

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

Elite Dermatology -

775-433-8880

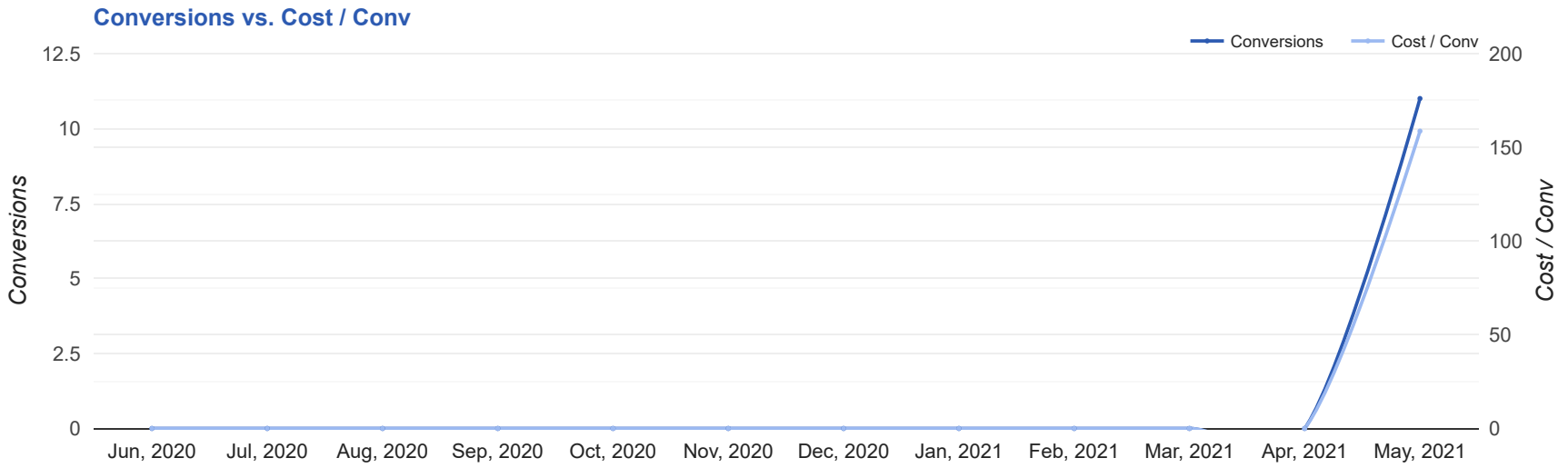
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,745	11	8.66%	\$158.61
↑ ∞	↑ ∞	↑ ∞	↑ ∞

## 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	1,704	127	\$1,744.68	\$13.74	7.45%	-	11	8.66%	\$158.61	63.94%
<b>Change</b>	1,704 ↑ ∞%	127 ↑ ∞%	\$1,744.68 ↑ ∞%	\$13.74 ↑ ∞%	7.45% ↑ ∞%	0 ↔ -	11 ↑ ∞%	8.66% ↑ ∞%	\$158.61 ↑ ∞%	63.94% ↑ ∞%

# 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	1,704	127	\$1,744.68	\$13.74	7.45%	-	11	8.66%	\$158.61	63.94%
<b>Total</b>	1,704	127	\$1,744.68	\$13.74	7.45%	-	11	8.66%	\$158.61	63.94%

# 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   vintage park	1,106	72	\$919.40	\$12.77	6.51%	-	8	11.11%	\$114.93	57.78%
search   beta   coolsculpting   kingwood	598	55	\$825.28	\$15.01	9.2%	-	3	5.45%	\$275.09	79.63%

# 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
<a href="#">Elite Dermatology - Fat Reduction in Vintage Park - Non-Surgical Fat Reduction</a> <a href="#">elitedermatology.beautysculpt.net/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	373	19	\$188.41	\$9.92	5.09%	-	3	15.79%	\$62.80
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Vintage Park - Biggest CoolSculpting® Promo</a> <a href="#">elitedermatology.beautysculpt.net/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Vintage Park, TX	81	3	\$47.27	\$15.76	3.70%	-	2	66.67%	\$23.64
<a href="#">CoolSculpting® in Kingwood - Limited Time Offer   May 2021 - Hurry Offer Ends In <small>{=COUNTDOWN("2021/05/31 00:00:00","en-US",31)}</small></a> <a href="#">elitedermatology.beautysculpt.net//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Kingwood, TX	3	1	\$5.70	\$5.70	33.33%	-	1.6	158.00%	\$3.61
<a href="#">CoolSculpting® in Vintage Park - Limited Time Offer   May 2021 - Hurry Offer Ends In <small>{=COUNTDOWN("2021/05/31 00:00:00","en-US",31)}</small></a> <a href="#">elitedermatology.beautysculpt.net//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	16	1	\$4.64	\$4.64	6.25%	-	1	100.00%	\$4.64
<a href="#">Best CoolSculpting Deal Ever - Limited Time Offer   May 2021 - Up to \$1,200 Off</a> <a href="#">elitedermatology.beautysculpt.net//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	7	1	\$30.70	\$30.70	14.29%	-	1	100.00%	\$30.70

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

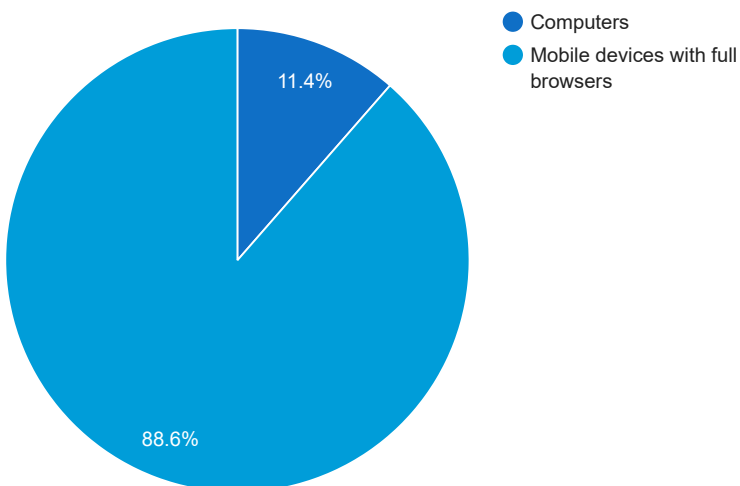
## Budget Coverage



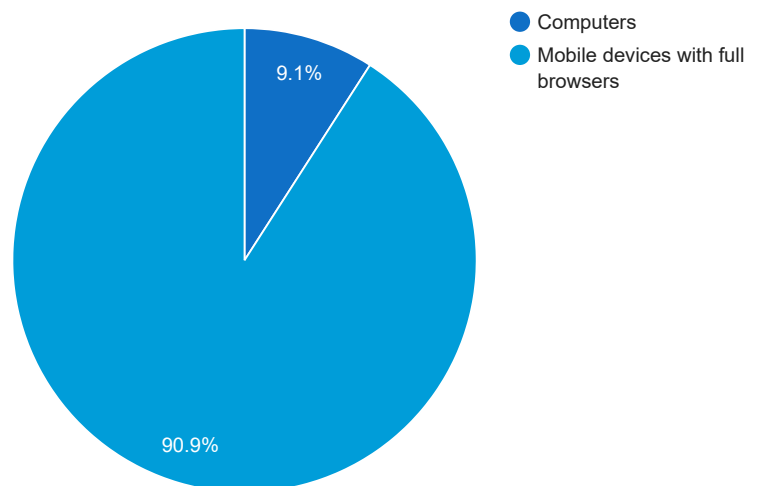
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	1,744.68	63.94

## 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	1,504	112	\$1,545.35	\$13.80	7.45%	-	10	8.93%	\$154.54
Computers	167	15	\$199.33	\$13.29	8.98%	-	1	6.67%	\$199.33
Tablets with full browsers	33	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	1,704	127	\$1,744.68	\$13.74	7.45%	-	11	8.66%	\$158.61

# 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