

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

Hawaii Aesthetics

791-476-8478

Key Performance Indicators (KPIs)

| | | | |
|---------|--------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$2,018 | 33 | 5.79% | \$61.15 |
| ↑ 45% | ↑ 120% | ↑ 44% | ↓ 34% |

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 | 5,213 | 372 | \$1,396.29 | \$3.75 | 7.14% | - | 15 | 4.03% | \$93.09 | 21.14% |
| 1 May 2021 — 31 May 2021 | 7,953 | 570 | \$2,017.84 | \$3.54 | 7.17% | - | 33 | 5.79% | \$61.15 | 43.9% |
| Change | 2,740 ↑ 53% | 198 ↑ 53% | \$621.55 ↑ 45% | \$0.21 ↓ 6% | 0.03% ↑ 0% | 0 ↔ - | 18 ↑ 120% | 1.76% ↑ 44% | \$31.94 ↓ 34% | 22.76% ↑ 108% |

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 |
| 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% | - | 15 | 4.03% | \$93.09 | 21.14% |
| May '21 | 7,953 | 570 | \$2,017.84 | \$3.54 | 7.17% | - | 33 | 5.79% | \$61.15 | 43.9% |
| Total | 18,329 | 1,231 | \$4,860.92 | \$3.95 | 6.72% | - | 57 | 4.63% | \$85.28 | 27.4% |

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 | 6,102 | 445 | \$1,459.65 | \$3.28 | 7.29% | - | 32.5 | 7.3% | \$44.91 | 40.06% |
| search beta plasma pen | 624 | 54 | \$253.81 | \$4.70 | 8.65% | - | 0.5 | 0.93% | \$507.62 | 75.23% |
| search beta microneedling | 1,227 | 71 | \$304.38 | \$4.29 | 5.79% | - | 0 | 0% | \$0.00 | 64.56% |

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 |
|--|-------|--------|----------|---------|--------|---------|------|-----------|-------------|
| Aesthetics Hawaii - Fat Reduction in Honolulu - Non-Surgical Fat Reduction hawaiiibotox.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 2,204 | 151 | \$444.23 | \$2.94 | 6.85% | - | 8 | 5.30% | \$55.53 |
| CoolSculpting® Fat Reduction - CoolSculpting in Honolulu - Biggest CoolSculpting® Promo hawaiiibotox.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI | 474 | 50 | \$203.12 | \$4.06 | 10.55% | - | 6 | 12.00% | \$33.85 |
| Aesthetics Hawaii - Fat Reduction in Honolulu - Non-Surgical Fat Reduction hawaiiibotox.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 1,353 | 92 | \$285.25 | \$3.10 | 6.80% | - | 5 | 5.43% | \$57.05 |
| [Dynamic Headline] [Dynamic Display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI | 82 | 6 | \$42.11 | \$7.02 | 7.32% | - | 2 | 33.33% | \$21.05 |
| [Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 68 | 4 | \$15.25 | \$3.81 | 5.88% | - | 2 | 50.00% | \$7.63 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

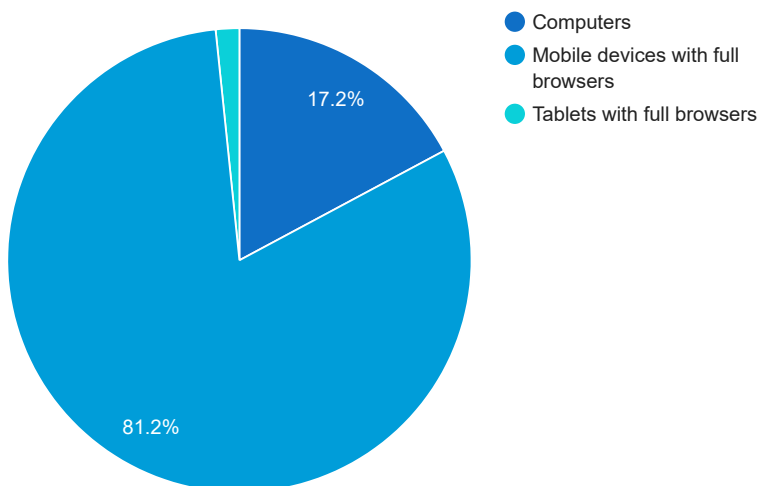
Budget Coverage



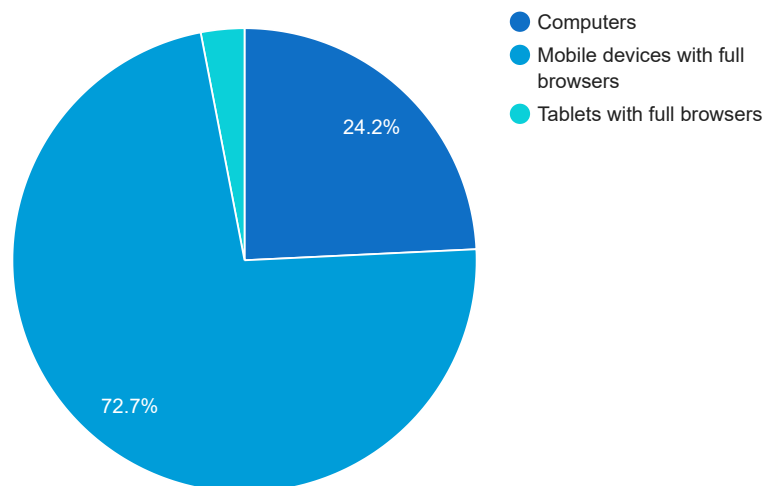
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Jun, 2020 | 0 | 0 |
| Jul, 2020 | 0 | 0 |
| Aug, 2020 | 0 | 0 |
| Sep, 2020 | 0 | 0 |
| Oct, 2020 | 0 | 0 |
| Nov, 2020 | 0 | 0 |
| Dec, 2020 | 0 | 0 |
| Jan, 2021 | 0 | 0 |
| Feb, 2021 | 0 | 0 |
| Mar, 2021 | 1,446.79 | 21.40 |
| Apr, 2021 | 1,396.29 | 21.14 |
| May, 2021 | 2,017.84 | 43.90 |

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 | 6,339 | 492 | \$1,638.07 | \$3.33 | 7.76% | - | 24 | 4.88% | \$68.25 |
| Computers | 1,442 | 63 | \$346.66 | \$5.50 | 4.37% | - | 8 | 12.7% | \$43.33 |
| Tablets with full browsers | 172 | 15 | \$33.11 | \$2.21 | 8.72% | - | 1 | 6.67% | \$33.11 |

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 | 7,953 | 570 | \$2,017.84 | \$3.54 | 7.17% | - | 33 | 5.79% | \$61.15 |

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Submit lead form

17

Click to Call

16

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