

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

Elite MD Spa -

631-501-2976

Key Performance Indicators (KPIs)

Cost

\$1,796

↑ ∞

Conv

12

↑ ∞

Conv Rate

7.84%

↑ ∞

Cost / Conv

\$149.69

↑ ∞

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	2,695	153	\$1,796.27	\$11.74	5.68%	-	12	7.84%	\$149.69	56.9%
Change	2,695 ↑ ∞%	153 ↑ ∞%	\$1,796.27 ↑ ∞%	\$11.74 ↑ ∞%	5.68% ↑ ∞%	0 ↔ -	12 ↑ ∞%	7.84% ↑ ∞%	\$149.69 ↑ ∞%	56.90% ↑ ∞%

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	2,695	153	\$1,796.27	\$11.74	5.68%	-	12	7.84%	\$149.69	56.9%
Total	2,695	153	\$1,796.27	\$11.74	5.68%	-	12	7.84%	\$149.69	56.9%

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	2,695	153	\$1,796.27	\$11.74	5.68%	-	12	7.84%	\$149.69	56.9%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

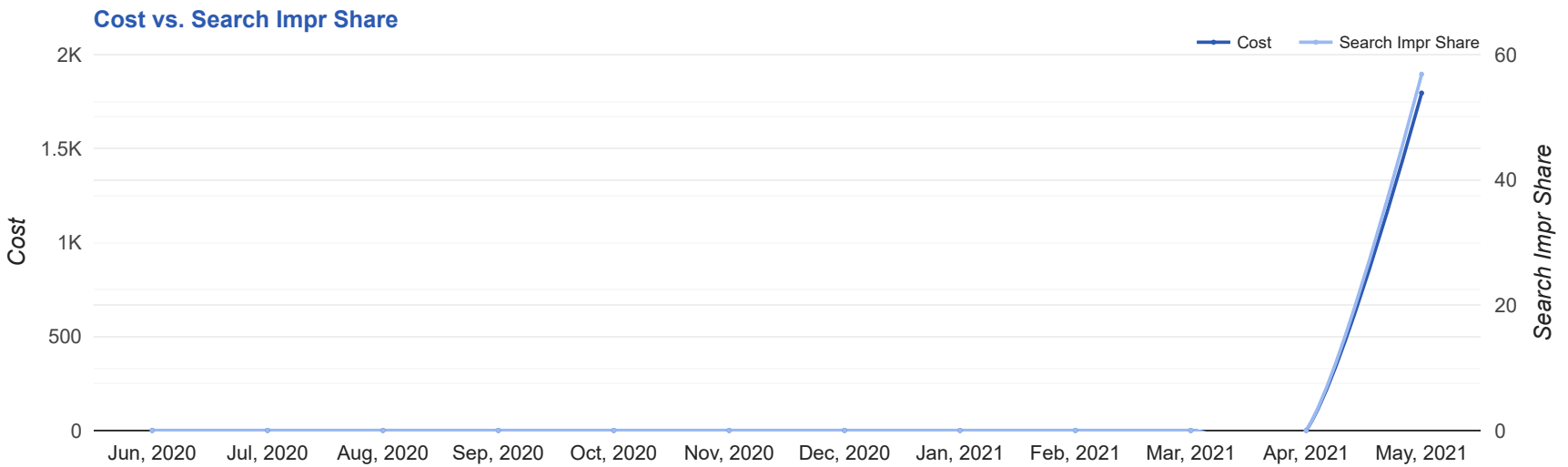
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Danville - Biggest CoolSculpting® Promo elite.beautysculpt.net/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Danville, CA	550	34	\$563.54	\$16.57	6.18%	-	3	8.82%	\$187.85
Elite MD Spa - Fat Reduction in Danville - Non-Surgical Fat Reduction elite.beautysculpt.net/ -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	791	42	\$445.02	\$10.60	5.31%	-	2	4.76%	\$222.51
CoolSculpting® in Danville - Freeze Away Body Fat - Up to \$1,300 Off elite.beautysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	27	5	\$112.22	\$22.44	18.52%	-	2	40.00%	\$56.11
Best CoolSculpting Deal Ever - Limited Time Offer May 2021 - Up to \$1,300 Off elite.beautysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	20	2	\$6.90	\$3.45	10.00%	-	2	100.00%	\$3.45
Best CoolSculpting Deal Ever - Limited Time Offer May 2021 - Our Biggest Discount Ever elite.beautysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4	1	\$10.31	\$10.31	25.00%	-	1	100.00%	\$10.31

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

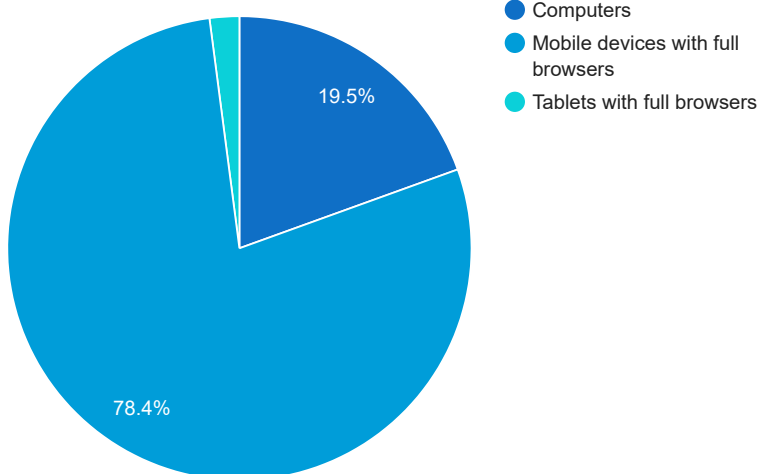
Budget Coverage



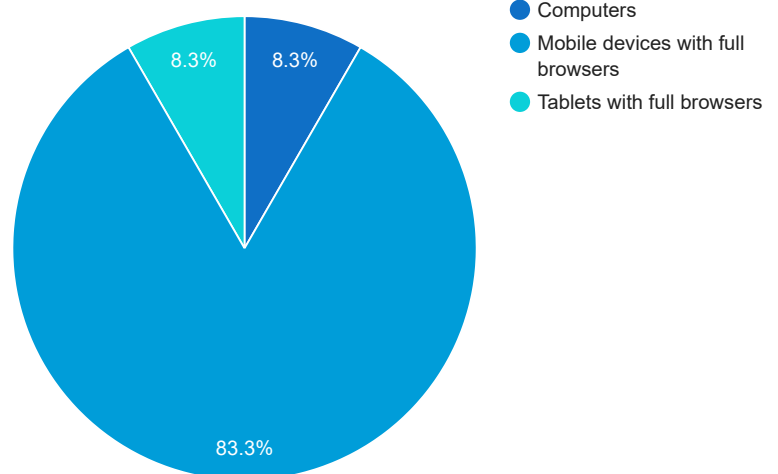
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	1,796.27	56.90

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	2,164	122	\$1,409.17	\$11.55	5.64%	-	10	8.2%	\$140.92
Computers	484	28	\$350.01	\$12.50	5.79%	-	1	3.57%	\$350.01
Tablets with full browsers	47	3	\$37.09	\$12.36	6.38%	-	1	33.33%	\$37.09

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	2,695	153	\$1,796.27	\$11.74	5.68%	-	12	7.84%	\$149.69

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Submit lead form

8

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