

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

Hawaii Aesthetics

791-476-8478

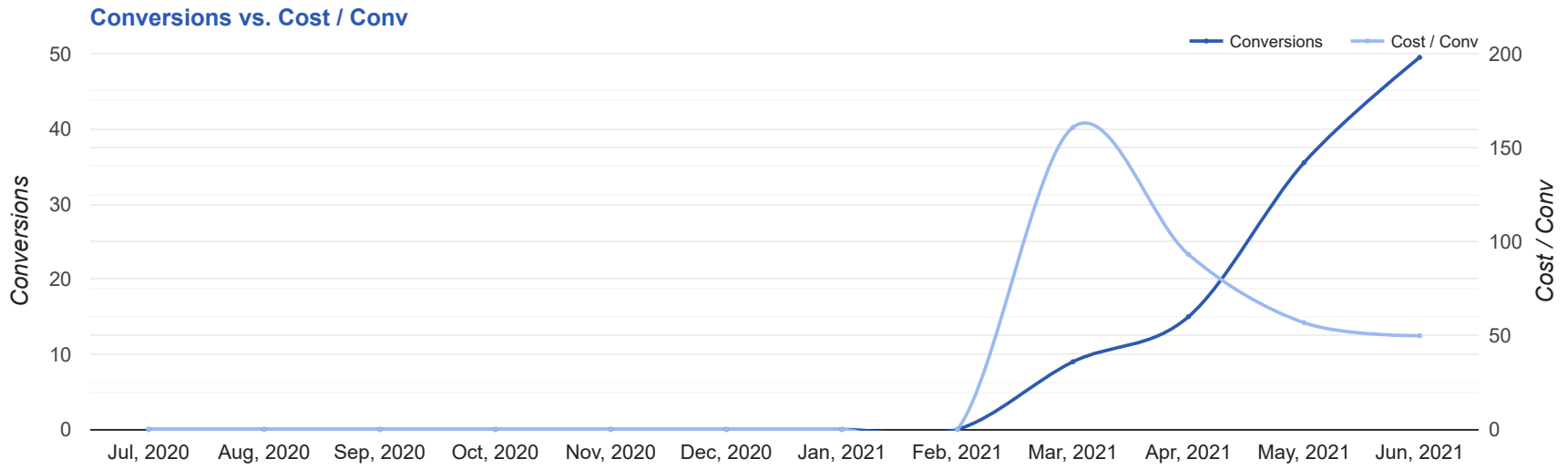
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,467	49.5	6.26%	\$49.87
↑ 22%	↑ 39%	↔ 0%	↓ 12%

## 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	7,953	570	\$2,017.84	\$3.54	7.17%	-	35.5	6.24%	\$56.78	44%
1 Jun 2021 — 30 Jun 2021	10,760	790	\$2,466.71	\$3.12	7.34%	-	49.5	6.26%	\$49.87	42.51%
<b>Change</b>	2,807 ↑ 35%	220 ↑ 39%	\$448.87 ↑ 22%	\$0.42 ↓ 12%	0.17% ↑ 2%	0 ↔ -	13.92 ↑ 39%	0.02% ↑ 0%	\$6.91 ↓ 12%	1.49% ↓ 3%

# 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
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%	-	35.5	6.24%	\$56.78	44%
Jun '21	10,760	790	\$2,466.71	\$3.12	7.34%	-	49.5	6.26%	\$49.87	42.51%
<b>Total</b>	29,089	2,021	\$7,327.63	\$3.63	6.95%	-	109	5.39%	\$67.23	31.56%

## 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	7,392	532	\$1,476.31	\$2.78	7.2%	-	49.5	9.3%	\$29.85	38.47%
search   beta   microneedling	2,256	144	\$486.42	\$3.38	6.38%	-	0	0%	\$0.00	54.03%
search   beta   plasma pen	1,112	114	\$503.98	\$4.42	10.25%	-	0	0%	\$0.00	61.64%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

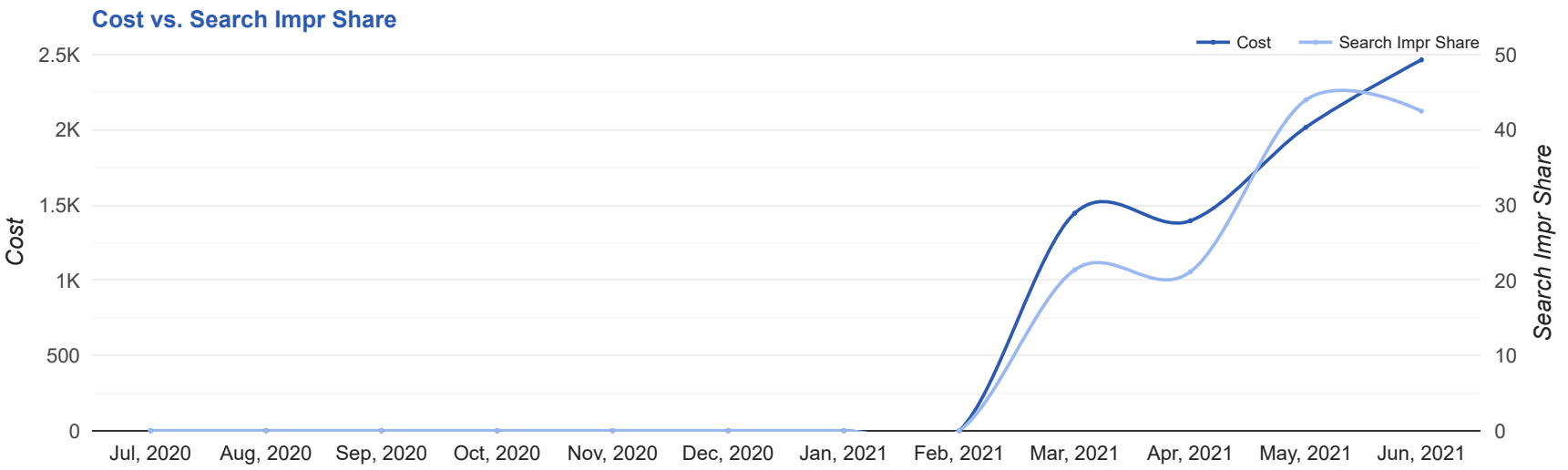
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Aesthetics Hawaii - Fat Reduction in Honolulu - Non-Surgical Fat Reduction <a href="http://hawaiiibotox.com/">hawaiiibotox.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,749	181	\$507.93	\$2.81	6.58%	-	11.9	6.59%	\$42.58
CoolSculpting® Fat Reduction - CoolSculpting in Honolulu - Biggest CoolSculpting® Promo <a href="http://hawaiiibotox.com/">hawaiiibotox.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI	750	68	\$179.92	\$2.65	9.07%	-	7.7	11.32%	\$23.37
CoolSculpting® in Honolulu - Limited Time Offer   June 2021 - Our Biggest Discount Ever <a href="http://hawaiiibotox.com/">hawaiiibotox.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	65	10	\$34.93	\$3.49	15.38%	-	4	40.00%	\$8.73
Aesthetics Hawaii - Fat Reduction in Honolulu - Non-Surgical Fat Reduction <a href="http://hawaiiibotox.com/">hawaiiibotox.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,451	87	\$205.04	\$2.36	6.00%	-	3.2	3.68%	\$64.07
CoolSculpting® in Honolulu - Limited Time Offer   June 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/06/30 00:00:00","en-US",31)}</code> <a href="http://hawaiiibotox.com/">hawaiiibotox.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI	44	5	\$10.71	\$2.14	11.36%	-	2	40.00%	\$5.36

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

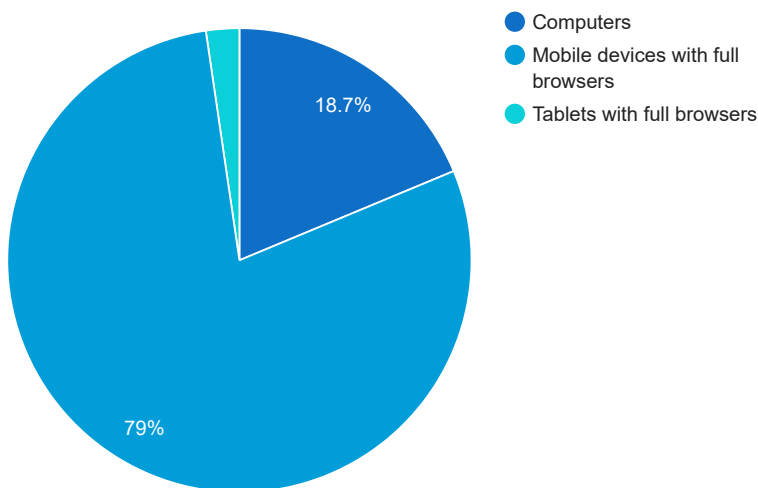
## Budget Coverage



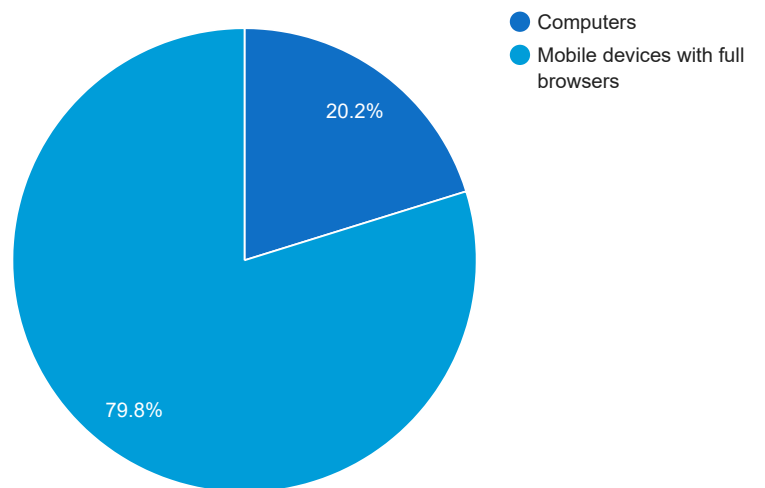
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,446.79	21.40
Apr, 2021	1,396.29	21.14
May, 2021	2,017.84	44
Jun, 2021	2,466.71	42.51

## 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	8,432	663	\$1,947.71	\$2.94	7.86%	-	39.5	5.95%	\$49.36
Computers	2,079	107	\$461.83	\$4.32	5.15%	-	10	9.35%	\$46.18
Tablets with full browsers	249	20	\$57.17	\$2.86	8.03%	-	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	10,760	790	\$2,466.71	\$3.12	7.34%	-	49.5	6.26%	\$49.87

## Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Submit lead form	24
Click to Call	23.5
Calls From Ads (MS)	2

## 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