

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

Hawaii Aesthetics

791-476-8478

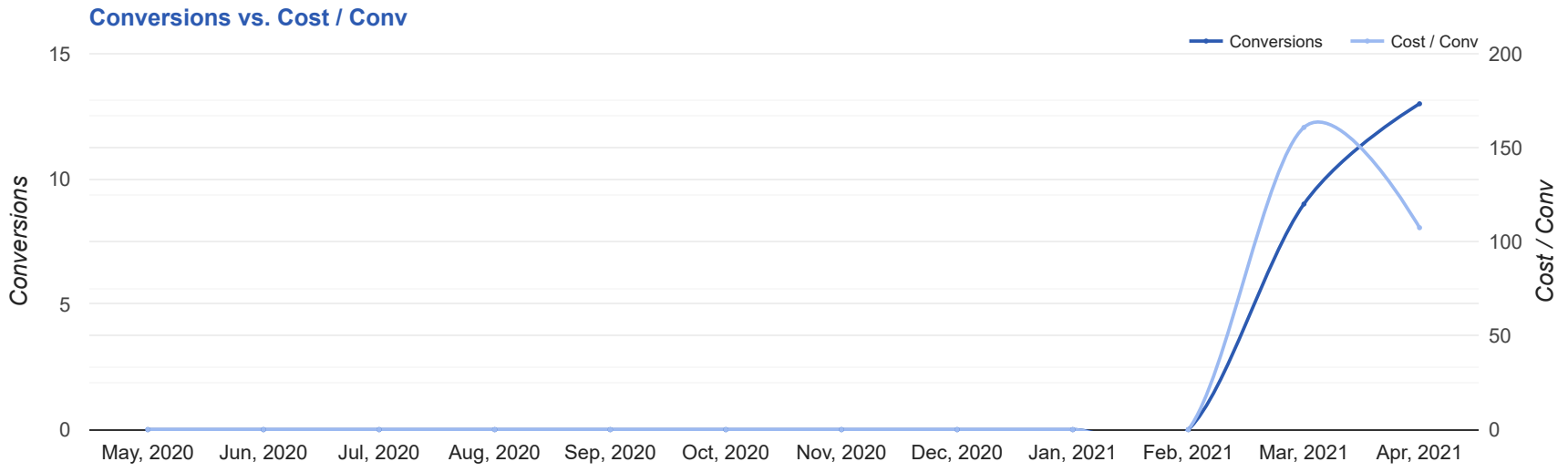
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,396	13	3.49%	\$107.41
↓ 3%	↑ 44%	↑ 12%	↓ 33%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	5,163	289	\$1,446.79	\$5.01	5.6%	-	9	3.11%	\$160.75	21.4%
1 Apr 2021 — 30 Apr 2021	5,213	372	\$1,396.29	\$3.75	7.14%	-	13	3.49%	\$107.41	20.84%
Change	50 ↑ 1%	83 ↑ 29%	\$50.50 ↓ 3%	\$1.26 ↓ 25%	1.54% ↑ 28%	0 ↔ -	4 ↑ 44%	0.38% ↑ 12%	\$53.34 ↓ 33%	0.56% ↓ 3%

Performance by Month - 1 May 2020 — 30 Apr 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	21.4%
Apr '21	5,213	372	\$1,396.29	\$3.75	7.14%	-	13	3.49%	\$107.41	20.84%
Total	10,376	661	\$2,843.08	\$4.30	6.37%	-	22	3.33%	\$129.23	21.11%

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,213	372	\$1,396.29	\$3.75	7.14%	-	13	3.49%	\$107.41	20.84%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Honolulu - Biggest CoolSculpting® Promo hawaiiibotox.com/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI	428	62	\$207.96	\$3.35	14.49%	-	3.5	5.65%	\$59.42
Aesthetics Hawaii - Fat Reduction in Honolulu - Non-Surgical Fat Reduction hawaiiibotox.com/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,143	97	\$326.41	\$3.37	8.49%	-	2	2.06%	\$163.21
[Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	38	5	\$20.96	\$4.19	13.16%	-	1.5	30.00%	\$13.97
Best CoolSculpting Deal Ever - Limited Time Offer Apr 2021 - Our Biggest Discount Ever hawaiiibotox.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	5	1	\$10.25	\$10.25	20.00%	-	1	100.00%	\$10.25
Aesthetics Hawaii - Freezing Fat Really Works - Get \$1,000 Off 8+ Treatments hawaiiibotox.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4	1	\$2.66	\$2.66	25.00%	-	1	100.00%	\$2.66

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

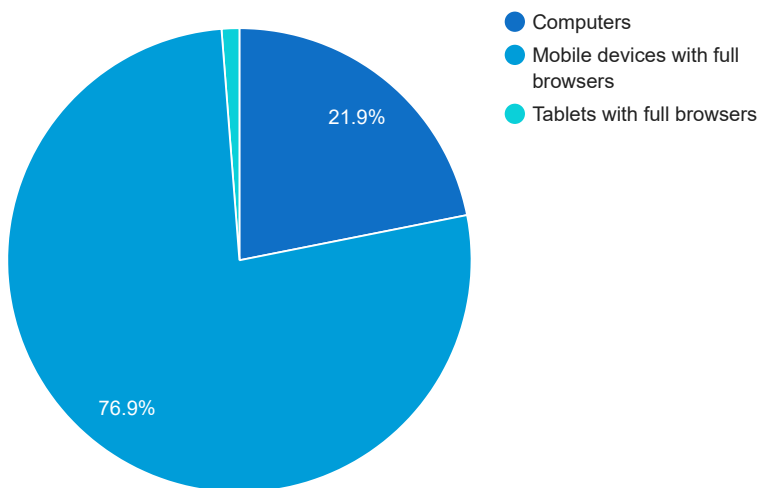
Budget Coverage



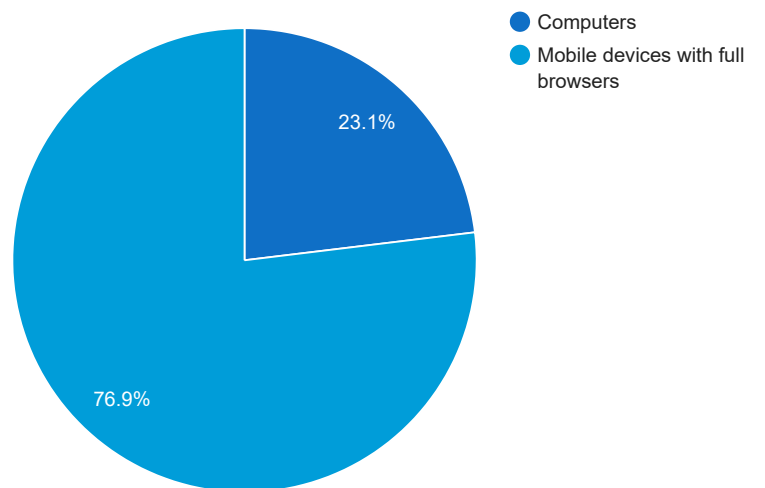
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,446.79	21.40
Apr, 2021	1,396.29	20.84

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	3,924	303	\$1,073.56	\$3.54	7.72%	-	10	3.3%	\$107.36
Computers	1,119	62	\$305.50	\$4.93	5.54%	-	3	4.84%	\$101.83
Tablets with full browsers	170	7	\$17.23	\$2.46	4.12%	-	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	5,213	372	\$1,396.29	\$3.75	7.14%	-	13	3.49%	\$107.41

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	6
Click to Call	6
Calls from ads	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