

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

Cypress Dermatology -

842-003-2598

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,489	16	9.41%	\$93.06
↑ 276%	↑ 700%	↑ 46%	↓ 53%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	576	31	\$395.61	\$12.76	5.38%	-	2	6.45%	\$197.81	64.65%
1 Jun 2021 — 30 Jun 2021	2,274	170	\$1,488.95	\$8.76	7.48%	-	16	9.41%	\$93.06	63%
Change	1,698 ↑ 295%	139 ↑ 448%	\$1,093.34 ↑ 276%	\$4.00 ↓ 31%	2.10% ↑ 39%	0 ↔ -	14 ↑ 700%	2.96% ↑ 46%	\$104.75 ↓ 53%	1.65% ↓ 3%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
May '21	576	31	\$395.61	\$12.76	5.38%	-	2	6.45%	\$197.81		64.65%
Jun '21	2,274	170	\$1,488.95	\$8.76	7.48%	-	16	9.41%	\$93.06		63%
Total	2,850	201	\$1,884.56	\$9.38	7.05%	-	18	8.96%	\$104.70		63.33%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,274	170	\$1,488.95	\$8.76	7.48%	-	16	9.41%	\$93.06	63%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Cypress, TX - Biggest CoolSculpting® Promo www.sculptcypress.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas	686	64	\$732.43	\$11.44	9.33%	-	10.5	16.41%	\$69.76
Cypress Dermatology - Fat Reduction in Cypress, TX - Non-Surgical Fat Reduction www.sculptcypress.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	835	55	\$315.56	\$5.74	6.59%	-	2	3.64%	\$157.78
CoolSculpting® in Cypress, TX - Limited Time Offer June 2021 - New Clients Save \$1,300 www.sculptcypress.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	7	1	\$8.77	\$8.77	14.29%	-	2	200.00%	\$4.38
Best CoolSculpting Deal Ever - Limited Time Offer June 2021 - Our Biggest Discount Ever www.sculptcypress.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas	1	1	\$13.79	\$13.79	100.00%	-	1	100.00%	\$13.79
CoolSculpting® in Cypress, TX - Limited Time Offer June 2021 - New Clients Save \$1,300 www.sculptcypress.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	10	1	\$15.82	\$15.82	10.00%	-	0.5	50.00%	\$31.64

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

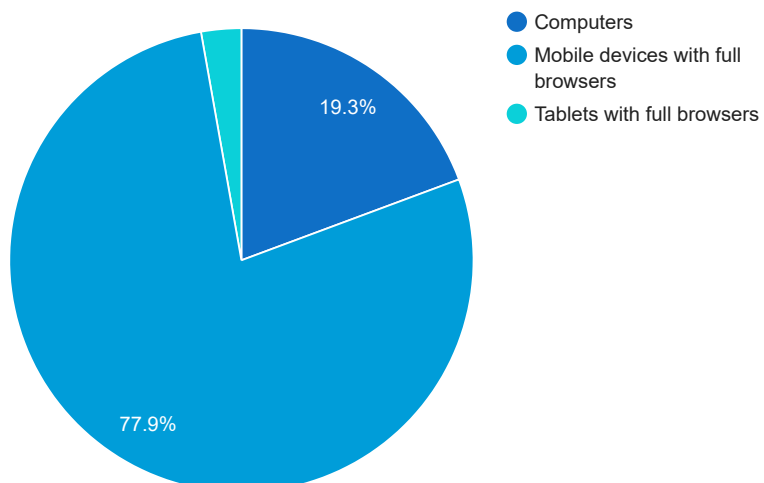
Budget Coverage



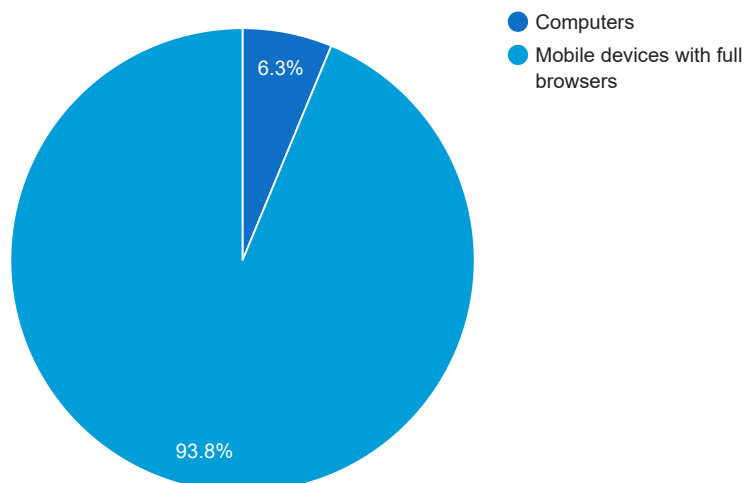
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	395.61	64.65
Jun, 2021	1,488.95	63

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	1,964	139	\$1,159.44	\$8.34	7.08%	-	15	10.79%	\$77.30
Computers	284	26	\$287.91	\$11.07	9.15%	-	1	3.85%	\$287.91
Tablets with full browsers	26	5	\$41.60	\$8.32	19.23%	-	0	0%	\$0.00

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	2,274	170	\$1,488.95	\$8.76	7.48%	-	16	9.41%	\$93.06

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Submit lead form

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Click to Call

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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