

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

Elite Dermatology -

775-433-8880

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,945	55	11.32%	\$71.72
↑ 126%	↑ 400%	↑ 31%	↓ 55%

## 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	1,704	127	\$1,744.68	\$13.74	7.45%	-	11	8.66%	\$158.61	63.94%
1 Jun 2021 — 30 Jun 2021	6,844	486	\$3,944.59	\$8.12	7.1%	-	55	11.32%	\$71.72	66.79%
Change	5,140 ↑ 302%	359 ↑ 283%	\$2,199.91 ↑ 126%	\$5.62 ↓ 41%	0.35% ↓ 5%	0 ↔ -	44 ↑ 400%	2.66% ↑ 31%	\$86.89 ↓ 55%	2.85% ↑ 4%

# 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	1,704	127	\$1,744.68	\$13.74	7.45%	-	11	8.66%	\$158.61	63.94%
Jun '21	6,844	486	\$3,944.59	\$8.12	7.1%	-	55	11.32%	\$71.72	66.79%
<b>Total</b>	8,548	613	\$5,689.27	\$9.28	7.17%	-	66	10.77%	\$86.20	66.2%

# 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   kingwood	2,210	204	\$1,994.36	\$9.78	9.23%	-	33	16.18%	\$60.44	80.35%
search   beta   coolsculpting   vintage park	4,634	282	\$1,950.23	\$6.92	6.09%	-	22	7.8%	\$88.65	61.85%

# 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
CoolSculpting® Fat Reduction - CoolSculpting in Kingwood - Biggest CoolSculpting® Promo <a href="https://elitedermatology.beautysculpt.net/">elitedermatology.beautysculpt.net/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Kingwood, TX	458	60	\$633.46	\$10.56	13.10%	-	14.2	23.62%	\$44.70
CoolSculpting® Fat Reduction - CoolSculpting in Vintage Park - Biggest CoolSculpting® Promo <a href="https://elitedermatology.beautysculpt.net/">elitedermatology.beautysculpt.net/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Vintage Park, TX	990	71	\$597.78	\$8.42	7.17%	-	8	11.27%	\$74.72
Elite Dermatology - Fat Reduction in Vintage Park - Non-Surgical Fat Reduction <a href="https://elitedermatology.beautysculpt.net/">elitedermatology.beautysculpt.net/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,906	116	\$700.50	\$6.04	6.09%	-	8	6.90%	\$87.56
Elite Dermatology - Fat Reduction in Kingwood - Non-Surgical Fat Reduction <a href="https://elitedermatology.beautysculpt.net/">elitedermatology.beautysculpt.net/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	969	76	\$638.90	\$8.41	7.84%	-	7	9.21%	\$91.27
CoolSculpting® in Kingwood - Limited Time Offer   June 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/06/30 00:00:00","en-US",30)}</code> <a href="https://elitedermatology.beautysculpt.net/">elitedermatology.beautysculpt.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	20	5	\$67.80	\$13.56	25.00%	-	3	60.00%	\$22.60

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

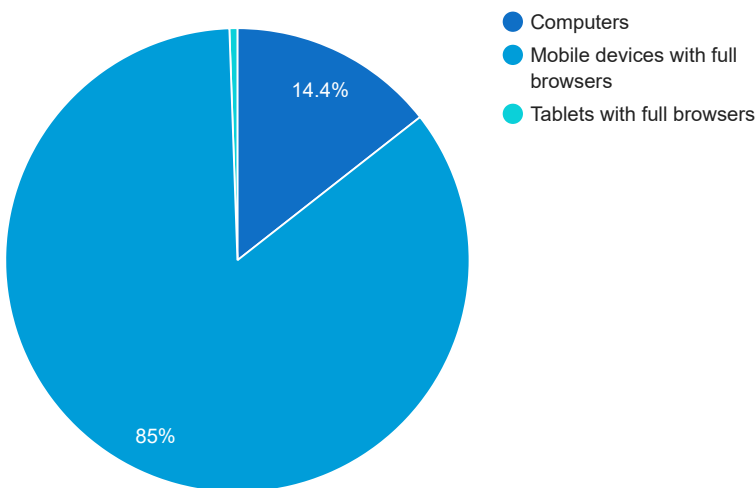
## Budget Coverage



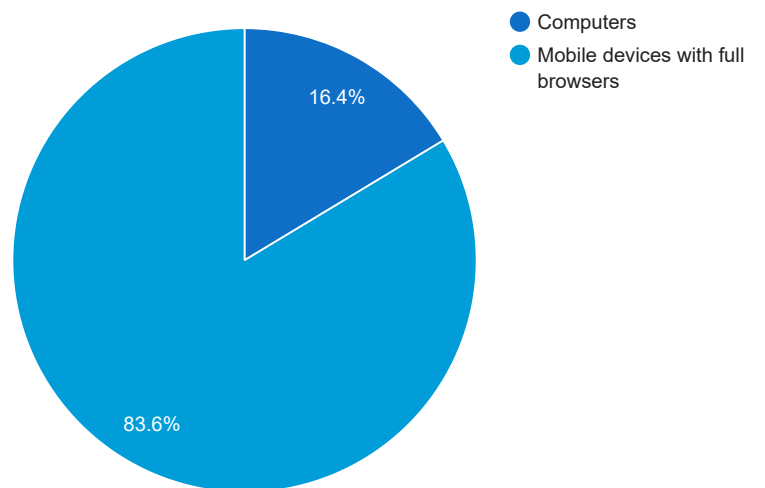
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	1,744.68	63.94
Jun, 2021	3,944.59	66.79

## 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	6,042	434	\$3,354.06	\$7.73	7.18%	-	46	10.6%	\$72.91
Computers	748	49	\$568.67	\$11.61	6.55%	-	9	18.37%	\$63.19
Tablets with full browsers	54	3	\$21.86	\$7.29	5.56%	-	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	6,844	486	\$3,944.59	\$8.12	7.1%	-	55	11.32%	\$71.72

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Submit lead form

51

Click to Call

4

## 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