - Quality Score

Current Quality Score

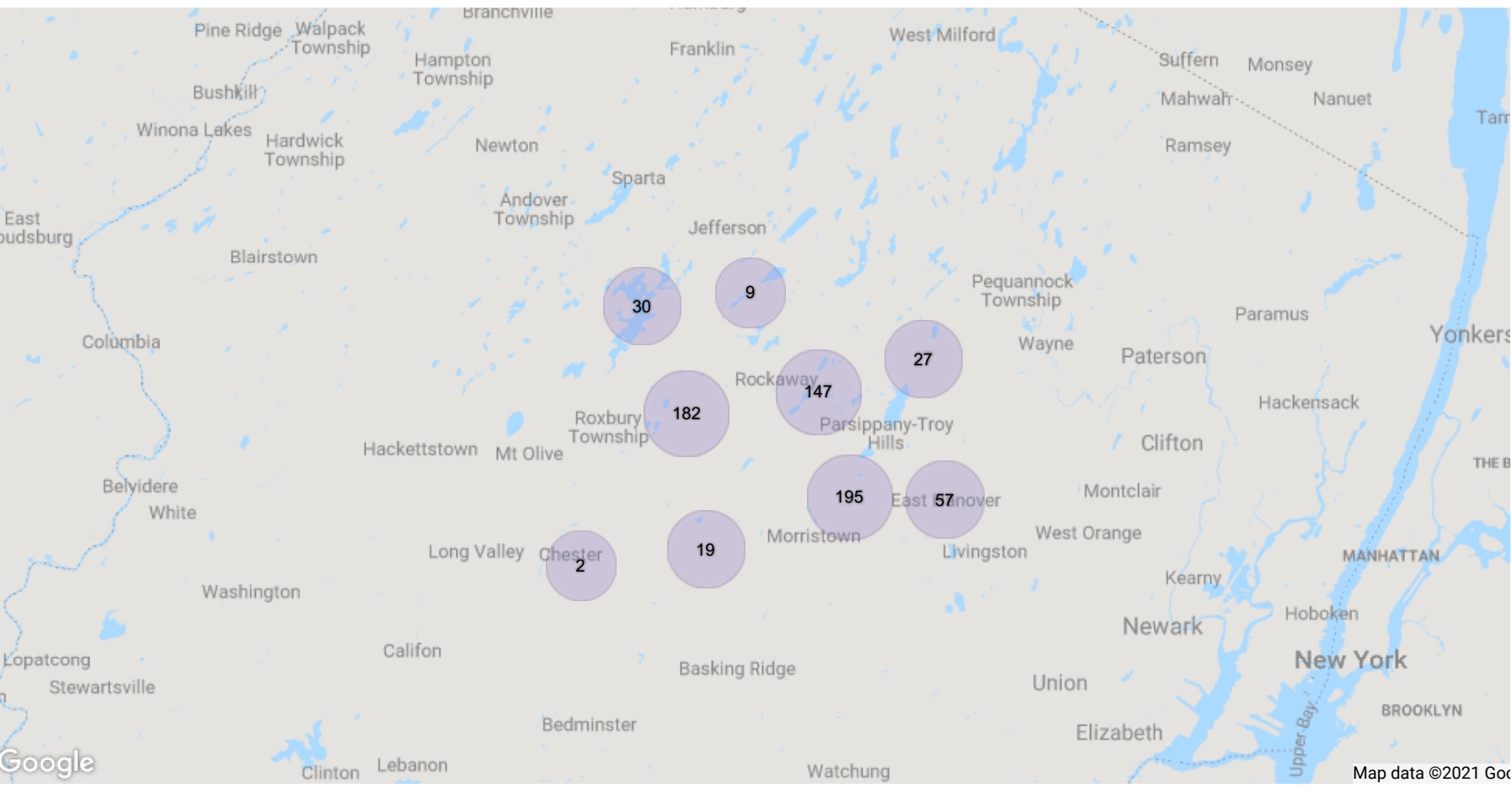
5.9

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Form Submission	32.8
Click to Call	5
Calls from Website	4
Local actions - Website visits	28
Local actions - Other engagements	12
Clicks to call	2
Local actions - Directions	4
Local actions - Menu views	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 page 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