

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

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354-360-1747

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,985	11.5	3.97%	\$259.58
↑ 70%	↑ 667%	↑ 192%	↓ 78%

## 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	3,170	110	\$1,752.05	\$15.93	3.47%	-	1.5	1.36%	\$1,168.03	32.15%
1 Jan 2021 — 31 Jan 2021	11,033	290	\$2,985.12	\$10.29	2.63%	-	11.5	3.97%	\$259.58	30.72%
<b>Change</b>	7,863 ↑ 248%	180 ↑ 164%	\$1,233.07 ↑ 70%	\$5.64 ↓ 35%	0.84% ↓ 24%	--	10 ↑ 667%	2.61% ↑ 192%	\$908.45 ↓ 78%	1.43% ↓ 4%

# 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
Dec '20	3,170	110	\$1,752.05	\$15.93	3.47%	-	1.5	1.36%	\$1,168.03	32.15%
Jan '21	11,033	290	\$2,985.12	\$10.29	2.63%	-	11.5	3.97%	\$259.58	30.72%
<b>Total</b>	14,203	400	\$4,737.17	\$11.84	2.82%	-	13	3.25%	\$364.40	31.03%

# 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   coolsculpting	8,216	203	\$1,985.20	\$9.78	2.47%	-	9.5	4.68%	\$208.97	27.66%
search   beta   emsculpt neo	2,817	87	\$999.92	\$11.49	3.09%	-	2	2.3%	\$499.96	44.39%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

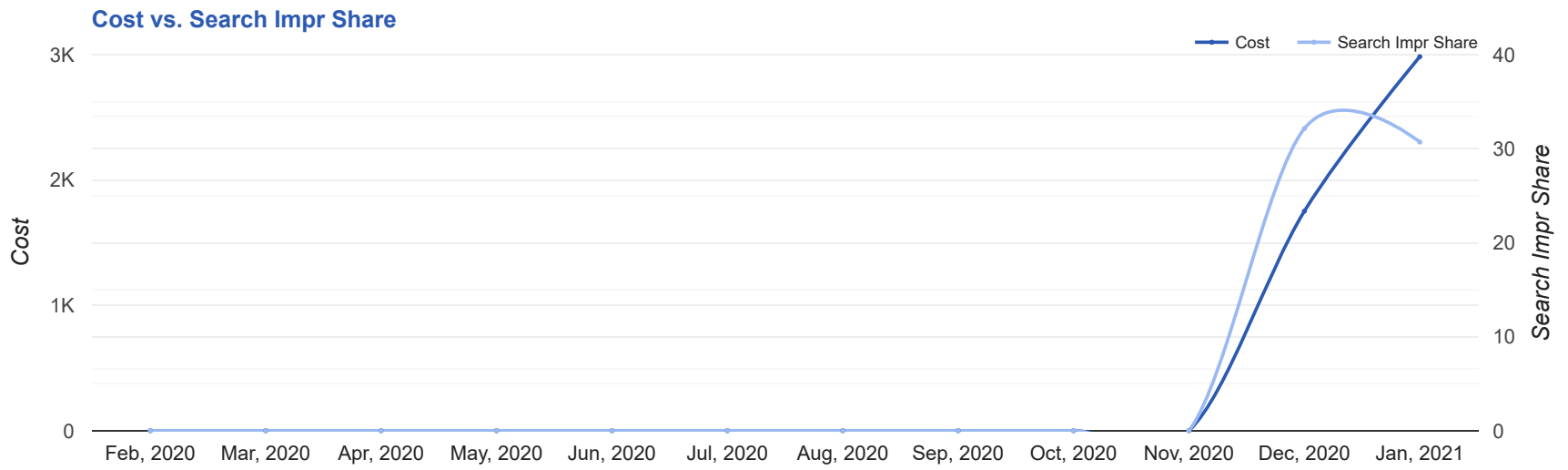
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Laser Center &amp; MediSpa - Best Price in Owings Mills - #1 Provider in Owings Mills</a> <a href="#">laserdocmd.com/ --</a> -- Leading Emsculpt Provider in Owings Mills. Build Muscle + Burn Fat. Free Consultation.	1,857	54	\$607.08	\$11.24	2.91%	-	2	3.70%	\$303.54
<a href="#">Laser Center &amp; MediSpa - Fat Reduction in Owings Mills - Non-Surgical Fat Reduction</a> <a href="#">laserdocmd.com/ --</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	181	12	\$104.05	\$8.67	6.63%	-	2	16.67%	\$52.02
<a href="#">Fat Reduction in Owings Mills - Freezing Fat Really Works - Get Rid of Unwanted Fat</a> <a href="#">laserdocmd.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	292	8	\$77.16	\$9.64	2.74%	-	1	12.50%	\$77.16
<a href="#">Biggest CoolSculpting® Promo - Limited Time Offer   Jan 2021 - 25% Off All CoolSculpting</a> <a href="#">laserdocmd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	9	2	\$26.90	\$13.45	22.22%	-	1	50.00%	\$26.90
<a href="#">Fat Reduction in Owings Mills - Freeze Away Body Fat - Get Rid of Unwanted Fat</a> <a href="#">laserdocmd.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	299	6	\$71.31	\$11.88	2.01%	-	1	16.67%	\$71.31

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

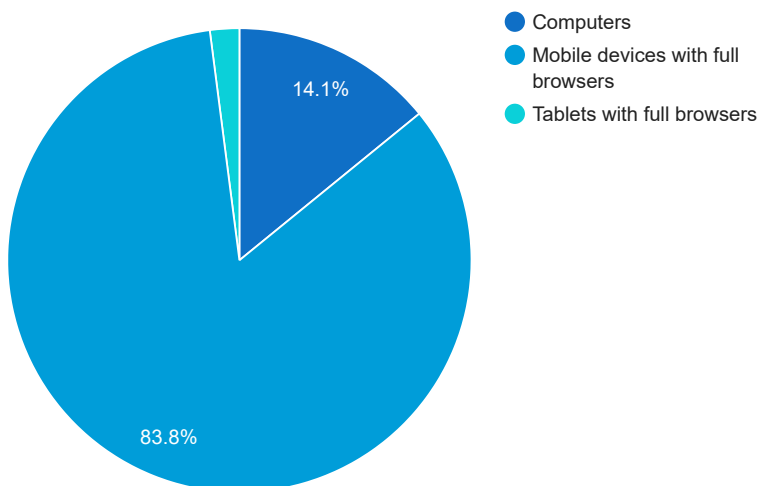
## Budget Coverage



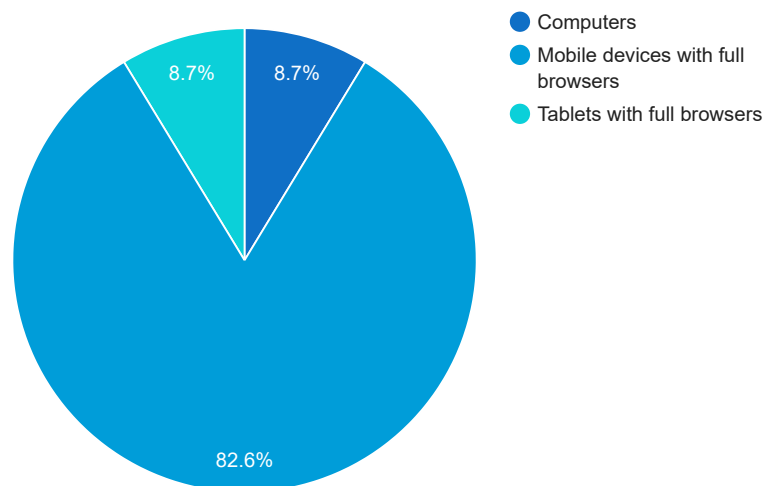
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	1,752.05	32.15
Jan, 2021	2,985.12	30.72

## 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	8,543	244	\$2,502.77	\$10.26	2.86%	-	9.5	3.89%	\$263.45
Computers	2,219	41	\$421.38	\$10.28	1.85%	-	1	2.44%	\$421.38
Tablets with full browsers	271	5	\$60.97	\$12.19	1.85%	-	1	20%	\$60.97

### 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	11,033	290	\$2,985.12	\$10.29	2.63%	-	11.5	3.97%	\$259.58

# Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE

CONV

Submit lead form

11.5

## 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