

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

Docere Med Spa

838-745-8996

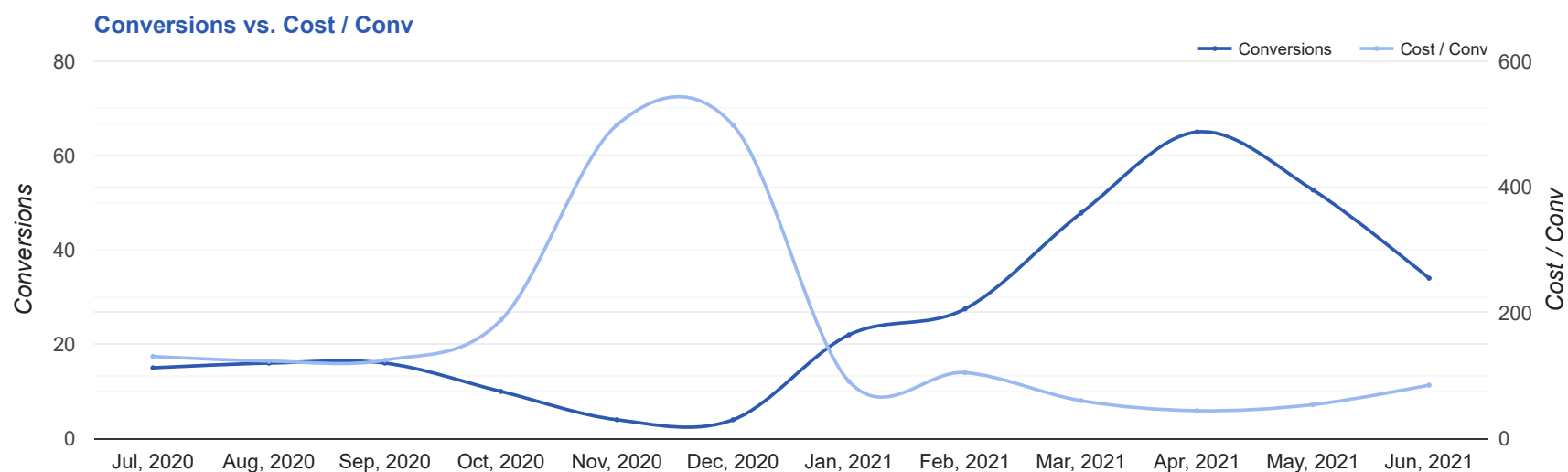
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,890	34	4.59%	\$84.99
↑ 1%	↓ 35%	↓ 25%	↑ 57%

## 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	16,003	860	\$2,847.83	\$3.31	5.37%	-	52.7	6.12%	\$54.07	22.68%
1 Jun 2021 — 30 Jun 2021	14,538	740	\$2,889.65	\$3.90	5.09%	-	34	4.59%	\$84.99	22.09%
Change	1,465 ↓ 9%	120 ↓ 14%	\$41.82 ↑ 1%	\$0.59 ↑ 18%	0.28% ↓ 5%	0 ↔ -	18.67 ↓ 35%	1.53% ↓ 25%	\$30.92 ↑ 57%	0.59% ↓ 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	
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%	
Jun '21	14,538	740	\$2,889.65	\$3.90	5.09%	-	34	4.59%	\$84.99	22.09%	
<b>Total</b>	136,014	6,876	\$28,192.91	\$4.10	5.06%	-	314	4.57%	\$89.79	22.04%	

# 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	12,882	565	\$2,390.70	\$4.23	4.39%	-	29.7	5.25%	\$80.63	20.35%
search   beta   ultherapy	1,656	175	\$498.95	\$2.85	10.57%	-	4.4	2.49%	\$114.70	67.76%

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

## Top Text Ads

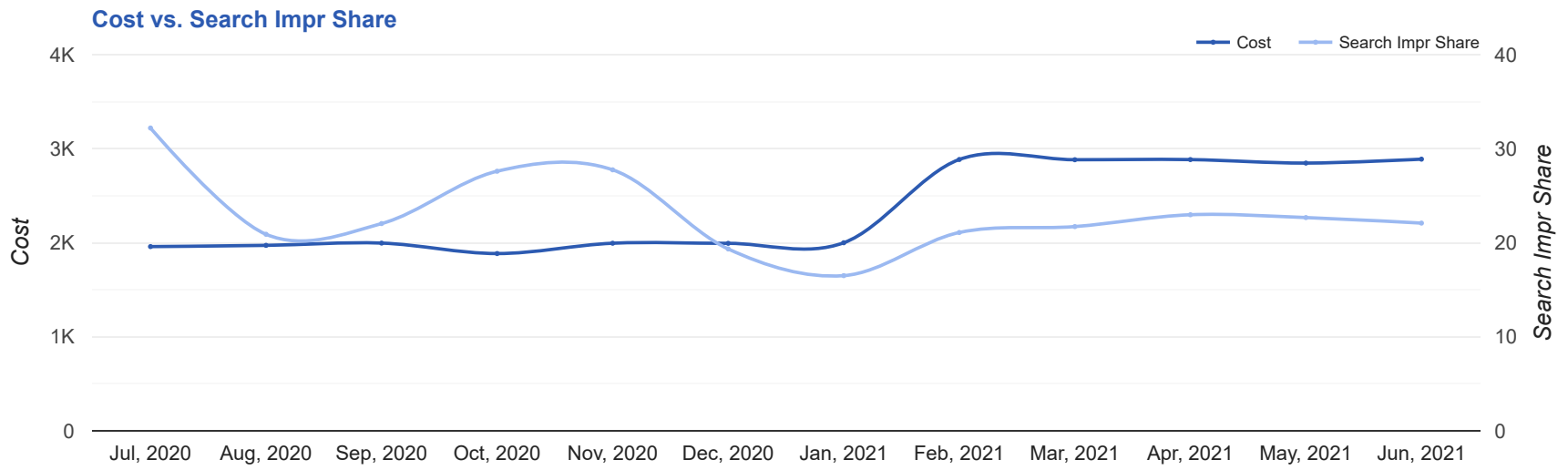
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Strongsville - Limited Time Offer   June 2021 - Our Biggest Discount Ever <a href="https://doceremedspa.com/">doceremedspa.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	304	18	\$139.84	\$7.77	5.92%	-	4.5	25.06%	\$31.01
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.	2,474	94	\$347.06	\$3.69	3.80%	-	4	4.26%	\$86.77
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.	1,995	107	\$378.90	\$3.54	5.36%	-	3	2.80%	\$126.30
{Keyword:Docere Medical Spa} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening <a href="https://doceremedspa.com/">doceremedspa.com/</a> -- -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	1,405	137	\$366.65	\$2.68	9.75%	-	2.4	1.72%	\$156.02
CoolSculpting® in Strongsville - Freeze Away Body Fat - Our Biggest Discount Ever <a href="https://doceremedspa.com/">doceremedspa.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	115	11	\$60.49	\$5.50	9.57%	-	2.1	19.45%	\$28.27

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

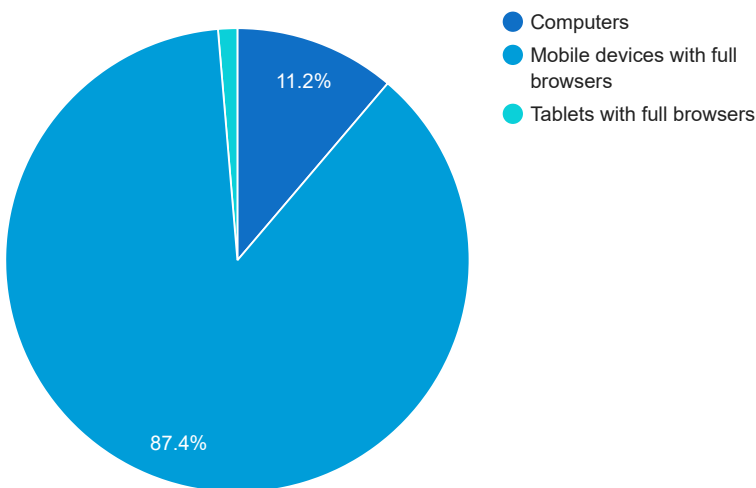
## Budget Coverage



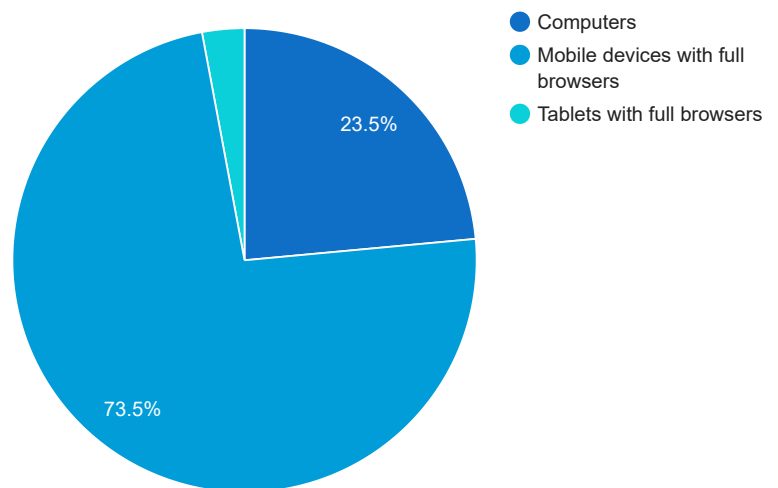
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	1,959.16	32.21
Aug, 2020	1,972.05	20.90
Sep, 2020	1,996.38	22.04
Oct, 2020	1,884.99	27.61
Nov, 2020	1,994.83	27.76
Dec, 2020	1,993.66	19.34
Jan, 2021	2,000	16.50
Feb, 2021	2,885.94	21.09
Mar, 2021	2,883.51	21.72
Apr, 2021	2,884.91	22.98
May, 2021	2,847.83	22.68
Jun, 2021	2,889.65	22.09

## 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	12,416	651	\$2,526.99	\$3.88	5.24%	-	25	3.84%	\$101.08
Computers	1,771	74	\$323.90	\$4.38	4.18%	-	8	10.81%	\$40.49
Tablets with full browsers	351	15	\$38.76	\$2.58	4.27%	-	1	6.67%	\$38.76

### 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	14,538	740	\$2,889.65	\$3.90	5.09%	-	34	4.59%	\$84.99

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Form Submit	21
Calls from Website	8
Call From Ads	4
Click to Call	1

## 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