

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

Docere Med Spa

838-745-8996

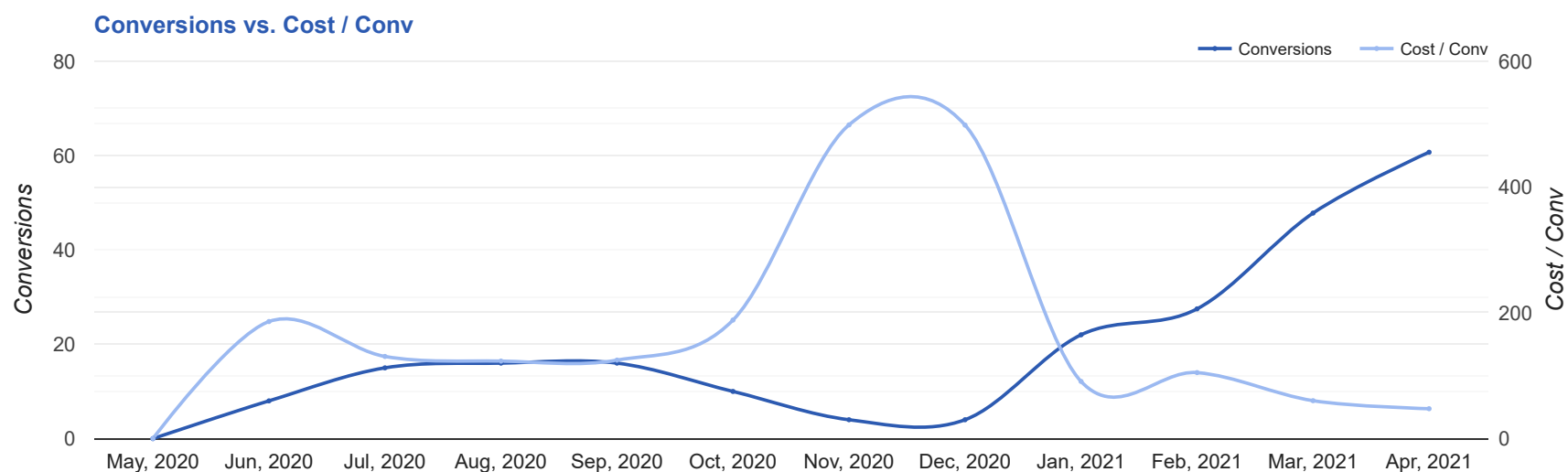
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,885	60.7	6.6%	\$47.54
↔ 0%	↑ 27%	↑ 22%	↓ 21%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	14,486	888	\$2,883.51	\$3.25	6.13%	-	47.8	5.39%	\$60.30	21.72%
1 Apr 2021 — 30 Apr 2021	15,649	920	\$2,884.91	\$3.14	5.88%	-	60.7	6.6%	\$47.54	22.93%
<b>Change</b>	1,163 ↑ 8%	32 ↑ 4%	\$1.40 ↑ 0%	\$0.11 ↓ 3%	0.25% ↓ 4%	0 ↔ -	12.86 ↑ 27%	1.21% ↑ 22%	\$12.76 ↓ 21%	1.21% ↑ 6%

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



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	27.5	3.35%	\$104.94	21.09%
Mar '21	14,486	888	\$2,883.51	\$3.25	6.13%	-	47.8	5.39%	\$60.30	21.72%
Apr '21	15,649	920	\$2,884.91	\$3.14	5.88%	-	60.7	6.6%	\$47.54	22.93%
<b>Total</b>	<b>107,403</b>	<b>5,451</b>	<b>\$23,944.11</b>	<b>\$4.39</b>	<b>5.08%</b>	<b>-</b>	<b>231</b>	<b>4.24%</b>	<b>\$103.65</b>	<b>22.16%</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	13,591	698	\$2,394.63	\$3.43	5.14%	-	45.4	6.51%	\$52.71	20.93%
search   beta   ultherapy	2,058	222	\$490.28	\$2.21	10.79%	-	15.3	6.87%	\$32.15	63.95%

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

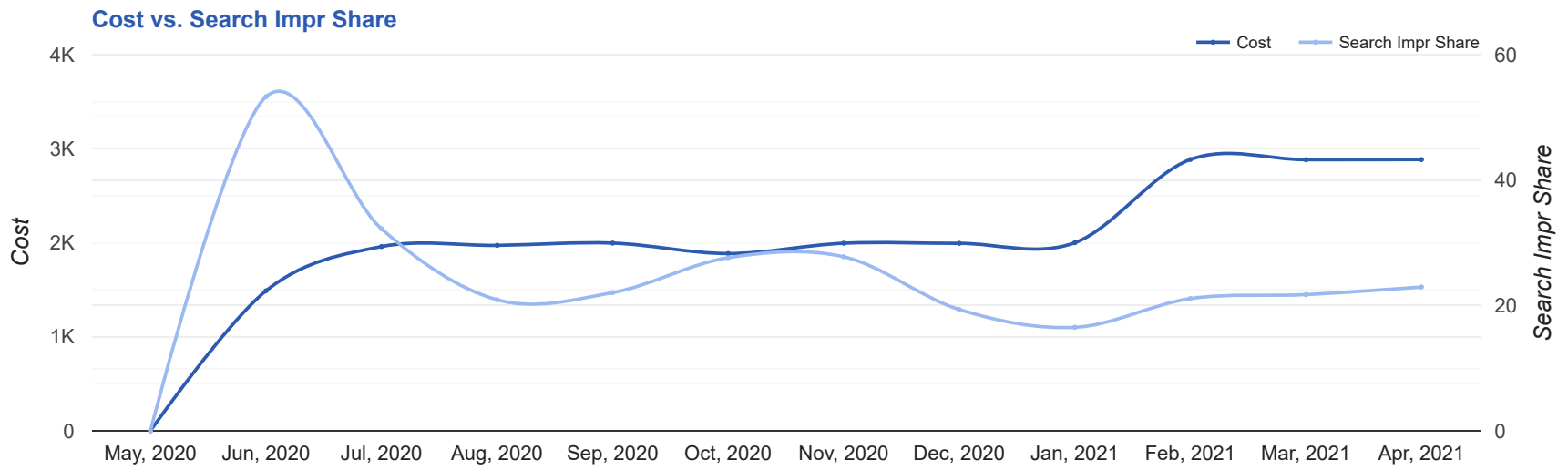
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Strongsville - Biggest CoolSculpting® Promo <a href="https://doceremedspa.com/">doceremedspa.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Strongsville, OH.	1,235	85	\$410.33	\$4.83	6.88%	-	12	14.12%	\$34.19
[Dynamic Headline] [Dynamic Display URL] Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	266	32	\$107.81	\$3.37	12.03%	-	8.8	27.34%	\$12.32
Docere Medical Spa - Fat Reduction in Strongsville - Non-Surgical Fat Reduction <a href="https://doceremedspa.com/">doceremedspa.com/</a> --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,947	114	\$372.68	\$3.27	5.86%	-	6	5.28%	\$61.91
Docere Medical Spa - Fat Reduction in Strongsville - Non-Surgical Fat Reduction <a href="https://doceremedspa.com/">doceremedspa.com/</a> --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,340	103	\$246.65	\$2.39	4.40%	-	4.5	4.37%	\$54.81
Fat Reduction in Strongsville - Our Biggest Discount Ever - Freeze Away Body Fat <a href="https://doceremedspa.com/">doceremedspa.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,005	35	\$106.25	\$3.04	3.48%	-	4	11.43%	\$26.56

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

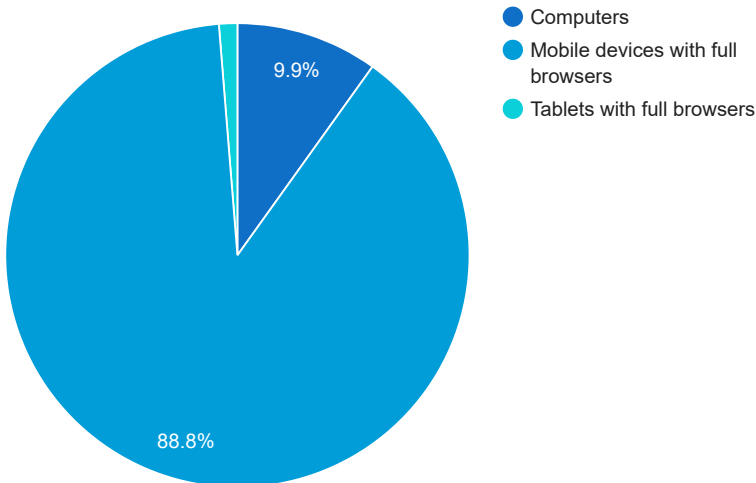
## Budget Coverage



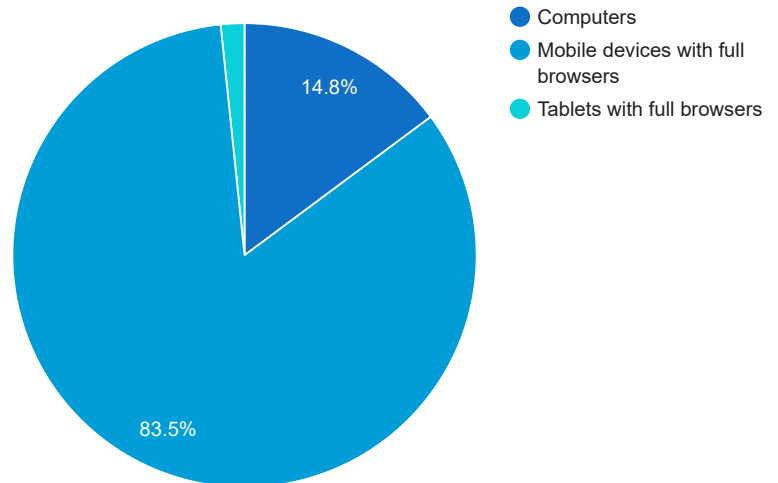
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	1,488.68	53.31
Jul, 2020	1,959.16	32.21
Aug, 2020	1,972.05	20.90
Sep, 2020	1,996.38	22.04
Oct, 2020	1,884.99	27.61
Nov, 2020	1,994.83	27.76
Dec, 2020	1,993.66	19.34
Jan, 2021	2,000	16.50
Feb, 2021	2,885.94	21.09
Mar, 2021	2,883.51	21.72
Apr, 2021	2,884.91	22.93

## 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	13,294	833	\$2,562.64	\$3.08	6.27%	-	50.7	6.08%	\$50.57
Computers	1,933	72	\$285.40	\$3.96	3.72%	-	9	12.5%	\$31.71
Tablets with full browsers	422	15	\$36.87	\$2.46	3.55%	-	1	6.67%	\$36.87

### 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	15,649	920	\$2,884.91	\$3.14	5.88%	-	60.7	6.6%	\$47.54

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Form Submit	37.4
Calls from Website	11.3
Call From Ads	10
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