

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

Advanced Body Sculpting

187-825-5409

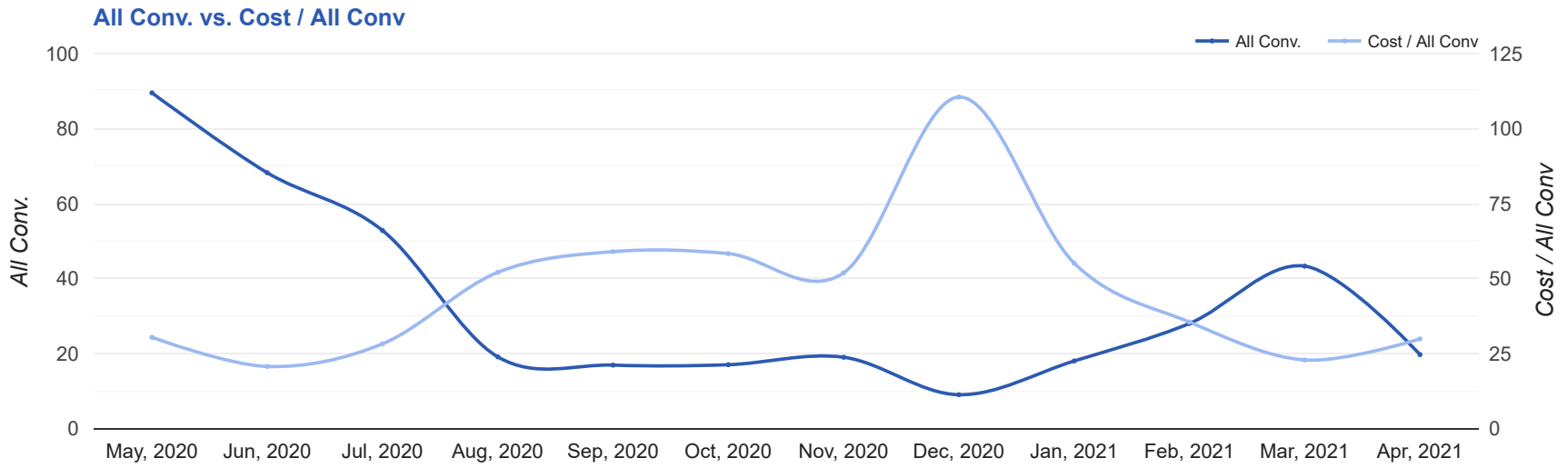
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$587	19.7	5.35%	\$29.86
↓ 41%	↓ 55%	↓ 15%	↑ 31%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	4,283	689	\$989.39	\$1.44	16.09%	-	6.29%	\$22.84	43.3
1 Apr 2021 — 30 Apr 2021	2,595	367	\$586.75	\$1.60	14.14%	-	5.35%	\$29.86	19.7
Change	1,688 ↓ 39%	322 ↓ 47%	\$402.64 ↓ 41%	\$0.16 ↑ 11%	1.95% ↓ 12%	0 ↔ -	0.94% ↓ 15%	\$7.02 ↑ 31%	23.66 ↓ 55%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	43.3	6.29%	\$22.84
Apr '21	2,595	367	\$586.75	\$1.60	14.14%	-	19.7	5.35%	\$29.86
Total	68,339	8,164	\$14,142.80	\$1.73	11.95%	-	400.5	4.91%	\$35.32

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta labiaplasty	2,595	367	\$586.75	\$1.60	14.14%	-	19.7	5.35%	\$29.86

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
dr feelgood fall river	45	22	\$81.27	\$3.69	48.89%	-	4	18.18%	\$20.32
vaginal rejuvenation near me	26	13	\$22.36	\$1.72	50.00%	-	2	15.38%	\$11.18
vagina rejuvenation	1	1	\$0.90	\$0.90	100.00%	-	2	200.00%	\$0.45
labiaplasty	1	1	\$1.32	\$1.32	100.00%	-	2	200.00%	\$0.66
labiaplasty near me	3	2	\$4.78	\$2.39	66.67%	-	1	50.00%	\$4.78
dr feelgood massachusetts	1	2	\$14.50	\$7.25	200.00%	-	1	50.00%	\$14.50
doctor feelgood fall river	5	2	\$11.91	\$5.96	40.00%	-	1	50.00%	\$11.91
labiaplasty near me	3	3	\$11.62	\$3.87	100.00%	-	1	33.33%	\$11.62
labiaplasty after 6 weeks	2	1	\$0.11	\$0.11	50.00%	-	1	100.00%	\$0.11
vagina tightening	1	1	\$3.80	\$3.80	100.00%	-	0	0.00%	-

Top Performing Ads - 1 Apr 2021 — 30 Apr 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.	2,008	249	\$306.61	\$1.23	12.40%	-	10	4.02%	\$30.66
[Dynamic Headline] [Dynamic Display URL] Reduce Enlarged Labia. Restore Even Skin Tone. Eliminate Camel Toe. Feel More Confident.	369	81	\$171.35	\$2.12	21.95%	-	5	6.17%	\$34.27
[Dynamic Headline] [Dynamic Display URL] Book a Virtual Consultation with Dr. Lowney, Renowned Cosmetic Surgeon in New England.	84	23	\$67.51	\$2.94	27.38%	-	4.7	20.22%	\$14.52
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.	39	7	\$9.91	\$1.42	17.95%	-	0	0.00%	-
Custom Vaginal Rejuvenation - Renowned Cosmetic Surgeon - Book A Virtual Consultation massachusettscosmetic.com// Reduce Enlarged Labia. Restore Even Skin Tone. Eliminate Camel Toe. Feel More Confident.	37	1	\$3.80	\$3.80	2.70%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

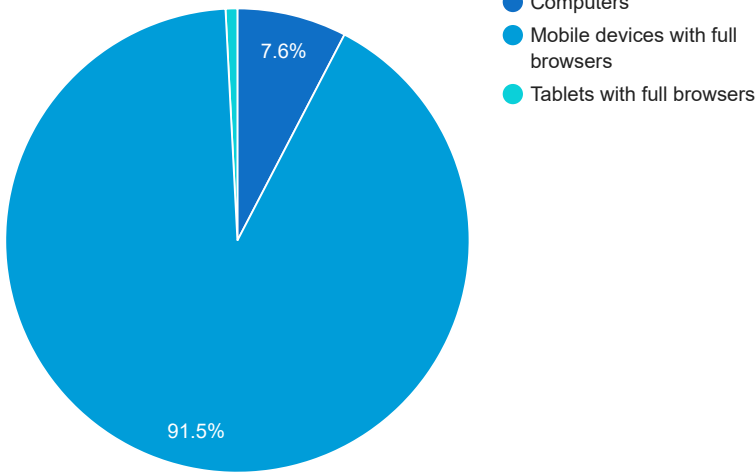
Search Impr Share

52.72%

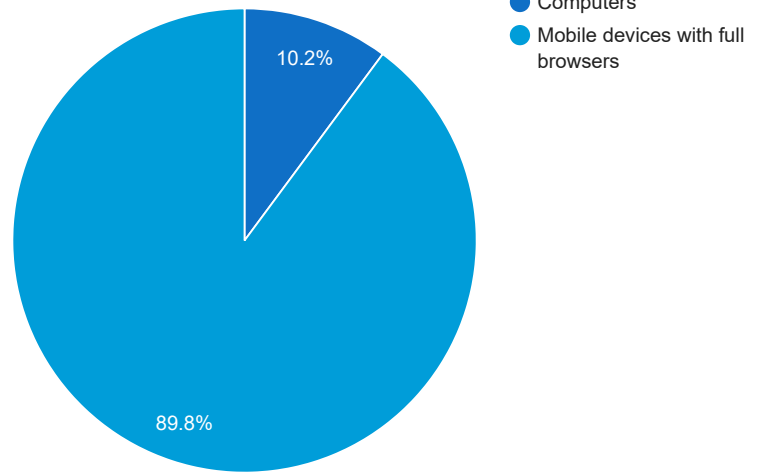
↓ 10%

Cost and Conversions by Device

Cost



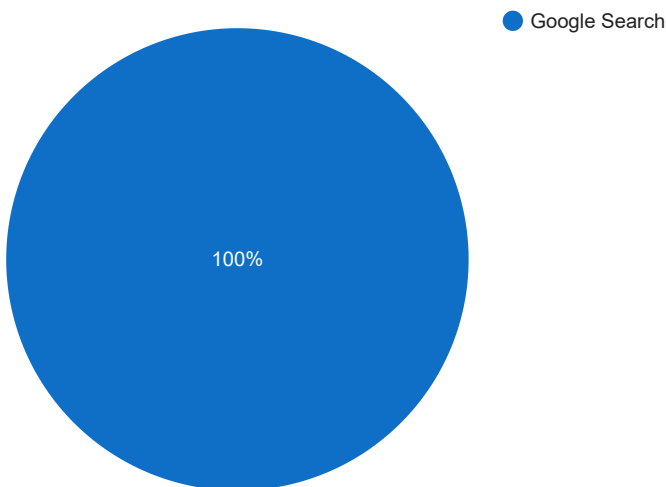
All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	2,222	333	\$537.15	\$1.61	14.99%	-	17.7	5.3%	\$30.43
Computers	313	28	\$44.78	\$1.60	8.95%	-	2	7.14%	\$22.39
Tablets with full browsers	60	6	\$4.82	\$0.80	10%	-	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	2,595	367	\$586.75	\$1.60	14.14%	-	19.7	5.35%	\$29.86

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Lead - Form Submit	10.7
Click to Call	3
Calls from ads	1
Breast Augmentation Lead (All Web Site Data)	1
Labiaplasty Lead (All Web Site Data)	4

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