

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

Docere Med Spa

838-745-8996

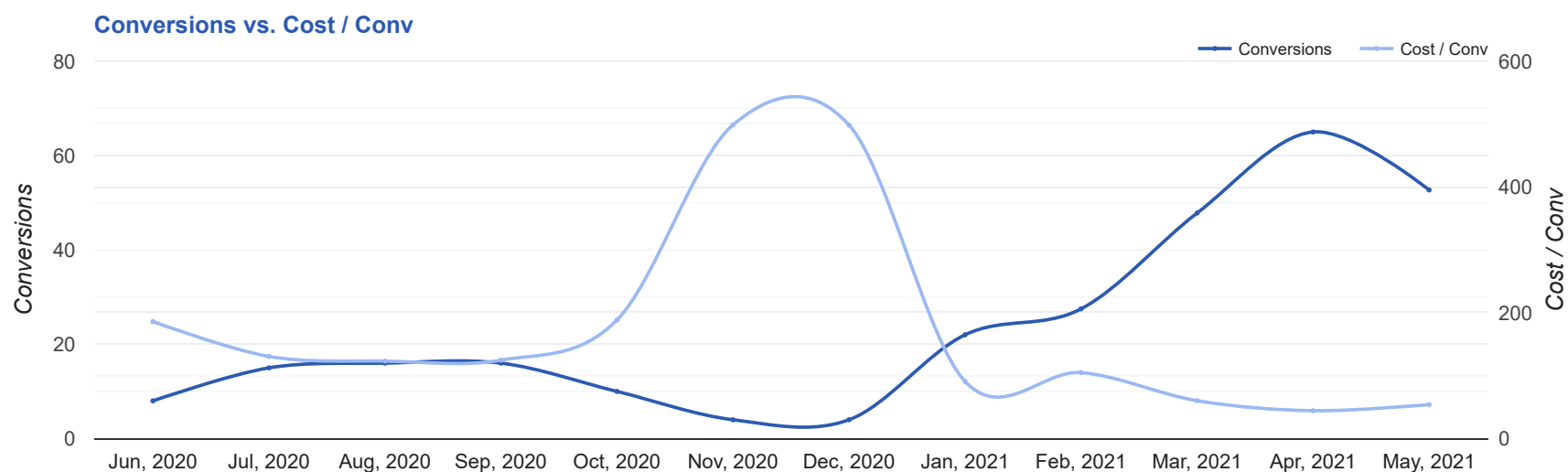
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,848	52.7	6.12%	\$54.07
↓ 1%	↓ 19%	↓ 13%	↑ 22%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	15,649	920	\$2,884.91	\$3.14	5.88%	-	65	7.07%	\$44.38	22.98%
1 May 2021 — 31 May 2021	16,003	860	\$2,847.83	\$3.31	5.37%	-	52.7	6.12%	\$54.07	22.68%
Change	354 ↑ 2%	60 ↓ 7%	\$37.08 ↓ 1%	\$0.17 ↑ 5%	0.51% ↓ 9%	0 ↔ -	12.34 ↓ 19%	0.95% ↓ 13%	\$9.69 ↑ 22%	0.30% ↓ 1%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	65	7.07%	\$44.38	22.98%
May '21	16,003	860	\$2,847.83	\$3.31	5.37%	-	52.7	6.12%	\$54.07	22.68%
Total	123,406	6,311	\$26,791.94	\$4.25	5.11%	-	288	4.56%	\$93.03	22.23%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	14,093	651	\$2,352.29	\$3.61	4.62%	-	33.8	5.19%	\$69.61	20.87%
search beta ultherapy	1,910	209	\$495.54	\$2.37	10.94%	-	18.9	9.03%	\$26.25	65.12%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

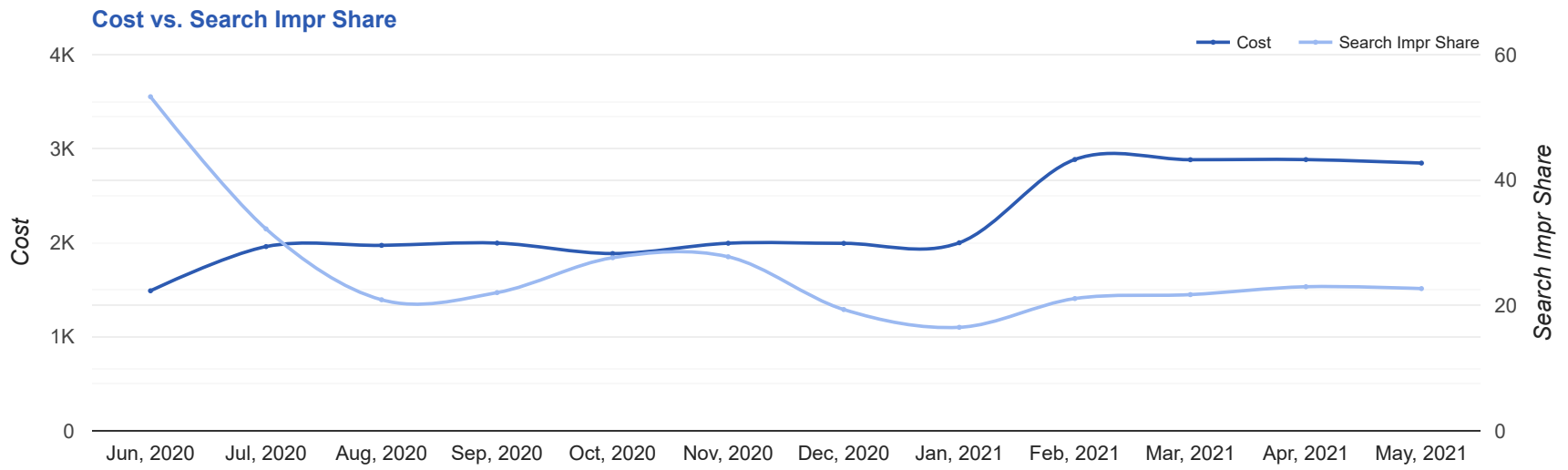
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Docere Medical Spa} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening doceremedspa.com/ -- -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	1,398	145	\$299.55	\$2.07	10.37%	-	8.8	6.09%	\$33.92
[Dynamic Headline] [Dynamic Display URL] Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	283	39	\$154.99	\$3.97	13.78%	-	6.7	17.23%	\$23.06
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.	1,745	89	\$293.29	\$3.30	5.10%	-	5.8	6.54%	\$50.39
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.	2,590	96	\$266.00	\$2.77	3.71%	-	5	5.21%	\$53.20
CoolSculpting® Fat Reduction - CoolSculpting in Strongsville - Biggest CoolSculpting® Promo doceremedspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Strongsville, OH.	1,071	65	\$289.27	\$4.45	6.07%	-	3.5	5.34%	\$83.36

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

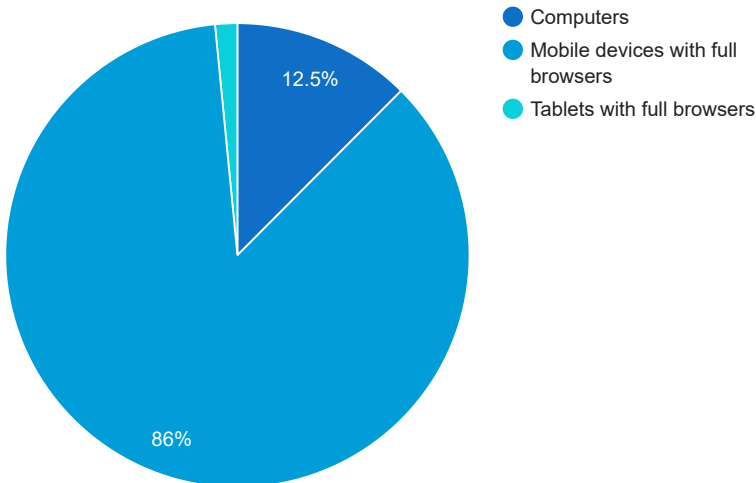
Budget Coverage



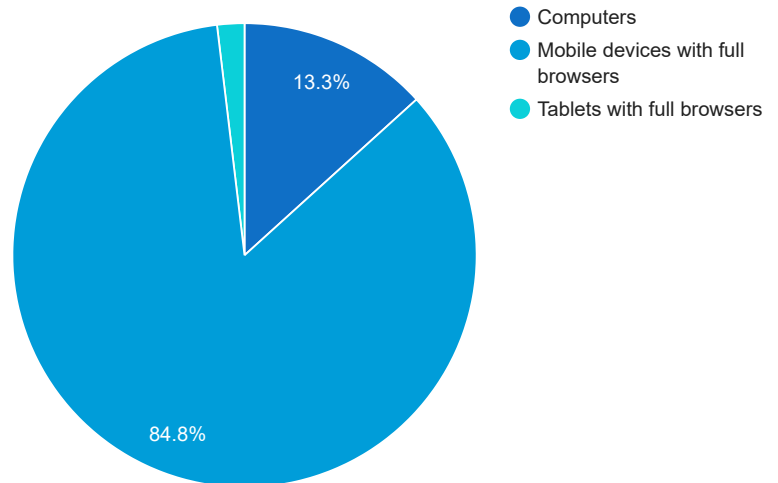
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	1,488.68	53.31
Jul, 2020	1,959.16	32.21
Aug, 2020	1,972.05	20.90
Sep, 2020	1,996.38	22.04
Oct, 2020	1,884.99	27.61
Nov, 2020	1,994.83	27.76
Dec, 2020	1,993.66	19.34
Jan, 2021	2,000	16.50
Feb, 2021	2,885.94	21.09
Mar, 2021	2,883.51	21.72
Apr, 2021	2,884.91	22.98
May, 2021	2,847.83	22.68

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	13,463	753	\$2,448.85	\$3.25	5.59%	-	44.7	5.93%	\$54.82
Computers	2,099	93	\$354.93	\$3.82	4.43%	-	7	7.53%	\$50.70
Tablets with full browsers	441	14	\$44.05	\$3.15	3.17%	-	1	7.14%	\$44.05

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	16,003	860	\$2,847.83	\$3.31	5.37%	-	52.7	6.12%	\$54.07

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Form Submit	34.8
Calls from Website	10
Call From Ads	7.8

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