

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

Advanced Body Sculpting

187-825-5409

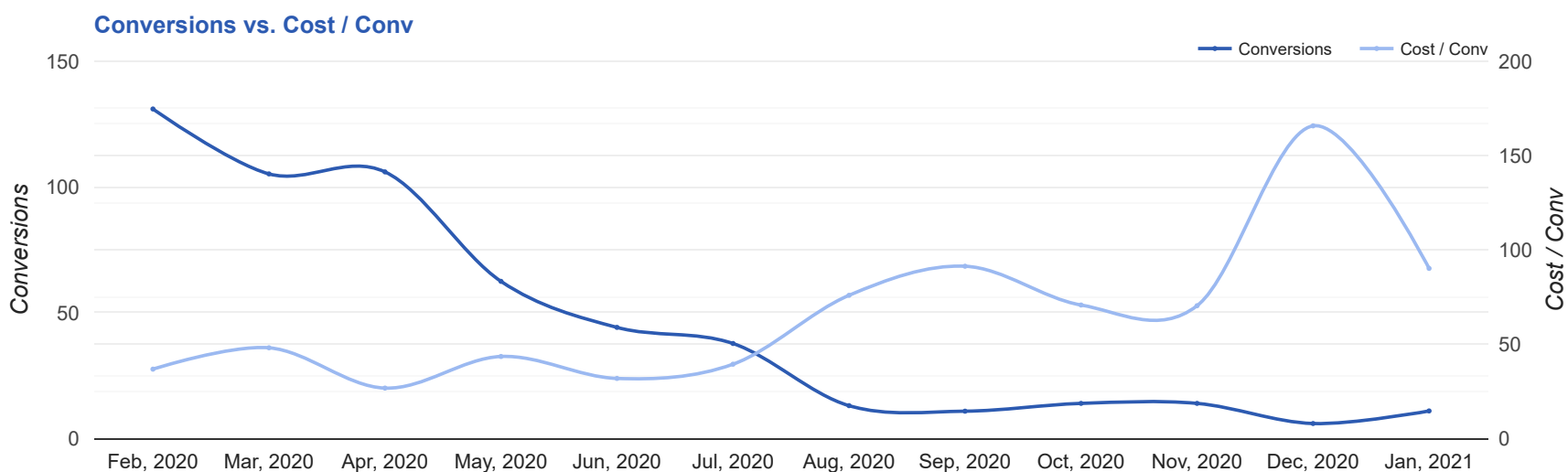
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$992	11	2.3%	\$90.19
↔ 0%	↑ 83%	↑ 76%	↓ 46%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	3,745	459	\$994.33	\$2.17	12.26%	-	6	1.31%	\$165.72	81.38%
1 Jan 2021 — 31 Jan 2021	3,804	479	\$992.07	\$2.07	12.59%	-	11	2.3%	\$90.19	70.15%
Change	59 ↑ 2%	20 ↑ 4%	\$2.26 ↓ 0%	\$0.10 ↓ 5%	0.33% ↑ 3%	- -	5 ↑ 83%	0.99% ↑ 76%	\$75.53 ↓ 46%	11.23% ↓ 14%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Feb '20	23,226	2,196	\$4,821.58	\$2.20	9.45%	-	131	5.97%	\$36.81	55.63%	
Mar '20	20,009	1,969	\$5,065.07	\$2.57	9.84%	-	105.2	5.34%	\$48.13	55.2%	
Apr '20	18,771	2,148	\$2,836.87	\$1.32	11.44%	-	106	4.93%	\$26.77	57.16%	
May '20	16,607	1,888	\$2,719.18	\$1.44	11.37%	-	62.5	3.31%	\$43.53	51.96%	
Jun '20	10,532	1,028	\$1,410.02	\$1.37	9.76%	-	44.2	4.3%	\$31.89	42.7%	
Jul '20	9,307	915	\$1,488.74	\$1.63	9.83%	-	37.8	4.13%	\$39.43	38.83%	
Aug '20	3,307	470	\$993.18	\$2.11	14.21%	-	13.1	2.78%	\$75.93	77.06%	
Sep '20	2,959	372	\$997.43	\$2.68	12.57%	-	10.9	2.94%	\$91.34	86.23%	
Oct '20	3,213	426	\$991.09	\$2.33	13.26%	-	14	3.29%	\$70.79	73.32%	
Nov '20	3,631	421	\$985.69	\$2.34	11.59%	-	14	3.33%	\$70.41	75.34%	
Dec '20	3,745	459	\$994.33	\$2.17	12.26%	-	6	1.31%	\$165.72	81.38%	
Jan '21	3,804	479	\$992.07	\$2.07	12.59%	-	11	2.3%	\$90.19	70.15%	
Total	119,111	12,771	\$24,295.25	\$1.90	10.72%	-	555.7	4.35%	\$43.72	54.54%	

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta labiaplasty	3,804	479	\$992.07	\$2.07	12.59%	-	11	2.3%	\$90.19	70.15%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

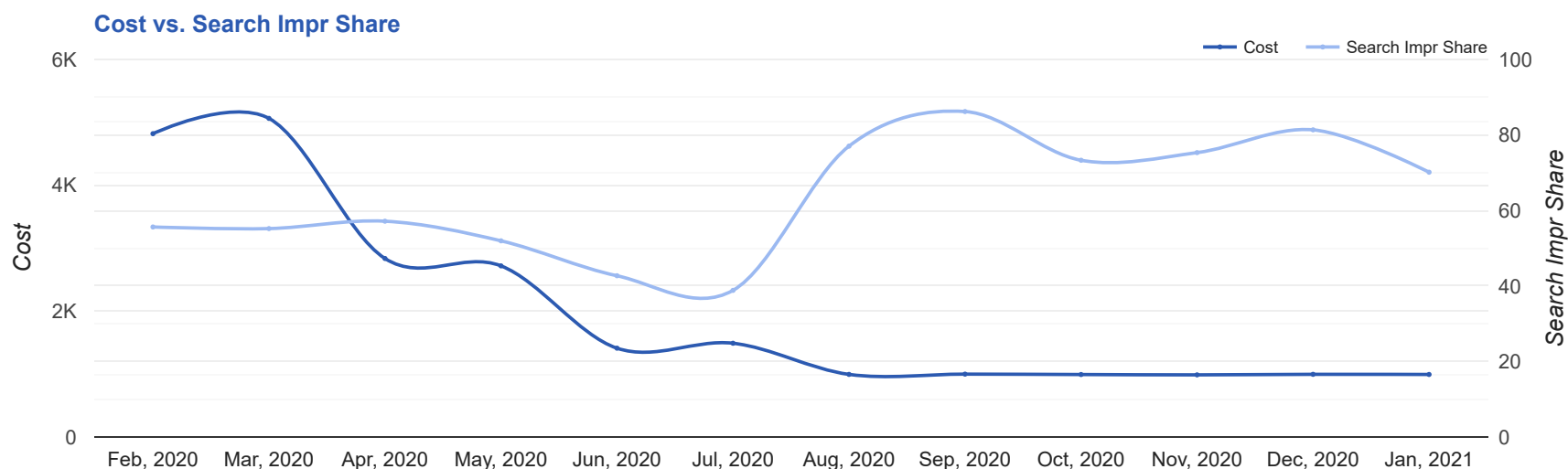
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Labiaplasty Massachusetts} - Vaginal Rejuvenation - Labia Reduction massachusettscosmetic.com/ -- -- Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	3,742	471	\$974.77	\$2.07	12.59%	-	11	2.34%	\$88.62
[Dynamic Headline] [Dynamic Display URL] See Labiaplasty Before and After Pictures, Read Reviews, and Save Big on Labiaplasty Cost.	13	2	\$4.76	\$2.38	15.38%	-	0	0.00%	-
Labiaplasty Before and After - Cosmetic Surgeon New England - Restore Inner Lips of Vulva massachusettscosmetic.com// Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	13	1	\$1.33	\$1.33	7.69%	-	0	0.00%	-
[Dynamic Headline] [Dynamic Display URL] Labiaplasty Surgically Reshapes a Woman's Labia Minora—the Inner "Lips" of the Vulva.	18	3	\$5.98	\$1.99	16.67%	-	0	0.00%	-
Top Labiaplasty Surgeon - Remove Excess Skin - Labia Minora Reduction massachusettscosmetic.com// See Labiaplasty Before and After Pictures, Read Reviews, and Save Big on Labiaplasty Cost.	12	2	\$5.23	\$2.62	16.67%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

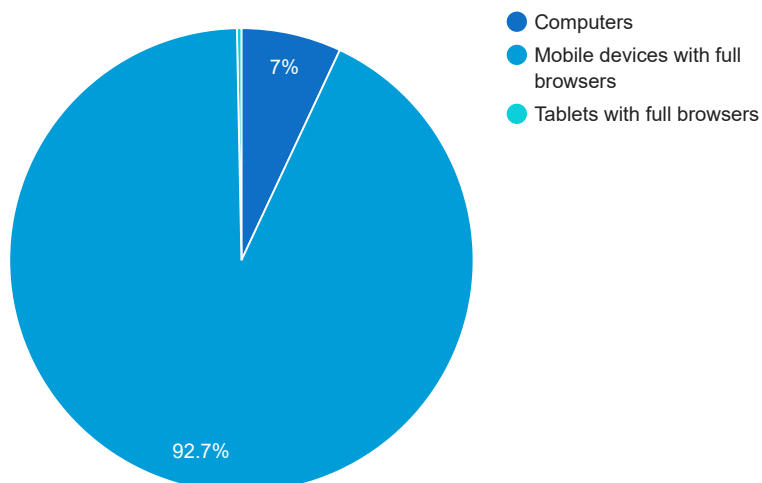
Budget Coverage



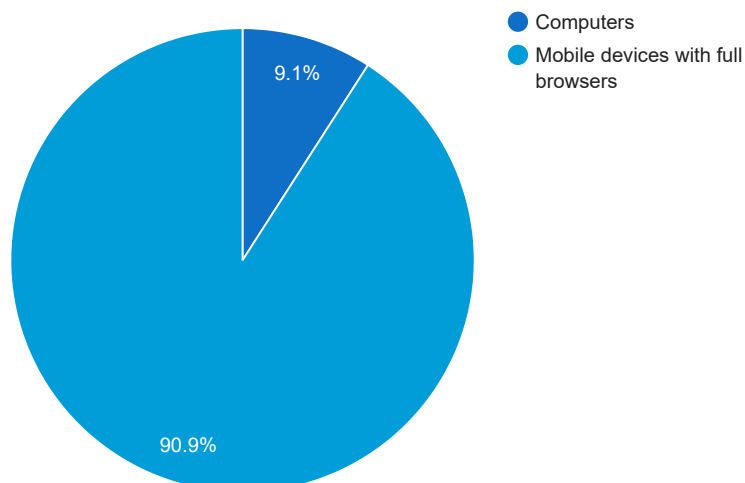
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	4,821.58	55.63
Mar, 2020	5,065.07	55.20
Apr, 2020	2,836.87	57.16
May, 2020	2,719.18	51.96
Jun, 2020	1,410.02	42.70
Jul, 2020	1,488.74	38.83
Aug, 2020	993.18	77.06
Sep, 2020	997.43	86.23
Oct, 2020	991.09	73.32
Nov, 2020	985.69	75.34
Dec, 2020	994.33	81.38
Jan, 2021	992.07	70.15

Cost and Conversions by Device

Cost



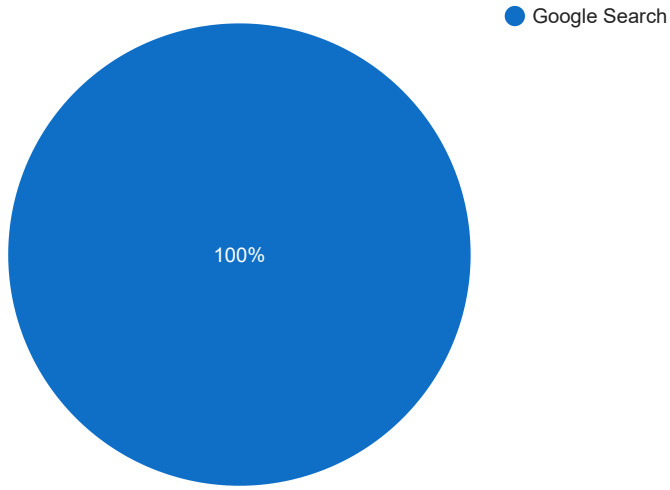
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	3,322	444	\$919.81	\$2.07	13.37%	-	10	2.25%	\$91.98
Computers	443	31	\$69.15	\$2.23	7%	-	1	3.23%	\$69.15
Tablets with full browsers	39	4	\$3.11	\$0.78	10.26%	-	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	3,804	479	\$992.07	\$2.07	12.59%	-	11	2.3%	\$90.19

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Lead - Form Submit	6
Calls from ads	3
Click to Call	2
Labiaplasty Lead (All Web Site Data)	0

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