

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

Hawaii Aesthetics

791-476-8478

Key Performance Indicators (KPIs)

Cost

\$1,447

↑ ∞

Conv

9

↑ ∞

Conv Rate

3.11%

↑ ∞

Cost / Conv

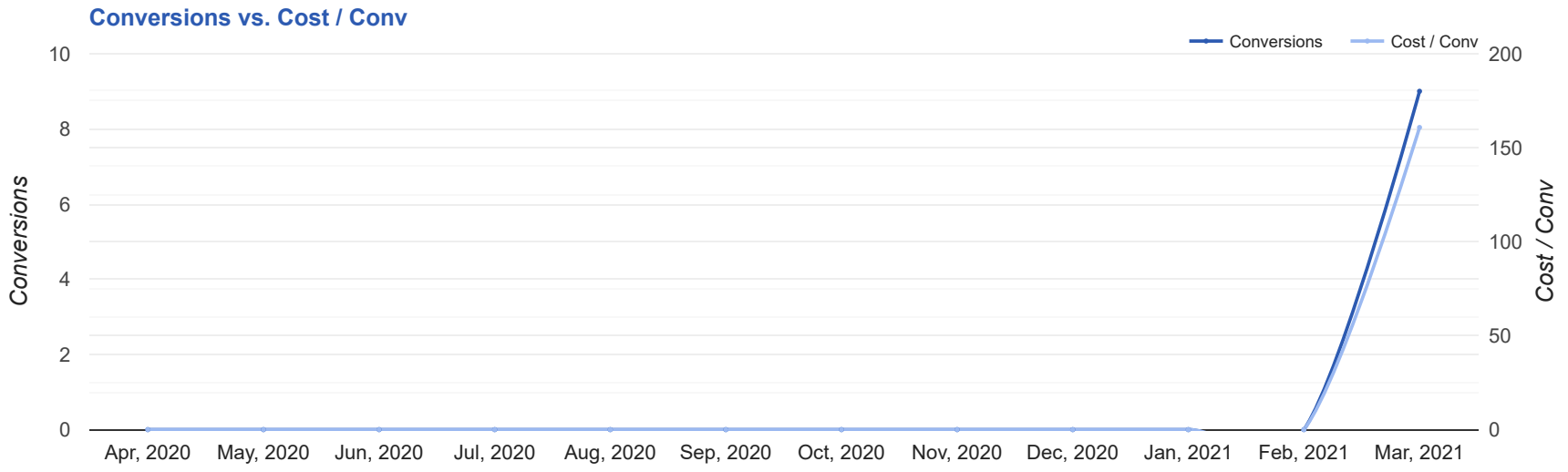
\$160.75

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Mar 2021 — 31 Mar 2021	5,163	289	\$1,446.79	\$5.01	5.6%	-	9	3.11%	\$160.75	21.3%
Change	5,163 ↑ ∞%	289 ↑ ∞%	\$1,446.79 ↑ ∞%	\$5.01 ↑ ∞%	5.60% ↑ ∞%	0 ↔ -	9 ↑ ∞%	3.11% ↑ ∞%	\$160.75 ↑ ∞%	21.30% ↑ ∞%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '21	5,163	289	\$1,446.79	\$5.01	5.6%	-	9	3.11%	\$160.75	21.3%
Total	5,163	289	\$1,446.79	\$5.01	5.6%	-	9	3.11%	\$160.75	21.3%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,163	289	\$1,446.79	\$5.01	5.6%	-	9	3.11%	\$160.75	21.3%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

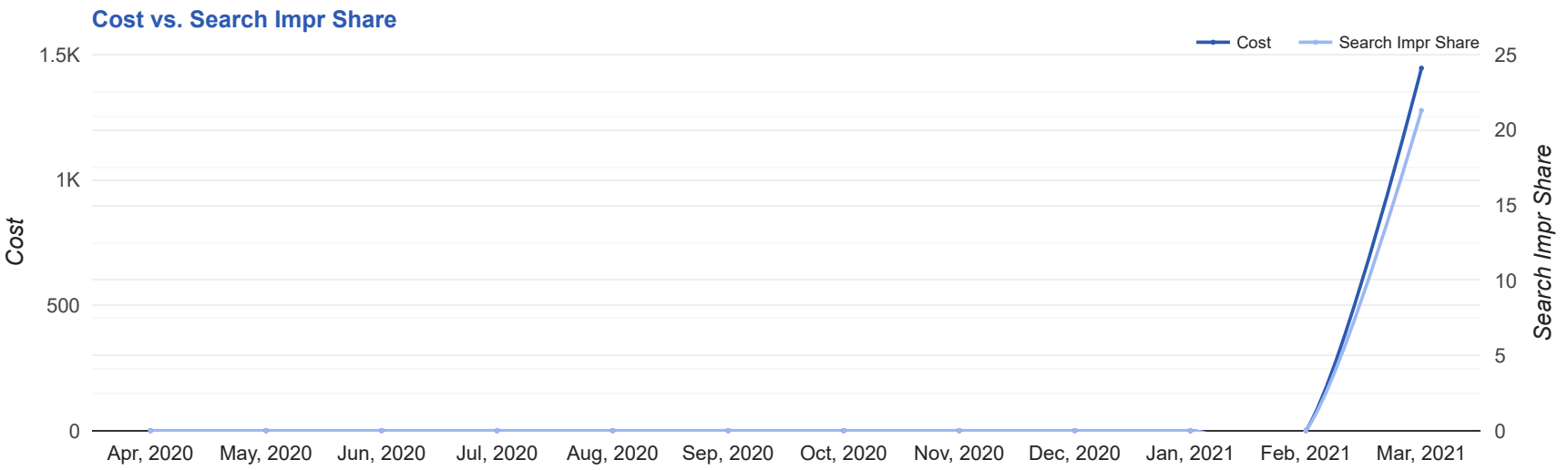
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Aesthetics Hawaii - Fat Reduction in Honolulu - Non-Surgical Fat Reduction www.hawaiibotox.com/--/-- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	770	49	\$213.28	\$4.35	6.36%	-	3	6.12%	\$71.09
CoolSculpting® Fat Reduction - CoolSculpting in Honolulu - Biggest CoolSculpting® Promo www.hawaiibotox.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI	257	32	\$179.60	\$5.61	12.45%	-	1.5	4.69%	\$119.73
Best CoolSculpting Deal Ever - Mar Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2021/03/31 00:00:00","en-US",31)}</code> www.hawaiibotox.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI	14	3	\$16.09	\$5.36	21.43%	-	1.5	50.00%	\$10.73
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles www.hawaiibotox.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5	2	\$2.28	\$1.14	40.00%	-	1	50.00%	\$2.28
CoolSculpting® Fat Reduction - CoolSculpting in Honolulu - Biggest CoolSculpting® Promo www.hawaiibotox.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI	10	1	\$0.92	\$0.92	10.00%	-	1	100.00%	\$0.92

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

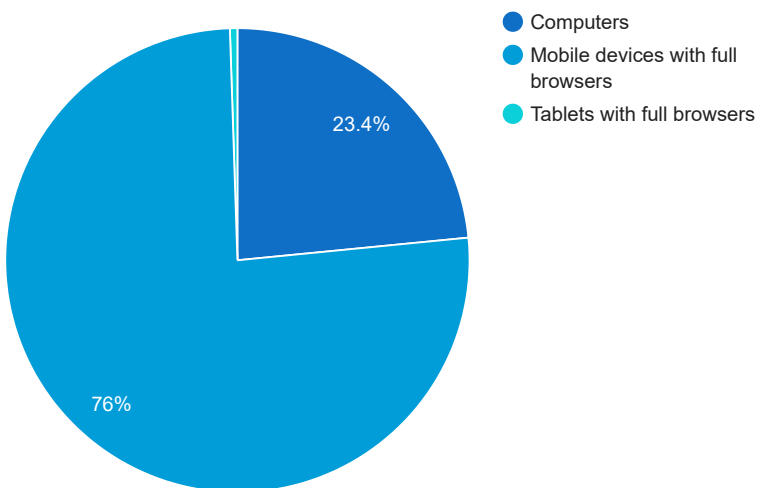
Budget Coverage



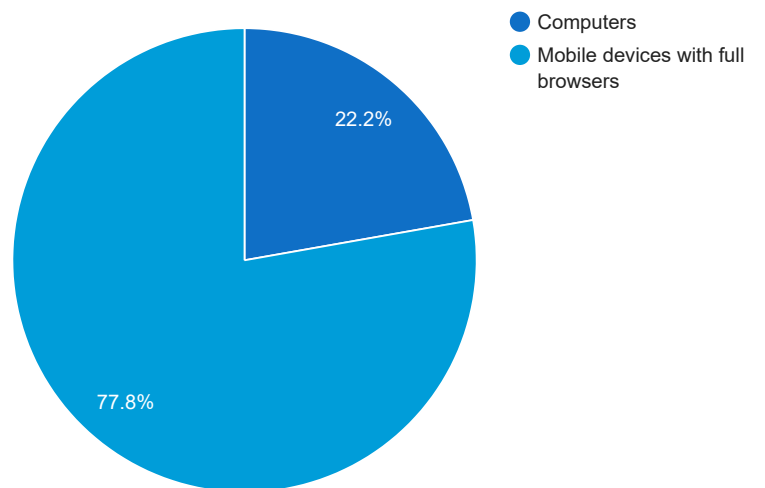
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,446.79	21.30

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	3,896	233	\$1,100.07	\$4.72	5.98%	-	7	3%	\$157.15
Computers	1,089	53	\$339.19	\$6.40	4.87%	-	2	3.77%	\$169.60
Tablets with full browsers	178	3	\$7.53	\$2.51	1.69%	-	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	5,163	289	\$1,446.79	\$5.01	5.6%	-	9	3.11%	\$160.75

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	7
Calls from ads	1
Click to Call	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