

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

COR Medspa

472-719-9888

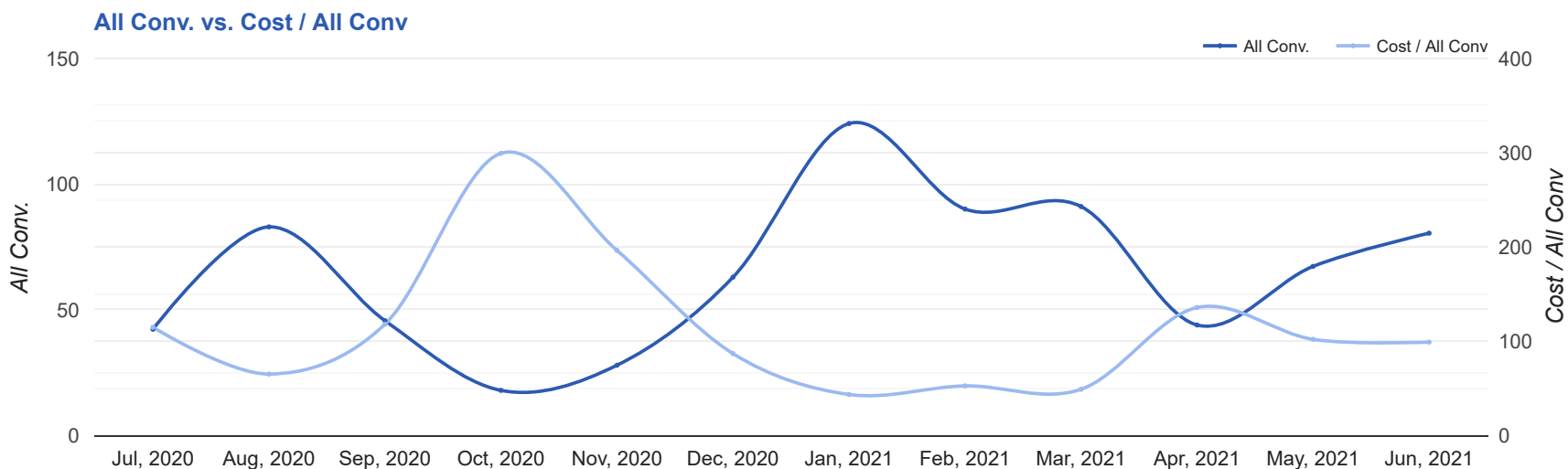
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$7,978	80.5	7.19%	\$99.16
↑ 16%	↑ 20%	↓ 19%	↓ 3%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	11,491	761	\$6,866.83	\$9.02	6.62%	-	8.84%	\$102.08	67.3
1 Jun 2021 — 30 Jun 2021	16,899	1,119	\$7,977.77	\$7.13	6.62%	-	7.19%	\$99.16	80.5
Change	5,408 ↑ 47%	358 ↑ 47%	\$1,110.94 ↑ 16%	\$1.89 ↓ 21%	0% ↔ 0%	0 ↔ -	1.65% ↓ 19%	\$2.92 ↓ 3%	13.18 ↑ 20%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	67.3	8.84%	\$102.08
Jun '21	16,899	1,119	\$7,977.77	\$7.13	6.62%	-	80.5	7.19%	\$99.16
Total	169,880	9,187	\$67,510.69	\$7.35	5.41%	-	777	8.46%	\$86.89

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	2,505	223	\$3,330.70	\$14.94	8.9%	-	35.5	15.92%	\$93.82
search beta dermal fillers	4,427	366	\$1,108.62	\$3.03	8.27%	-	21	5.74%	\$52.79
search beta coolsculpting exp reach	6,241	191	\$1,096.41	\$5.74	3.06%	-	11	5.76%	\$99.67
search beta microneedling	2,526	261	\$1,107.00	\$4.24	10.33%	-	9	3.43%	\$123.69
search beta qwo cellulite	786	56	\$940.39	\$16.79	7.12%	-	4	7.14%	\$235.10
search beta aviva	414	22	\$394.65	\$17.94	5.31%	-	0	0%	\$0.00

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting	88	22	\$395.85	\$17.99	25.00%	-	5.5	25.00%	\$71.97
cool sculpting	73	24	\$453.73	\$18.91	32.88%	-	3.6	14.83%	\$127.45
body sculpting near me	6	6	\$39.44	\$6.57	100.00%	-	2.5	41.67%	\$15.78
derma fillers	5	2	\$4.41	\$2.21	40.00%	-	2	100.00%	\$2.21
does taking collagen help with cellulite	1	1	\$5.85	\$5.85	100.00%	-	2	200.00%	\$2.92
cool sculpting cost	26	12	\$180.87	\$15.07	46.15%	-	2	16.67%	\$90.44
body fat freezing near me	2	1	\$4.34	\$4.34	50.00%	-	2	200.00%	\$2.17
lip fillers near me	42	13	\$68.15	\$5.24	30.95%	-	1.5	11.31%	\$46.36
coolsculpting denver nj	5	5	\$98.09	\$19.62	100.00%	-	1	20.00%	\$98.09
dermal fillers	3	2	\$3.69	\$1.84	66.67%	-	1	50.00%	\$3.69

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:COR Medspa} - CoolSculpting in Denville, NJ - Biggest CoolSculpting® Promo www.cormedspa.com/coolsculpting/denville Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Denville, NJ.	665	60	\$928.14	\$15.47	9.02%	-	11.9	19.80%	\$78.13
{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.	1,697	146	\$374.59	\$2.57	8.60%	-	7	4.79%	\$53.51
CoolSculpting® in Denville, NJ - Limited Time Offer June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} www.cormedspa.com/coolsculpting/denville Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	173	15	\$247.79	\$16.52	8.67%	-	6	40.00%	\$41.30
{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.	835	83	\$233.91	\$2.82	9.94%	-	5.2	6.30%	\$44.72
{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.	1,543	92	\$258.33	\$2.81	5.96%	-	4	4.35%	\$64.58

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

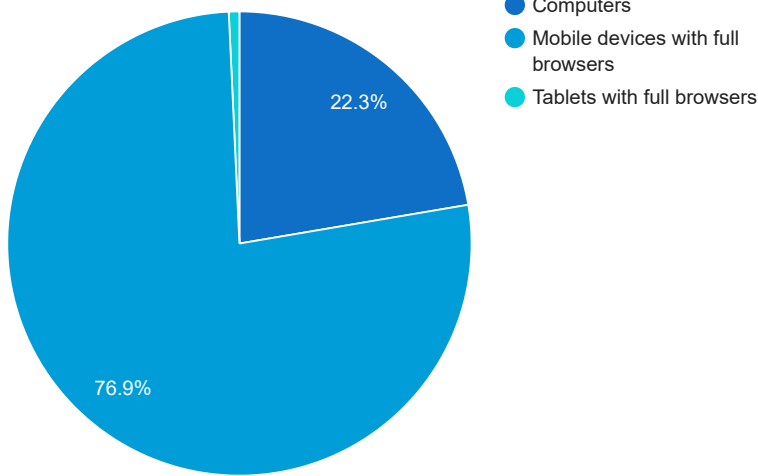
Search Impr Share

39.98%

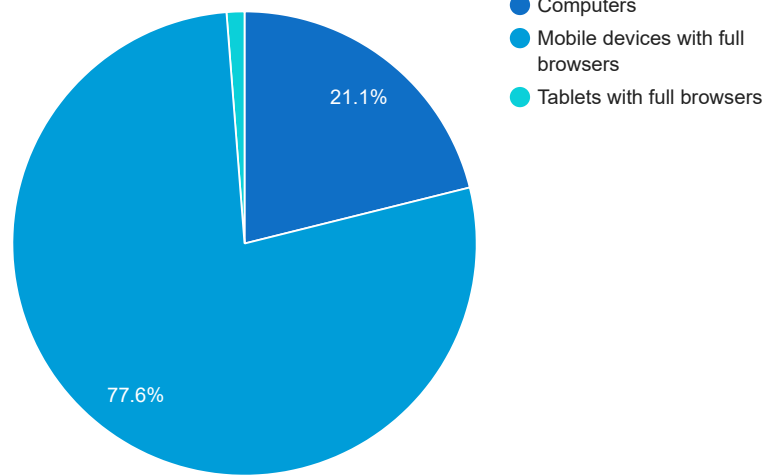
↓ 12%

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	13,269	906	\$6,137.90	\$6.77	6.83%	-	62.5	6.89%	\$98.29
Computers	3,389	204	\$1,781.28	\$8.73	6.02%	-	17	8.33%	\$104.78
Tablets with full browsers	241	9	\$58.59	\$6.51	3.73%	-	1	11.11%	\$58.59

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	16,899	1,119	\$7,977.77	\$7.13	6.62%	-	80.5	7.19%	\$99.16

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	54
Calls from Website	13.5
Click to Call	2
Call From Ads (MS)	1
Clicks to call	8
Local actions - Directions	2

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