

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Docere Med Spa

838-745-8996

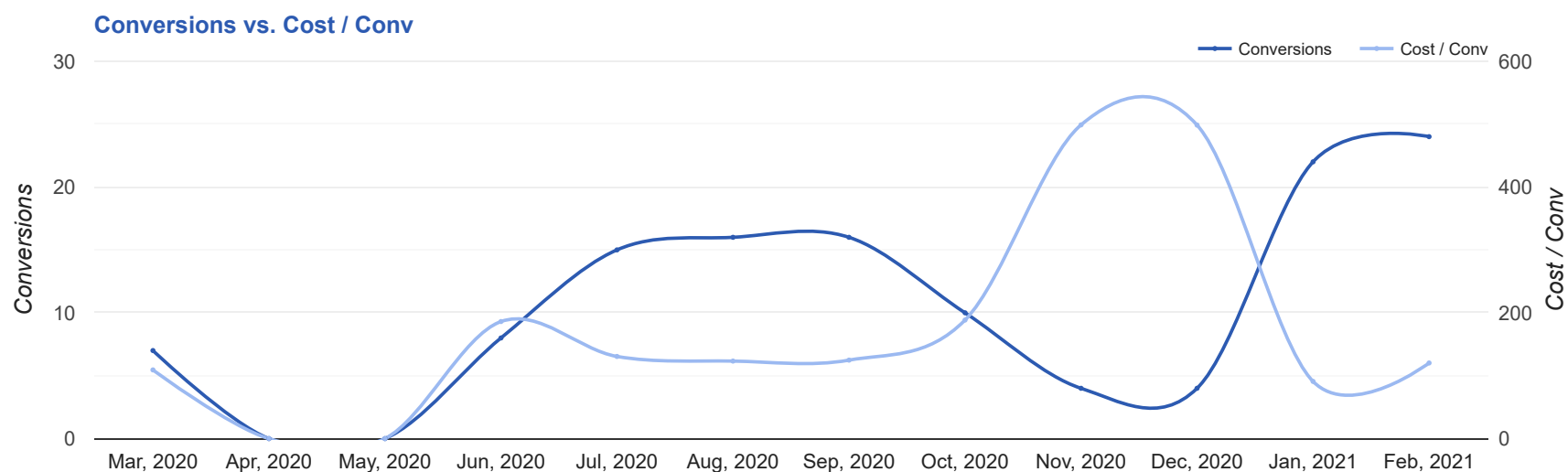
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,886	24	2.92%	\$120.25
↑ 44%	↑ 9%	↓ 33%	↑ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	8,436	503	\$2,000.00	\$3.98	5.96%	-	22	4.37%	\$90.91	16.5%
1 Feb 2021 — 28 Feb 2021	14,340	821	\$2,885.94	\$3.52	5.73%	-	24	2.92%	\$120.25	21.15%
Change	5,904 ↑ 70%	318 ↑ 63%	\$885.94 ↑ 44%	\$0.46 ↓ 12%	0.23% ↓ 4%	--	2 ↑ 9%	1.45% ↓ 33%	\$29.34 ↑ 32%	4.65% ↑ 28%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '20	1,544	104	\$764.57	\$7.35	6.74%	-	7	6.73%	\$109.22	77.02%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	1,930	175	\$1,488.68	\$8.51	9.07%	-	8	4.57%	\$186.09	53.31%
Jul '20	7,840	417	\$1,959.16	\$4.70	5.32%	-	15	3.6%	\$130.61	32.21%
Aug '20	12,069	449	\$1,972.05	\$4.39	3.72%	-	16	3.56%	\$123.25	20.9%
Sep '20	13,689	448	\$1,996.38	\$4.46	3.27%	-	16	3.57%	\$124.77	22.04%
Oct '20	4,540	163	\$1,884.99	\$11.56	3.59%	-	10	6.13%	\$188.50	27.61%
Nov '20	5,263	203	\$1,994.83	\$9.83	3.86%	-	4	1.97%	\$498.71	27.76%
Dec '20	9,161	464	\$1,993.66	\$4.30	5.06%	-	4	0.86%	\$498.42	19.34%
Jan '21	8,436	503	\$2,000.00	\$3.98	5.96%	-	22	4.37%	\$90.91	16.5%
Feb '21	14,340	821	\$2,885.94	\$3.52	5.73%	-	24	2.92%	\$120.25	21.15%
Total	78,812	3,747	\$18,940.26	\$5.05	4.75%	-	126	3.36%	\$150.32	22.42%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

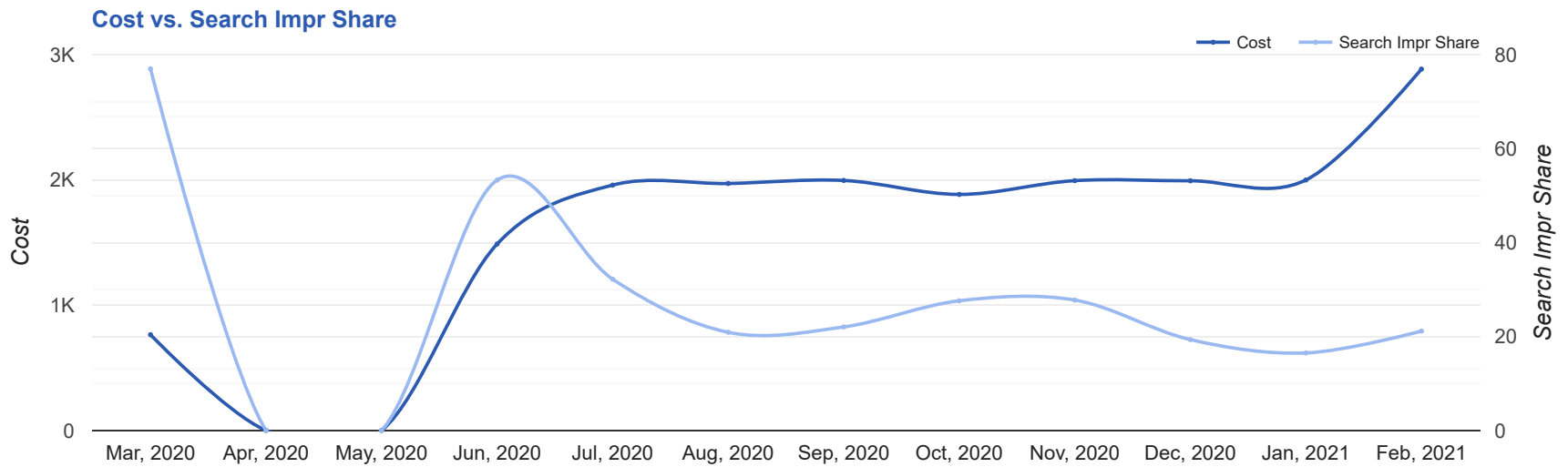
Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Docere Medical Spa} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening doceremedspa.com/ -- -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	684	61	\$200.55	\$3.29	8.92%	-	4.5	7.38%	\$44.57
Best Ultherapy in Strongsville - Tighten Skin Without Surgery - Non-Surgical Skin Tightening doceremedspa.com// Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	724	69	\$230.19	\$3.34	9.53%	-	4	5.72%	\$58.28
Docere Medical Spa - Fat Reduction in Strongsville - Non-Surgical Fat Reduction doceremedspa.com/ -- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,379	116	\$380.47	\$3.28	8.41%	-	3.5	2.99%	\$109.65
CoolSculpting® in Strongsville - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever doceremedspa.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	190	8	\$37.58	\$4.70	4.21%	-	3.5	43.25%	\$10.86
Docere Medical Spa - Fat Reduction in Strongsville - Non-Surgical Fat Reduction doceremedspa.com/ -- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,089	113	\$310.39	\$2.75	5.41%	-	3	2.65%	\$103.46

Top Display Ads

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

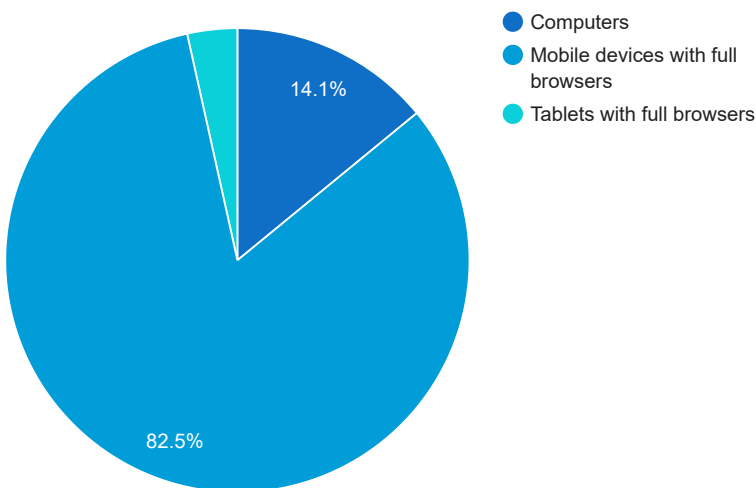
Budget Coverage



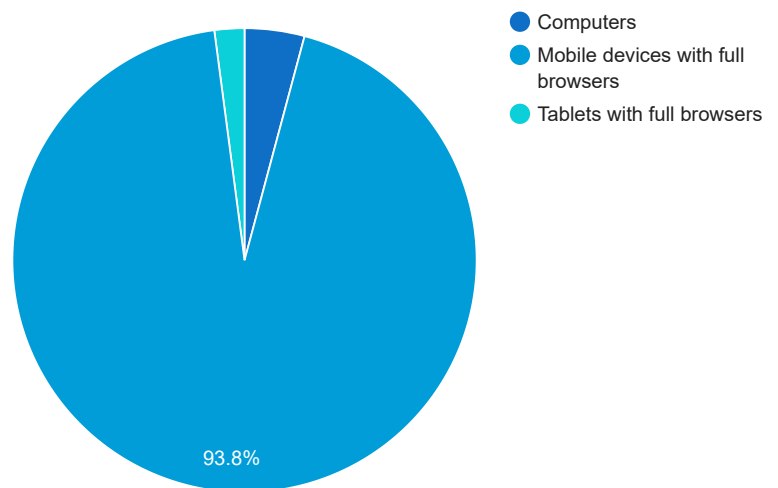
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	764.57	77.02
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,488.68	53.31
Jul, 2020	1,959.16	32.21
Aug, 2020	1,972.05	20.90
Sep, 2020	1,996.38	22.04
Oct, 2020	1,884.99	27.61
Nov, 2020	1,994.83	27.76
Dec, 2020	1,993.66	19.34
Jan, 2021	2,000	16.50
Feb, 2021	2,885.94	21.15

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	11,876	693	\$2,379.61	\$3.43	5.84%	-	22.5	3.25%	\$105.62
Computers	1,946	98	\$405.85	\$4.14	5.04%	-	1	1.02%	\$405.85
Tablets with full browsers	518	30	\$100.48	\$3.35	5.79%	-	0.5	1.57%	\$213.79

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	14,340	821	\$2,885.94	\$3.52	5.73%	-	24	2.92%	\$120.25

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submit	20
Call From Ads	2
Click to Call	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