

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

Eastland Face & Body

934-104-2754

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,467	12	4.92%	\$205.58
↑ 1%	↑ 9%	↓ 28%	↓ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	6,658	161	\$2,451.22	\$15.22	2.42%	-	11	6.83%	\$222.84	50.65%
1 Jun 2021 — 30 Jun 2021	8,067	244	\$2,466.97	\$10.11	3.02%	-	12	4.92%	\$205.58	38.13%
Change	1,409 ↑ 21%	83 ↑ 52%	\$15.75 ↑ 1%	\$5.11 ↓ 34%	0.60% ↑ 25%	0 ↔ -	1 ↑ 9%	1.91% ↓ 28%	\$17.26 ↓ 8%	12.52% ↓ 25%

Performance by Month - 1 Jul 2020 — 30 Jun 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%
Jun '21	8,067	244	\$2,466.97	\$10.11	3.02%	-	12	4.92%	\$205.58	38.13%
Total	14,725	405	\$4,918.19	\$12.14	2.75%	-	23	5.68%	\$213.83	42.93%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,067	244	\$2,466.97	\$10.11	3.02%	-	12	4.92%	\$205.58	38.13%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

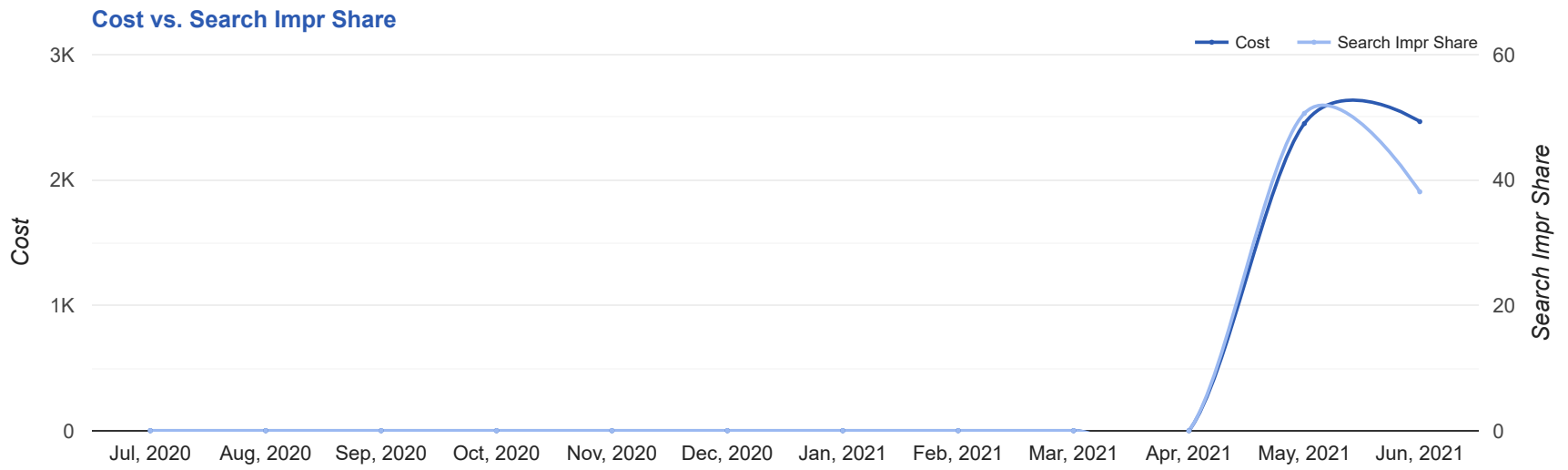
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Eastland Face & Body - Fat Reduction in Independence - Non-Surgical Fat Reduction eastland.beautysculpt.net/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,666	79	\$736.83	\$9.33	2.96%	-	4	5.06%	\$184.21
CoolSculpting® Fat Reduction - CoolSculpting in Independence - Biggest CoolSculpting® Promo eastland.beautysculpt.net/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO	73	6	\$108.10	\$18.02	8.22%	-	2	33.33%	\$54.05
Non-Surgical Fat Reduction - Freeze Away Body Fat - Get \$1,300 Off 8+ Treatments eastland.beautysculpt.net// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	93	3	\$18.86	\$6.29	3.23%	-	1	33.33%	\$18.86
CoolSculpting® in Independence - Limited Time Offer June 2021 - Our Biggest Discount Ever eastland.beautysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	57	6	\$71.58	\$11.93	10.53%	-	1	16.67%	\$71.58
Fat Reduction in Independence - Freeze Away Body Fat - Get \$1,300 Off 8+ Treatments eastland.beautysculpt.net// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	101	5	\$36.28	\$7.26	4.95%	-	1	20.00%	\$36.28

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

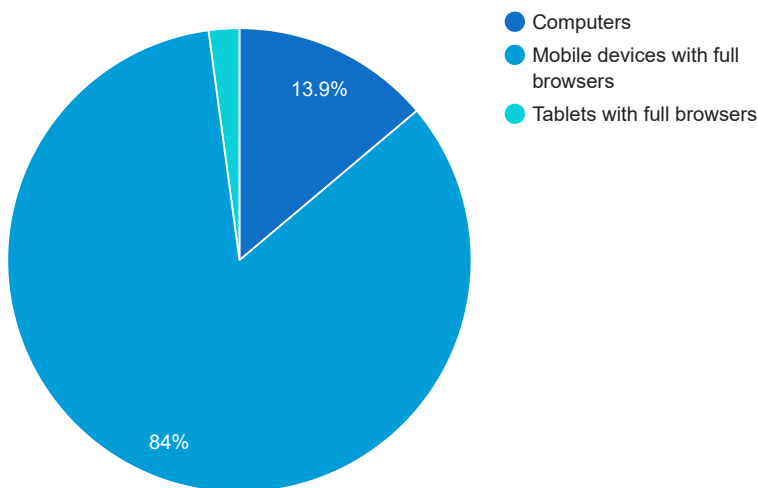
Budget Coverage



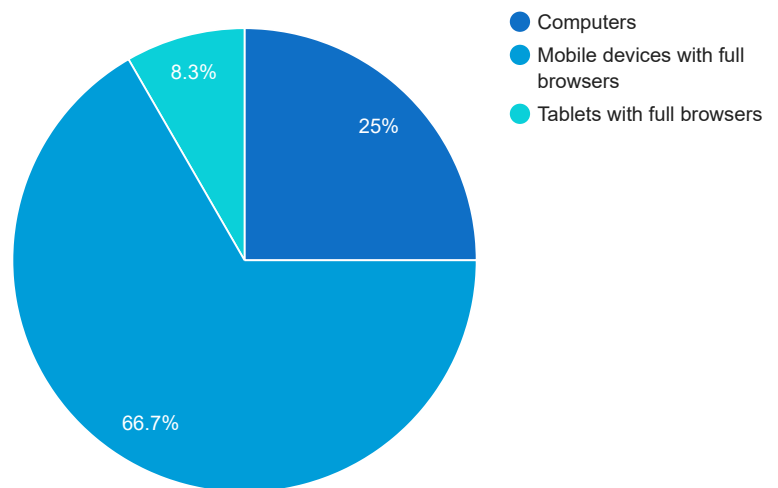
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	2,451.22	50.65
Jun, 2021	2,466.97	38.13

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	6,720	208	\$2,072.50	\$9.96	3.1%	-	8	3.85%	\$259.06
Computers	1,100	30	\$341.77	\$11.39	2.73%	-	3	10%	\$113.92
Tablets with full browsers	247	6	\$52.70	\$8.78	2.43%	-	1	16.67%	\$52.70

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	8,067	244	\$2,466.97	\$10.11	3.02%	-	12	4.92%	\$205.58

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Submit lead form	9
Click to Call	2
Call From Ads (MS)	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