

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

Eastland Face & Body

934-104-2754

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,451	11	6.83%	\$222.84
↑ ∞	↑ ∞	↑ ∞	↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 May 2021 — 31 May 2021	6,658	161	\$2,451.22	\$15.22	2.42%	-	11	6.83%	\$222.84	50.65%
<b>Change</b>	6,658 ↑ ∞%	161 ↑ ∞%	\$2,451.22 ↑ ∞%	\$15.22 ↑ ∞%	2.42% ↑ ∞%	0 ↔ -	11 ↑ ∞%	6.83% ↑ ∞%	\$222.84 ↑ ∞%	50.65% ↑ ∞%

# Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
May '21	6,658	161	\$2,451.22	\$15.22	2.42%	-	11	6.83%	\$222.84	50.65%
<b>Total</b>	6,658	161	\$2,451.22	\$15.22	2.42%	-	11	6.83%	\$222.84	50.65%

# Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	6,658	161	\$2,451.22	\$15.22	2.42%	-	11	6.83%	\$222.84	50.65%

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

## Top Text Ads

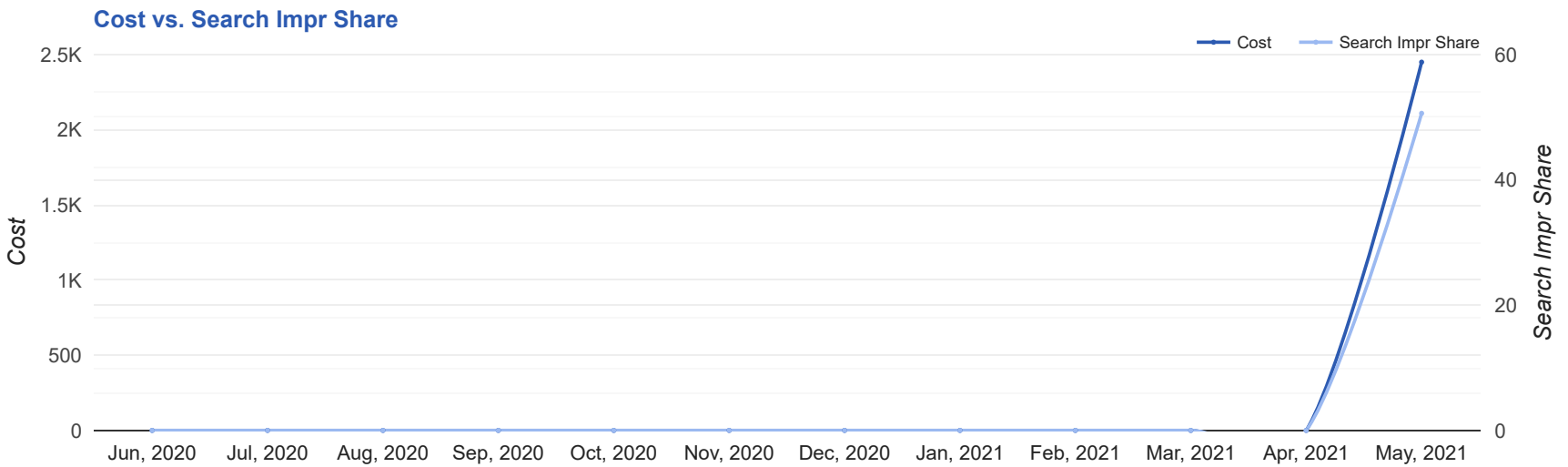
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Eastland Face & Body - Fat Reduction in Independence - Non-Surgical Fat Reduction <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,027	42	\$549.31	\$13.08	2.07%	-	3	7.14%	\$183.10
CoolSculpting® Fat Reduction - CoolSculpting in Independence - Biggest CoolSculpting® Promo <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO	38	5	\$116.00	\$23.20	13.16%	-	2	40.00%	\$58.00
Fat Reduction in Independence - Freezing Fat Really Works - Freeze Away Body Fat <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	191	6	\$50.28	\$8.38	3.14%	-	1	16.67%	\$50.28
Fat Reduction in Independence - Eliminate Fat & Feel Great - Get Rid of Unwanted Fat <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	178	9	\$98.18	\$10.91	5.06%	-	1	11.11%	\$98.18
Fat Reduction in Independence - Freezing Fat Really Works - Get Rid of Unwanted Fat <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	222	3	\$38.38	\$12.79	1.35%	-	1	33.33%	\$38.38

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

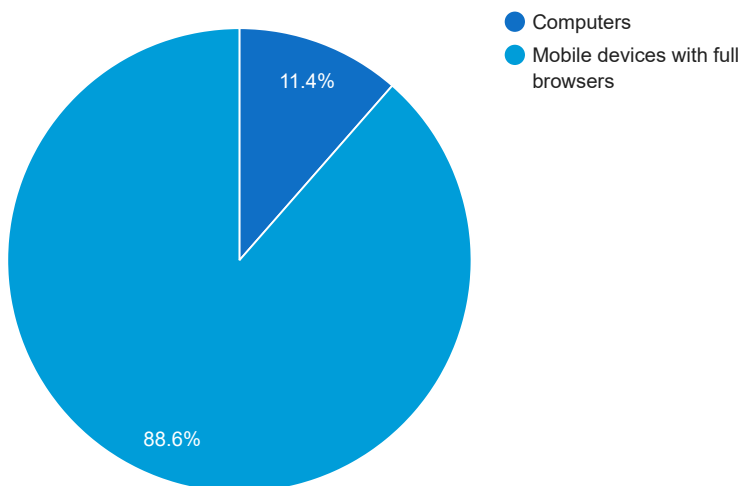
## Budget Coverage



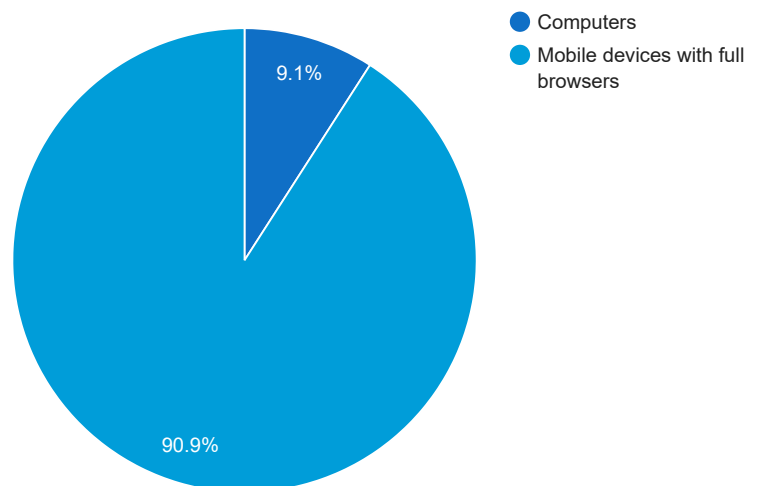
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	2,451.22	50.65

## 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	5,536	137	\$2,170.72	\$15.84	2.47%	-	10	7.3%	\$217.07
Computers	951	24	\$280.50	\$11.69	2.52%	-	1	4.17%	\$280.50
Tablets with full browsers	171	0	\$0.00	\$0.00	0%	-	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	6,658	161	\$2,451.22	\$15.22	2.42%	-	11	6.83%	\$222.84

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Submit lead form

9

Click to Call

2

## 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