

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

Dr. Snyder - Laser Doc MD

354-360-1747

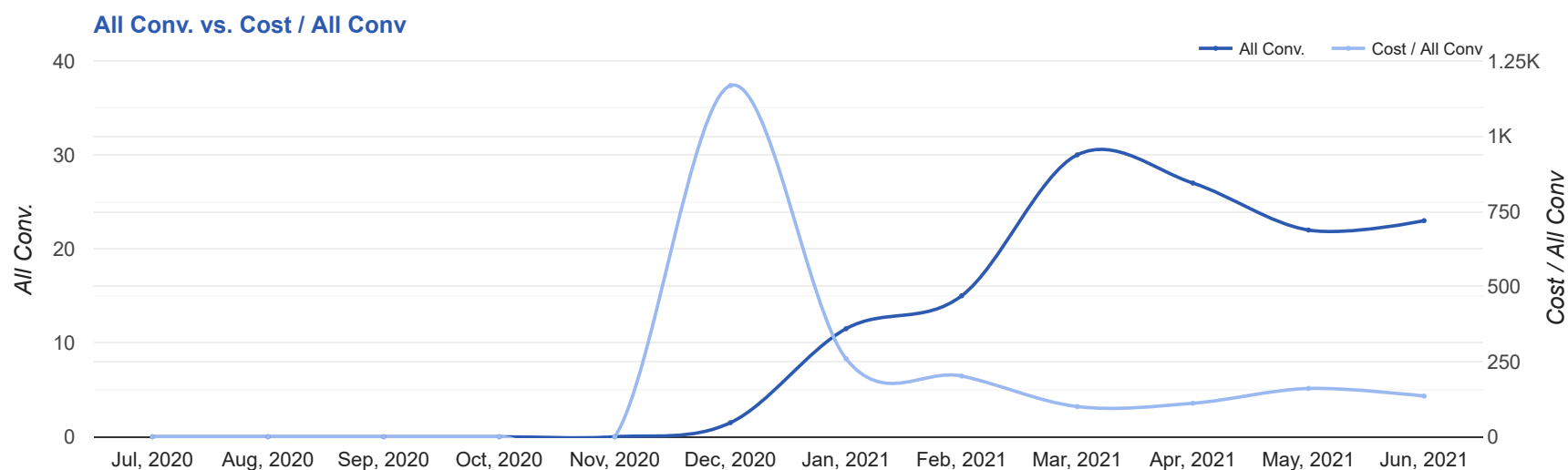
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,111	23	7.67%	\$135.25
↓ 12%	↑ 5%	↑ 7%	↓ 16%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	9,799	307	\$3,533.81	\$11.51	3.13%	-	7.17%	\$160.63	22
1 Jun 2021 — 30 Jun 2021	6,932	300	\$3,110.65	\$10.37	4.33%	-	7.67%	\$135.25	23
Change	2,867 ↓ 29%	7 ↓ 2%	\$423.16 ↓ 12%	\$1.14 ↓ 10%	1.20% ↑ 38%	0 ↔ -	0.50% ↑ 7%	\$25.38 ↓ 16%	1 ↑ 5%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Dec '20	3,170	110	\$1,752.05	\$15.93	3.47%	-	1.5	1.36%	\$1,168.03
Jan '21	11,033	290	\$2,985.12	\$10.29	2.63%	-	11.5	3.97%	\$259.58
Feb '21	11,588	308	\$3,029.40	\$9.84	2.66%	-	15	4.87%	\$201.96
Mar '21	10,429	296	\$3,014.14	\$10.18	2.84%	-	30	10.14%	\$100.47
Apr '21	8,490	255	\$3,008.37	\$11.80	3%	-	27	10.59%	\$111.42
May '21	9,799	307	\$3,533.81	\$11.51	3.13%	-	22	7.17%	\$160.63
Jun '21	6,932	300	\$3,110.65	\$10.37	4.33%	-	23	7.67%	\$135.25
Total	61,441	1,866	\$20,433.54	\$10.95	3.04%	-	130	6.97%	\$157.18

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	5,400	235	\$2,218.39	\$9.44	4.35%	-	20	8.51%	\$110.92
search beta emsculpt neo	1,532	65	\$892.26	\$13.73	4.24%	-	3	4.62%	\$297.42

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
body sculpting near me	7	4	\$43.80	\$10.95	57.14%	-	3	75.00%	\$14.60
body sculpting	9	3	\$58.31	\$19.44	33.33%	-	2	66.67%	\$29.16
male liposuction near me	1	1	\$22.18	\$22.18	100.00%	-	2	200.00%	\$11.09
fat freezing	1	2	\$61.50	\$30.75	200.00%	-	2	100.00%	\$30.75
best bbl doctors in maryland	4	5	\$30.72	\$6.14	125.00%	-	2	40.00%	\$15.36
coolsculpting mini	1	1	\$21.70	\$21.70	100.00%	-	1	100.00%	\$21.70
cool sculpting cost	6	4	\$45.22	\$11.30	66.67%	-	1	25.00%	\$45.22
cool sculpting around me	1	1	\$28.00	\$28.00	100.00%	-	1	100.00%	\$28.00
coolsculpting	26	5	\$72.35	\$14.47	19.23%	-	1	20.00%	\$72.35
need to lose tummy fat fast	1	1	\$5.15	\$5.15	100.00%	-	1	100.00%	\$5.15

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Laser Center & MediSpa - Fat Reduction in Owings Mills - Non-Surgical Fat Reduction laserdocmd.com/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,031	60	\$568.22	\$9.47	5.82%	-	8	13.33%	\$71.03
{Keyword:Laser Center & MediSpa} - Non-Invasive Body Contouring - Emsculpt NEO® Special laserdocmd.com// Emsculpt NEO is the Only Body Contouring Treatment that Targets Both Muscle and Fat	29	4	\$67.94	\$16.98	13.79%	-	2	50.00%	\$33.97
CoolSculpting® Fat Reduction - Safe + Effective Fat Reduction - CoolSculpting Special 25% Off laserdocmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1	1	\$5.97	\$5.97	100.00%	-	2	200.00%	\$2.98
Fat Reduction in Owings Mills - Eliminate Fat & Feel Great - Get \$1,000 Off 8+ Treatments laserdocmd.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	83	5	\$48.67	\$9.73	6.02%	-	2	40.00%	\$24.34
CoolSculpting® in Owings Mills - Limited Time Offer June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} laserdocmd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	23	3	\$63.27	\$21.09	13.04%	-	1	33.33%	\$63.27

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

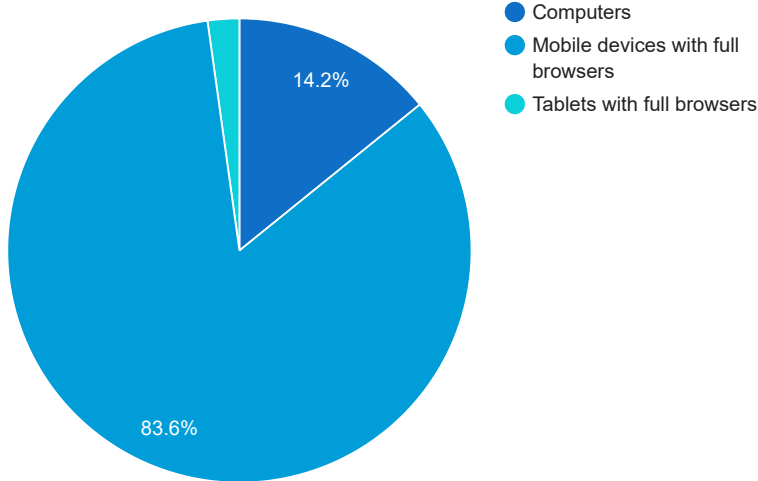
Search Impr Share

30.6%

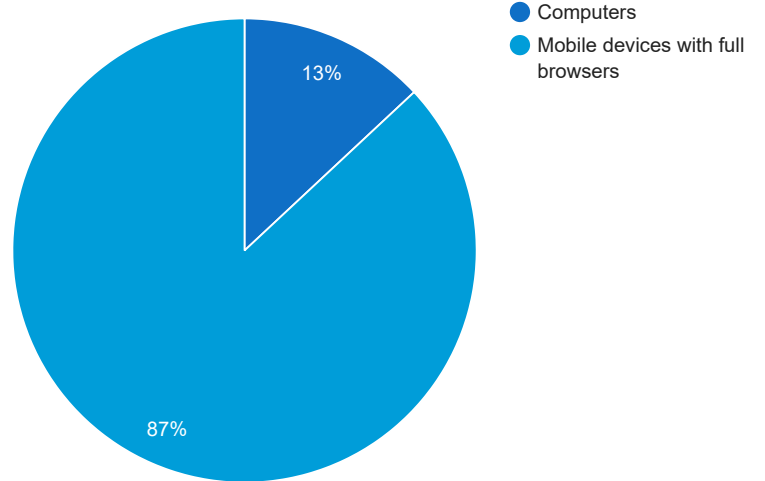
↓ 3%

Cost and Conversions by Device

Cost



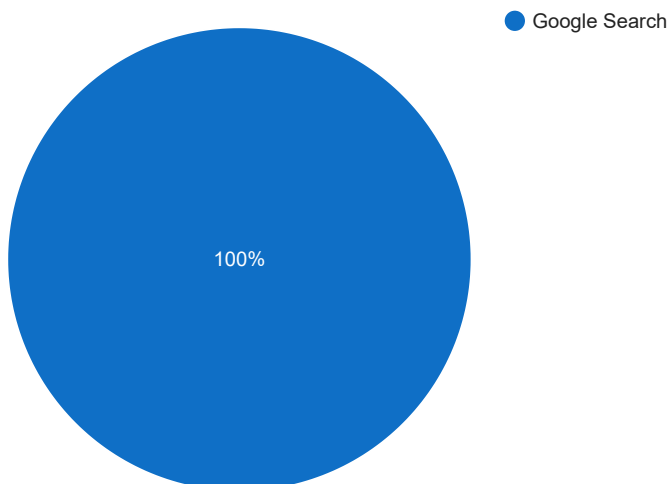
All Conv.



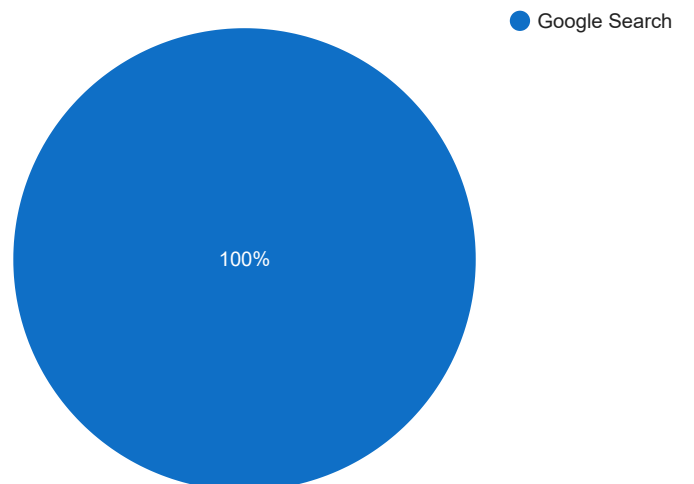
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,858	253	\$2,601.27	\$10.28	4.32%	-	20	7.91%	\$130.06
Computers	960	42	\$440.90	\$10.50	4.38%	-	3	7.14%	\$146.97
Tablets with full browsers	114	5	\$68.48	\$13.70	4.39%	-	0	0%	\$0.00

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	6,932	300	\$3,110.65	\$10.37	4.33%	-	23	7.67%	\$135.25

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	11
Click to Call	6
Call From Ads (MS)	2
Local actions - Website visits	3
Local actions - Other engagements	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