

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

COR Medspa

472-719-9888

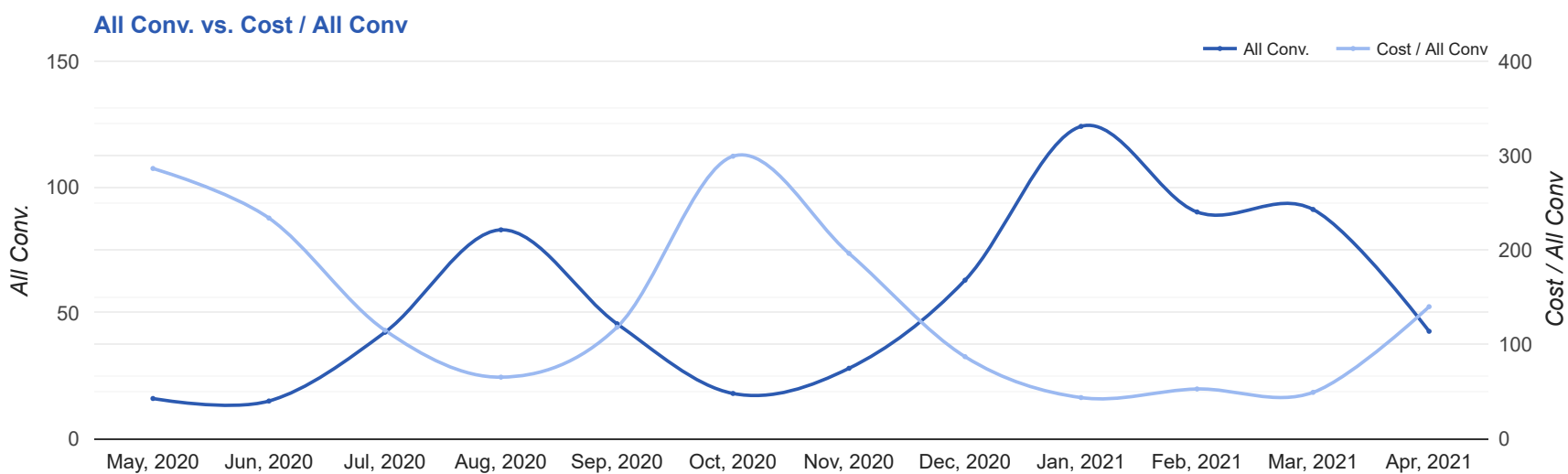
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$5,973	42.7	5.75%	\$139.92
↑ 33%	↓ 53%	↓ 58%	↑ 185%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	9,666	668	\$4,477.23	\$6.70	6.91%	-	13.64%	\$49.15	91.1
1 Apr 2021 — 30 Apr 2021	9,336	743	\$5,973.02	\$8.04	7.96%	-	5.75%	\$139.92	42.7
Change	330 ↓ 3%	75 ↑ 11%	\$1,495.79 ↑ 33%	\$1.34 ↑ 20%	1.05% ↑ 15%	0 ↔ -	7.89% ↓ 58%	\$90.77 ↑ 185%	48.41 ↓ 53%

# Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	124.1	17.31%	\$43.64
Feb '21	11,197	639	\$4,754.57	\$7.44	5.71%	-	90.1	14.1%	\$52.75
Mar '21	9,666	668	\$4,477.23	\$6.70	6.91%	-	91.1	13.64%	\$49.15
Apr '21	9,336	743	\$5,973.02	\$8.04	7.96%	-	42.7	5.75%	\$139.92
<b>Total</b>	<b>148,345</b>	<b>7,779</b>	<b>\$60,754.53</b>	<b>\$7.81</b>	<b>5.24%</b>	<b>-</b>	<b>659</b>	<b>8.47%</b>	<b>\$92.19</b>

## Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	1,357	167	\$3,282.49	\$19.66	12.31%	-	24.3	14.53%	\$135.25
search   beta   dermal fillers	2,382	267	\$1,022.17	\$3.83	11.21%	-	9.7	3.63%	\$105.49
search   beta   coolsculpting   exp reach	4,251	167	\$1,083.62	\$6.49	3.93%	-	6.7	4.03%	\$161.01
search   beta   microneedling	1,346	142	\$584.74	\$4.12	10.55%	-	2	1.41%	\$292.37

# Top Keywords - 1 Apr 2021 — 30 Apr 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	26	23	\$531.01	\$23.09	88.46%	-	5	21.74%	\$106.20
juvederm vollure under eyes	1	1	\$1.43	\$1.43	100.00%	-	2	200.00%	\$0.71
cool sculpting cost	15	10	\$223.56	\$22.36	66.67%	-	2	20.00%	\$111.78
tumescent liposuction near me	2	2	\$27.20	\$13.60	100.00%	-	1.5	75.00%	\$18.13
coolsculpting	25	13	\$349.01	\$26.85	52.00%	-	1.4	10.46%	\$256.63
nj center for coolsculpting	2	3	\$85.18	\$28.39	150.00%	-	1	33.33%	\$85.18
laser for fat reduction	1	1	\$8.15	\$8.15	100.00%	-	1	100.00%	\$8.15
micro needling near me	1	1	\$1.99	\$1.99	100.00%	-	1	100.00%	\$1.99
best filler for under eye wrinkles	1	1	\$2.00	\$2.00	100.00%	-	1	100.00%	\$2.00
how much does coolsculpting cost	1	1	\$8.46	\$8.46	100.00%	-	1	100.00%	\$8.46

# Top Performing Ads - 1 Apr 2021 — 30 Apr 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 <a href="http://www.cormedspa.com/">www.cormedspa.com/</a> -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Denville, NJ.	711	75	\$1,685.48	\$22.47	10.55%	-	13.4	17.81%	\$126.16
{Keyword:COR Medspa} - Dermal Fillers in Denville, NJ - Smooth Wrinkles Restore Volume <a href="http://www.cormedspa.com/juvederm/">www.cormedspa.com/juvederm/</a> -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	739	90	\$288.78	\$3.21	12.18%	-	4	4.44%	\$72.19
COR Medspa - Fat Reduction in Denville, NJ - Non-Surgical Fat Reduction <a href="http://www.cormedspa.com/">www.cormedspa.com/</a> -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	295	28	\$184.13	\$6.58	9.49%	-	3.5	12.50%	\$52.61
{Keyword:COR Medspa} - Dermal Fillers in Denville, NJ - Smooth Wrinkles Restore Volume <a href="http://www.cormedspa.com/juvederm/">www.cormedspa.com/juvederm/</a> -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	322	36	\$127.56	\$3.54	11.18%	-	1.7	4.69%	\$75.48
CoolSculpting® in Denville, NJ - Apr Only 50% Off 8+ Treatments - Hurry Offer Ends In <code>{=COUNTDOWN("2021/04/30 00:00:00","en-US",31)}</code> <a href="http://www.cormedspa.com/">www.cormedspa.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	23	8	\$89.79	\$11.22	34.78%	-	1.3	15.63%	\$71.83

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

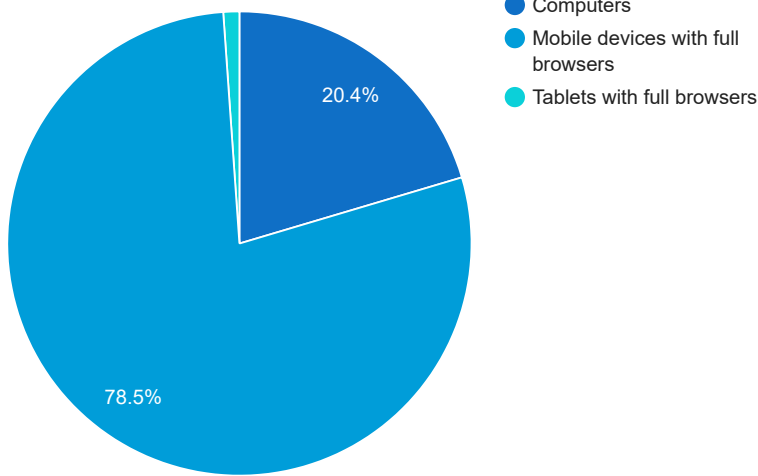
Search Impr Share

39.9%

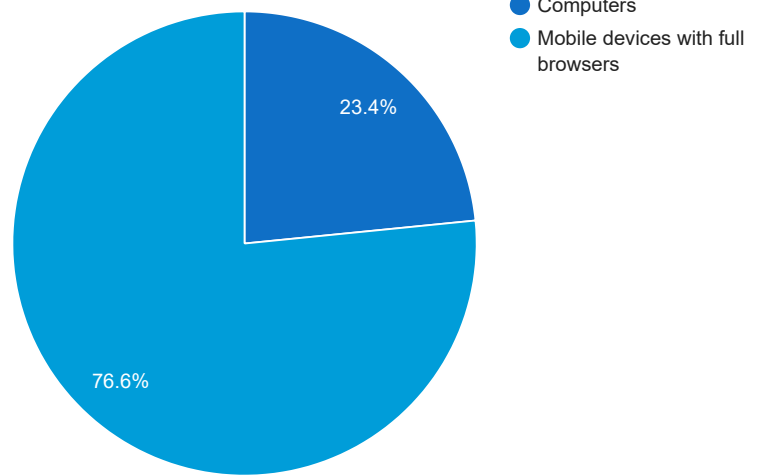
↑ 3%

## 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	7,182	610	\$4,687.98	\$7.69	8.49%	-	32.7	5.36%	\$143.41
Computers	2,004	119	\$1,218.48	\$10.24	5.94%	-	10	8.4%	\$121.85
Tablets with full browsers	150	14	\$66.56	\$4.75	9.33%	-	0	0%	\$0.00

## 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	9,336	743	\$5,973.02	\$8.04	7.96%	-	42.7	5.75%	\$139.92

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	31
Calls from Website	5
Click to Call	0.7
Clicks to call	3
Local actions - Directions	3

## 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