

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

COR Medspa

472-719-9888

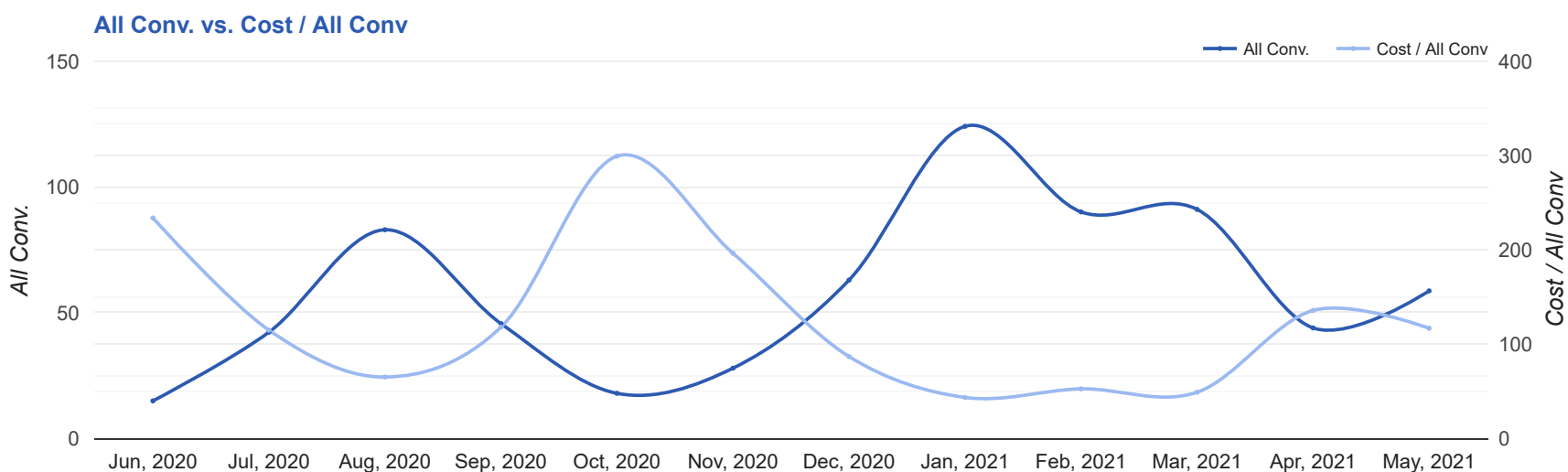
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$6,867	58.7	7.72%	\$116.94
↑ 15%	↑ 34%	↑ 30%	↓ 14%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	9,336	743	\$5,973.02	\$8.04	7.96%	-	5.92%	\$135.84	44
1 May 2021 — 31 May 2021	11,491	761	\$6,866.83	\$9.02	6.62%	-	7.72%	\$116.94	58.7
Change	2,155 ↑ 23%	18 ↑ 2%	\$893.81 ↑ 15%	\$0.98 ↑ 12%	1.34% ↓ 17%	0 ↔ -	1.80% ↑ 30%	\$18.90 ↓ 14%	14.75 ↑ 34%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	44	5.92%	\$135.84
May '21	11,491	761	\$6,866.83	\$9.02	6.62%	-	58.7	7.72%	\$116.94
Total	157,349	8,350	\$63,039.86	\$7.55	5.31%	-	703	8.42%	\$89.67

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta dermal fillers	2,263	215	\$1,000.00	\$4.65	9.5%	-	18	8.37%	\$55.56
search beta coolsculpting	1,452	169	\$3,399.68	\$20.12	11.64%	-	17	10.06%	\$199.98
search beta coolsculpting exp reach	5,941	203	\$1,088.20	\$5.36	3.42%	-	14.8	7.31%	\$73.33
search beta microneedling	1,540	156	\$962.24	\$6.17	10.13%	-	8.9	5.69%	\$108.36
search beta qwo cellulite	295	18	\$416.71	\$23.15	6.1%	-	0	0%	\$0.00

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
laser lipo	2	1	\$3.97	\$3.97	50.00%	-	4.8	484.00%	\$0.82
cool sculpting	39	24	\$522.07	\$21.75	61.54%	-	3.4	14.29%	\$152.21
juvederm para ojas	1	2	\$4.92	\$2.46	200.00%	-	3	150.00%	\$1.64
morpheus8	9	8	\$26.96	\$3.37	88.89%	-	2	25.00%	\$13.48
coolsculpting cost	9	7	\$100.46	\$14.35	77.78%	-	2	28.57%	\$50.23
lip injections	12	6	\$56.49	\$9.42	50.00%	-	2	33.33%	\$28.25
how much is coolsculpting	4	3	\$67.85	\$22.62	75.00%	-	2	66.67%	\$33.92
coolsculpting	1	1	\$15.82	\$15.82	100.00%	-	2	200.00%	\$7.91
belly freezing	1	1	\$16.69	\$16.69	100.00%	-	1	100.00%	\$16.69
weight watchers points	1	1	\$3.87	\$3.87	100.00%	-	1	100.00%	\$3.87

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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.	2,952	96	\$530.42	\$5.53	3.25%	-	9.8	10.25%	\$53.90
{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.	945	72	\$313.13	\$4.35	7.62%	-	8	11.11%	\$39.14
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.	768	75	\$1,563.71	\$20.85	9.77%	-	4.6	6.09%	\$342.17
{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.	330	44	\$235.27	\$5.35	13.33%	-	4	9.09%	\$58.82
{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.	680	73	\$261.81	\$3.59	10.74%	-	4	5.48%	\$65.45

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

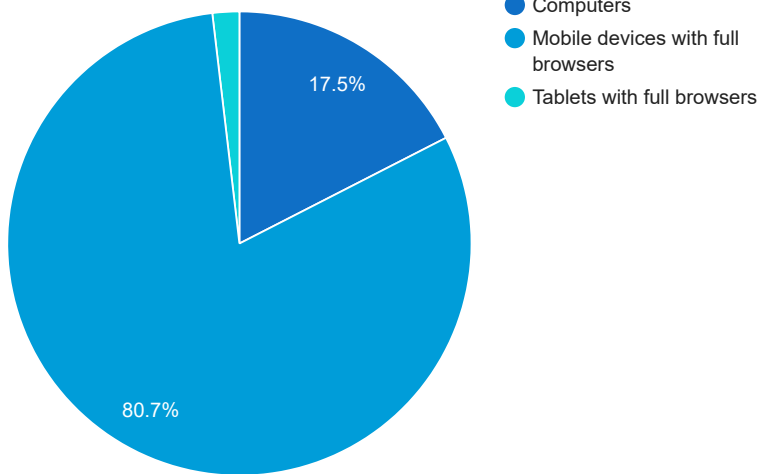
Search Impr Share

45.4%

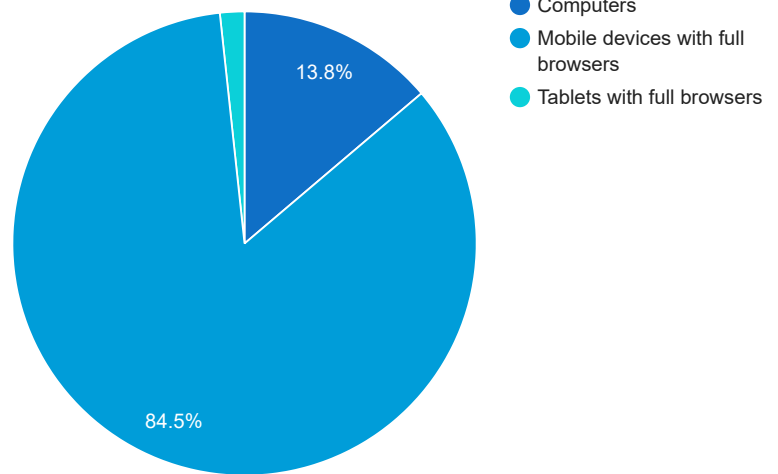
↑ 14%

Cost and Conversions by Device

Cost



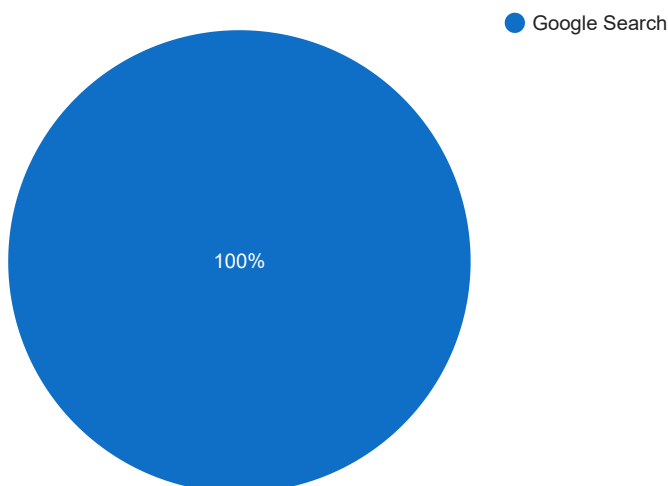
All Conv.



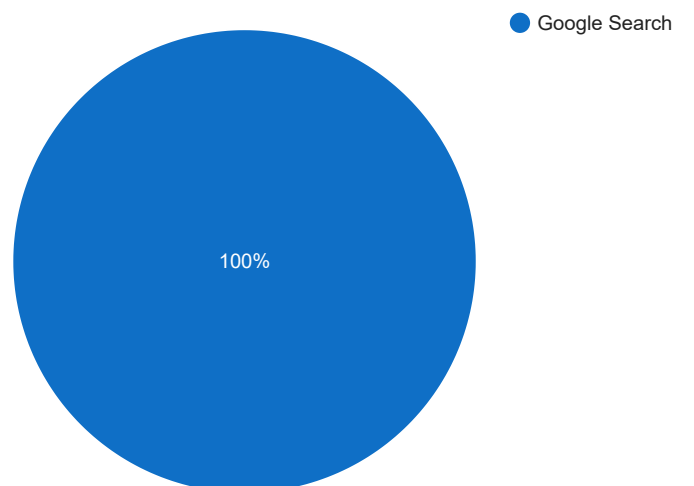
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	8,952	633	\$5,538.82	\$8.75	7.07%	-	49.6	7.84%	\$111.60
Computers	2,311	116	\$1,199.73	\$10.34	5.02%	-	8.1	6.97%	\$148.30
Tablets with full browsers	228	12	\$128.28	\$10.69	5.26%	-	1	8.33%	\$128.28

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	11,491	761	\$6,866.83	\$9.02	6.62%	-	58.7	7.72%	\$116.94

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	38.7
Calls from Website	9
Click to Call	2
Call From Ads (MS)	1
Clicks to call	3
Local actions - Directions	5

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