

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

Advanced Body Sculpting

187-825-5409

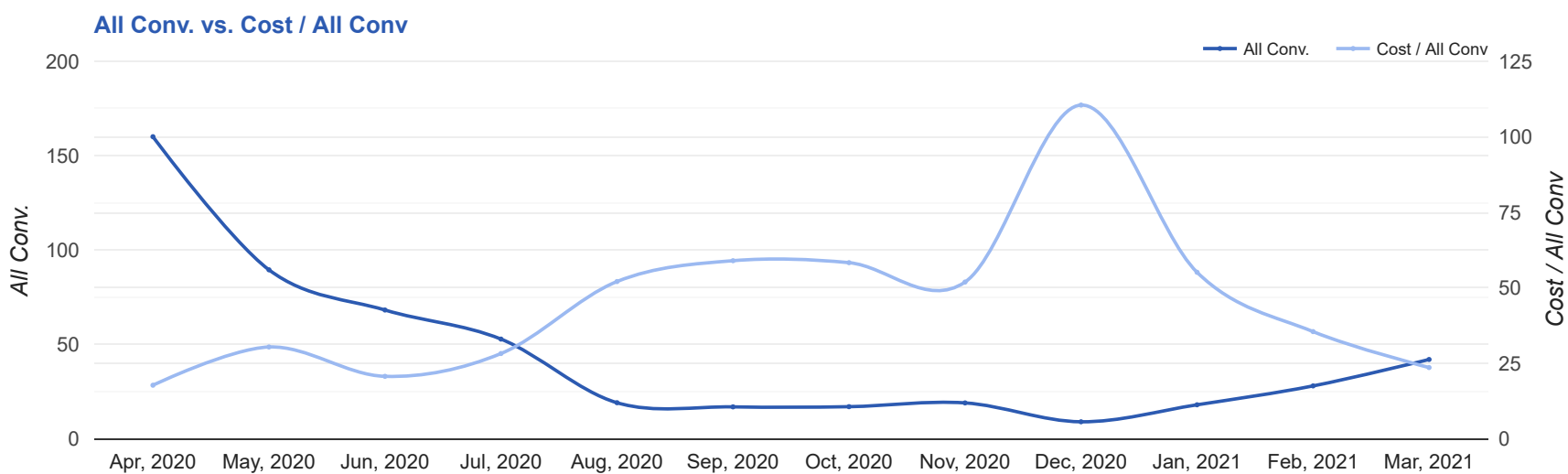
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$989	42	6.09%	\$23.58
↓ 1%	↑ 50%	↑ 41%	↓ 34%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	4,356	650	\$994.93	\$1.53	14.92%	-	4.31%	\$35.48	28
1 Mar 2021 — 31 Mar 2021	4,283	689	\$989.39	\$1.44	16.09%	-	6.09%	\$23.58	42
Change	73 ↓ 2%	39 ↑ 6%	\$5.54 ↓ 1%	\$0.09 ↓ 6%	1.17% ↑ 8%	0 ↔ -	1.78% ↑ 41%	\$11.90 ↓ 34%	13.92 ↑ 50%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Apr '20	18,771	2,148	\$2,836.87	\$1.32	11.44%	-	160	7.45%	\$17.73
May '20	16,607	1,888	\$2,719.18	\$1.44	11.37%	-	89.5	4.74%	\$30.39
Jun '20	10,532	1,028	\$1,410.02	\$1.37	9.76%	-	68.2	6.64%	\$20.67
Jul '20	9,307	915	\$1,488.74	\$1.63	9.83%	-	52.8	5.77%	\$28.22
Aug '20	3,307	470	\$993.18	\$2.11	14.21%	-	19.1	4.06%	\$52.05
Sep '20	2,959	372	\$997.43	\$2.68	12.57%	-	16.9	4.55%	\$58.95
Oct '20	3,213	426	\$991.09	\$2.33	13.26%	-	17	3.99%	\$58.30
Nov '20	3,631	421	\$985.69	\$2.34	11.59%	-	19	4.51%	\$51.88
Dec '20	3,745	459	\$994.33	\$2.17	12.26%	-	9	1.96%	\$110.48
Jan '21	3,804	479	\$992.07	\$2.07	12.59%	-	18	3.76%	\$55.12
Feb '21	4,356	650	\$994.93	\$1.53	14.92%	-	28	4.31%	\$35.48
Mar '21	4,283	689	\$989.39	\$1.44	16.09%	-	42	6.09%	\$23.58
Total	84,515	9,945	\$16,392.92	\$1.65	11.77%	-	539.4	5.42%	\$30.39

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta labiaplasty	4,283	689	\$989.39	\$1.44	16.09%	-	42	6.09%	\$23.58

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
labiaplasty cost	28	18	\$37.51	\$2.08	64.29%	-	5	27.78%	\$7.50
labiaplasty cost massachusetts	6	6	\$11.32	\$1.89	100.00%	-	5	83.33%	\$2.26
labiaplasty cost massachusetts	29	16	\$27.86	\$1.74	55.17%	-	3	18.75%	\$9.29
labiaplasty	112	33	\$31.35	\$0.95	29.46%	-	3	9.09%	\$10.45
labiaplasty downtime	1	1	\$0.72	\$0.72	100.00%	-	2.3	225.00%	\$0.32
vaginal tightening	17	8	\$10.64	\$1.33	47.06%	-	2	25.00%	\$5.32
plastic surgeons in ri	5	2	\$6.96	\$3.48	40.00%	-	2	100.00%	\$3.48
vagina tightening	8	5	\$7.72	\$1.54	62.50%	-	2	40.00%	\$3.86
dr feelgood fall river	2	2	\$6.78	\$3.39	100.00%	-	1	50.00%	\$6.78
plastic surgery ri	12	6	\$9.93	\$1.66	50.00%	-	1	16.67%	\$9.93

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:Labiaplasty Massachusetts} - Top-Rated Vaginal Rejuvenation - New England's Best Labiaplasty massachusettscosmetic.com/ -- Labiaplasty Can Change Your Life. Find Out If Vaginal Rejuvenation Is Right For You Today.	1,958	288	\$340.57	\$1.18	14.71%	-	18.1	6.27%	\$18.85
[Dynamic Headline] [Dynamic Display URL] Book a Virtual Consultation with Dr. Lowney, Renowned Cosmetic Surgeon in New England.	169	42	\$95.59	\$2.28	24.85%	-	9	21.43%	\$10.62
[Dynamic Headline] [Dynamic Display URL] Reduce Enlarged Labia. Restore Even Skin Tone. Eliminate Camel Toe. Feel More Confident.	245	56	\$95.60	\$1.71	22.86%	-	6	10.71%	\$15.93
Top-Rated Vaginal Rejuvenation - Youthful Appearance in Minutes - Is Labiaplasty Right For You? massachusettscosmetic.com/ Book a Virtual Consultation with Dr. Lowney, Renowned Cosmetic Surgeon in New England.	61	8	\$14.56	\$1.82	13.11%	-	2	25.00%	\$7.28
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.	93	7	\$7.70	\$1.10	7.53%	-	2	28.57%	\$3.85

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

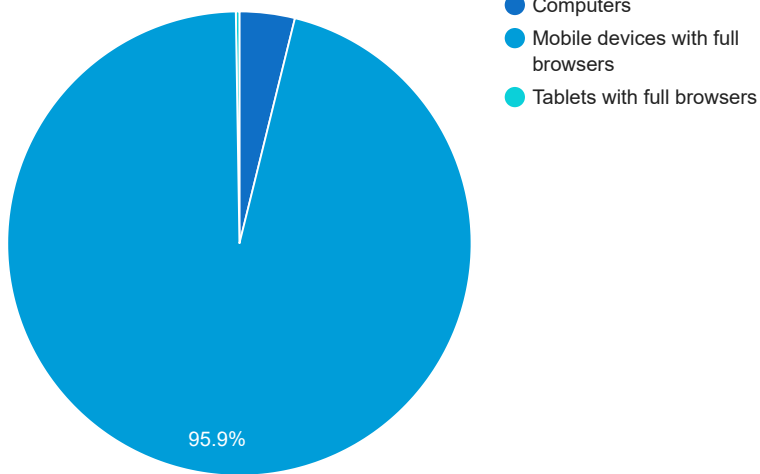
Search Impr Share

58.37%

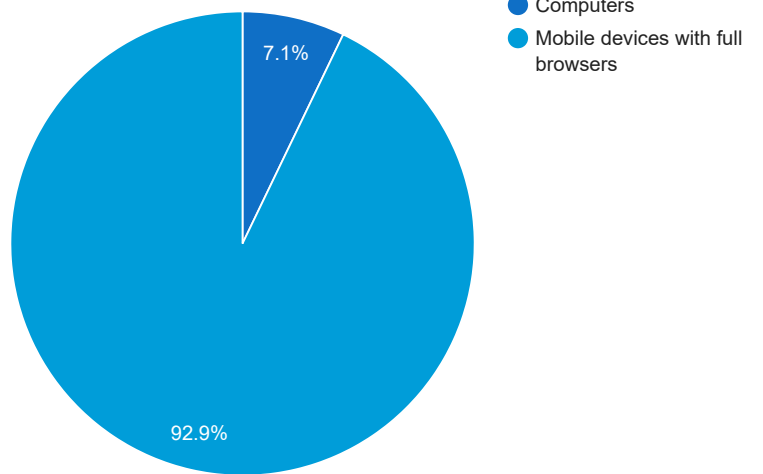
↓ 11%

Cost and Conversions by Device

Cost



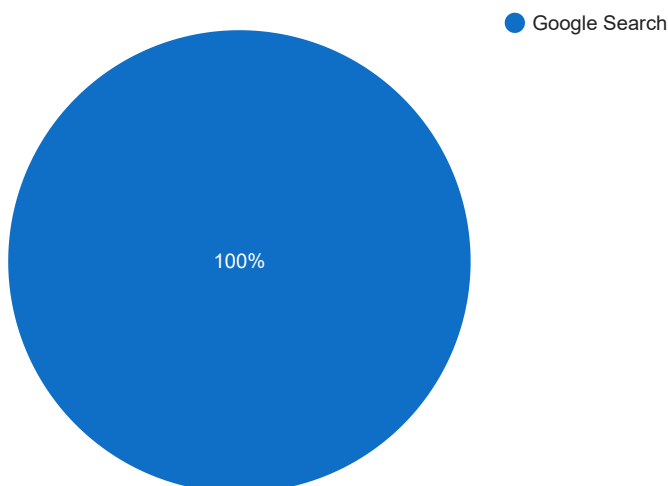
All Conv.



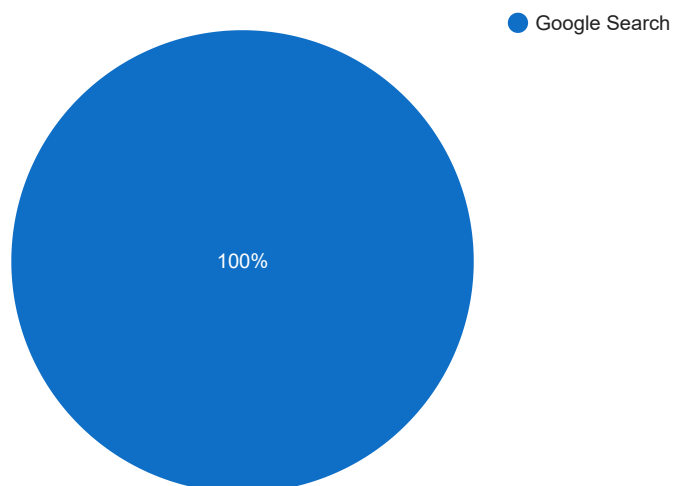
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	3,718	656	\$948.86	\$1.45	17.64%	-	39	5.94%	\$24.35
Computers	503	29	\$38.06	\$1.31	5.77%	-	3	10.34%	\$12.69
Tablets with full browsers	62	4	\$2.47	\$0.62	6.45%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	4,283	689	\$989.39	\$1.44	16.09%	-	42	6.09%	\$23.58

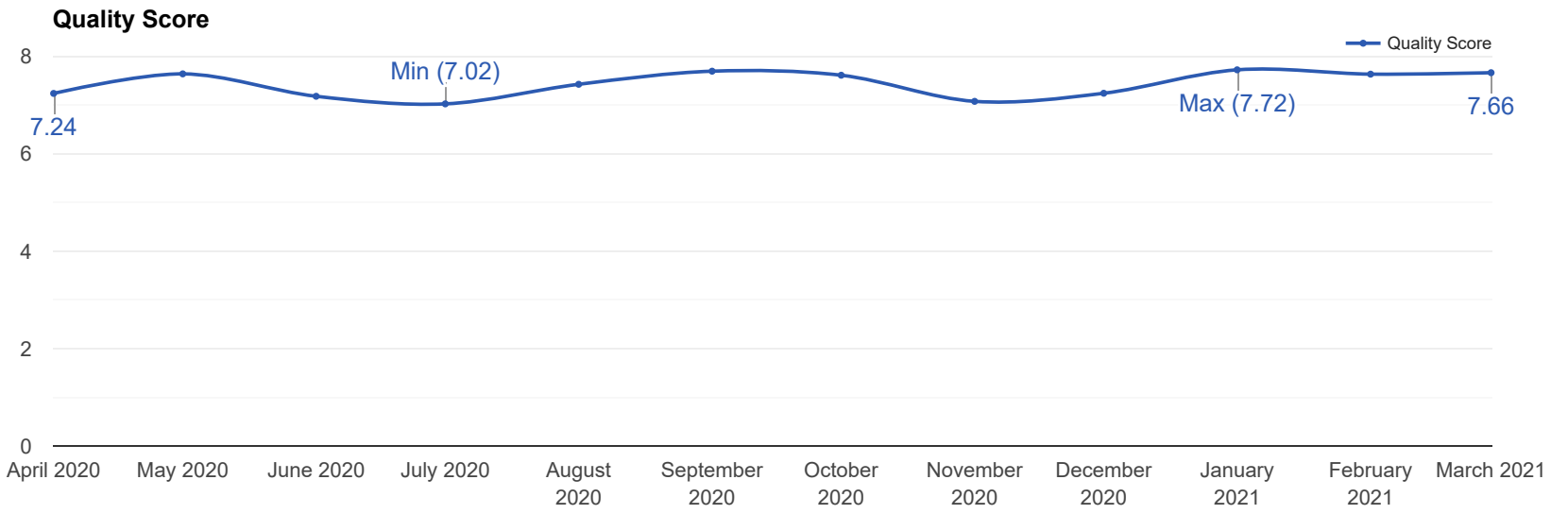
Account Health - Quality Score

Current Quality Score

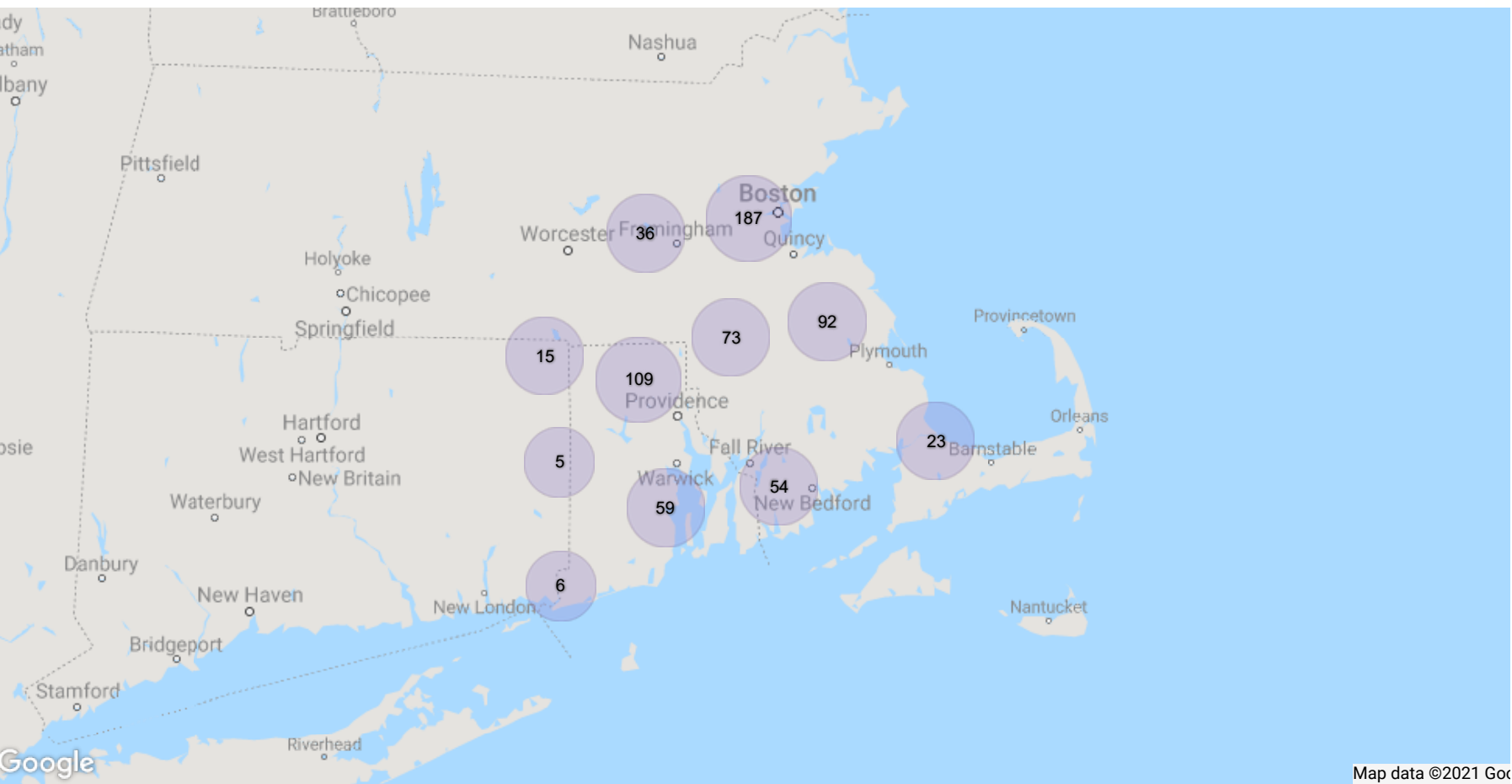
7.6

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Map data ©2021 Google

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Lead - Form Submit	21
Click to Call	9
Vaginal Rejuvenation Lead (All Web Site Data)	2
Labiaplasty Lead (All Web Site Data)	10

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