

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

Injection Gal

789-638-2262

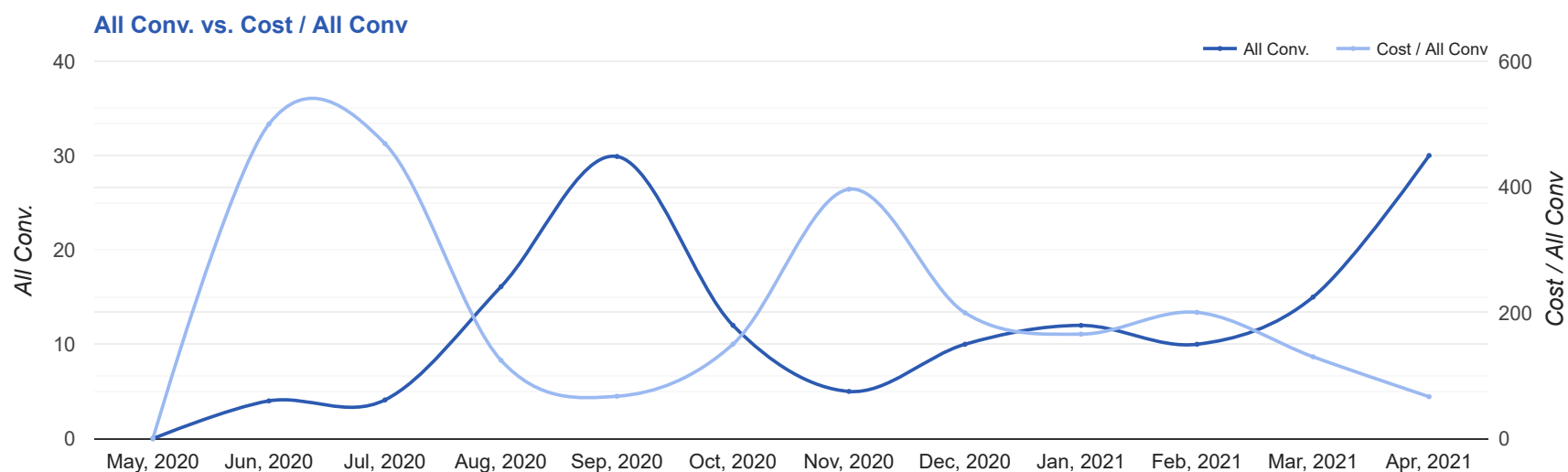
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,999	30	8.4%	\$66.64
↑ 2%	↑ 100%	↑ 105%	↓ 49%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	6,436	366	\$1,951.03	\$5.33	5.69%	-	4.1%	\$130.07	15
1 Apr 2021 — 30 Apr 2021	6,840	357	\$1,999.25	\$5.60	5.22%	-	8.4%	\$66.64	30
Change	404 ↑ 6%	9 ↓ 2%	\$48.22 ↑ 2%	\$0.27 ↑ 5%	0.47% ↓ 8%	0 ↔ -	4.30% ↑ 105%	\$63.43 ↓ 49%	15 ↑ 100%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	327	25	\$12.11	\$0.48	7.65%	-	0	0%	\$0.00
Jun '20	1,465	126	\$1,999.87	\$15.87	8.6%	-	4	3.17%	\$499.97
Jul '20	1,352	147	\$1,903.72	\$12.95	10.87%	-	4.1	2.76%	\$468.90
Aug '20	7,375	440	\$1,999.61	\$4.54	5.97%	-	16.1	3.65%	\$124.59
Sep '20	7,726	465	\$2,013.34	\$4.33	6.02%	-	29.9	6.43%	\$67.34
Oct '20	2,463	197	\$1,802.02	\$9.15	8%	-	12	6.09%	\$150.17
Nov '20	5,428	250	\$1,982.18	\$7.93	4.61%	-	5	2%	\$396.44
Dec '20	3,190	199	\$1,999.99	\$10.05	6.24%	-	10	5.03%	\$200.00
Jan '21	5,266	316	\$1,992.82	\$6.31	6%	-	12	3.8%	\$166.07
Feb '21	6,807	338	\$2,006.50	\$5.94	4.97%	-	10	2.96%	\$200.65
Mar '21	6,436	366	\$1,951.03	\$5.33	5.69%	-	15	4.1%	\$130.07
Apr '21	6,840	357	\$1,999.25	\$5.60	5.22%	-	30	8.4%	\$66.64
Total	54,675	3,226	\$21,662.44	\$6.71	5.9%	-	148	4.59%	\$146.36

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	6,840	357	\$1,999.25	\$5.60	5.22%	-	30	8.4%	\$66.64

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting reno	14	10	\$105.88	\$10.59	71.43%	-	5	50.00%	\$21.18
does coolsculpting work	4	3	\$7.75	\$2.58	75.00%	-	2	66.67%	\$3.88
sculpting body	1	1	\$10.30	\$10.30	100.00%	-	1	100.00%	\$10.30
lipo b shot near me	3	2	\$10.95	\$5.47	66.67%	-	1	50.00%	\$10.95
coolsculpting cost	3	4	\$30.68	\$7.67	133.33%	-	1	25.00%	\$30.68
weight loss doctor	1	2	\$5.22	\$2.61	200.00%	-	1	50.00%	\$5.22
liposuction cost	17	12	\$56.96	\$4.75	70.59%	-	1	8.33%	\$56.96
weight loss	3	4	\$25.34	\$6.33	133.33%	-	1	25.00%	\$25.34
how much is coolsculpting	5	4	\$16.48	\$4.12	80.00%	-	1	25.00%	\$16.48
how many calories should a 50 year old woman eat to lose weight	1	1	\$3.40	\$3.40	100.00%	-	1	100.00%	\$3.40

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Huge CoolSculpting Promotion - CoolSculpting in Reno, NV - Biggest CoolSculpting® Promo injectiongal.mysculpt.net/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV	560	56	\$468.08	\$8.36	10.00%	-	8	14.29%	\$58.51
Injection Gal Aesthetics - Fat Reduction in Reno, NV - Non-Surgical Fat Reduction injectiongal.mysculpt.net/ -- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,916	59	\$249.87	\$4.24	3.08%	-	4	6.78%	\$62.47
Injection Gal Aesthetics - Fat Reduction in Reno, NV - Non-Surgical Fat Reduction injectiongal.mysculpt.net/ -- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	651	53	\$265.13	\$5.00	8.14%	-	3	5.66%	\$88.38
Huge CoolSculpting Promotion - Limited Time Offer Apr 2021 - Our Biggest Discount Ever injectiongal.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	26	3	\$26.23	\$8.74	11.54%	-	3	100.00%	\$8.74
Huge CoolSculpting Promotion - CoolSculpting in Reno, NV - 2021 CoolSculpting Discount injectiongal.mysculpt.net/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV	98	14	\$61.92	\$4.42	14.29%	-	1	7.14%	\$61.92

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

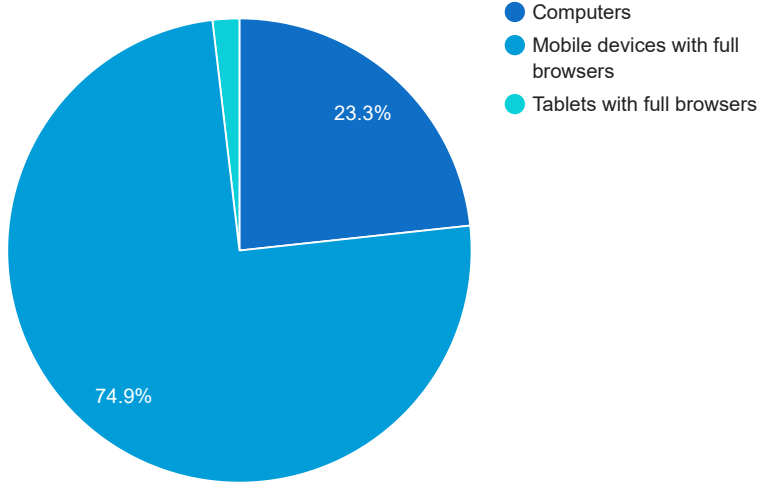
Search Impr Share

27.79%

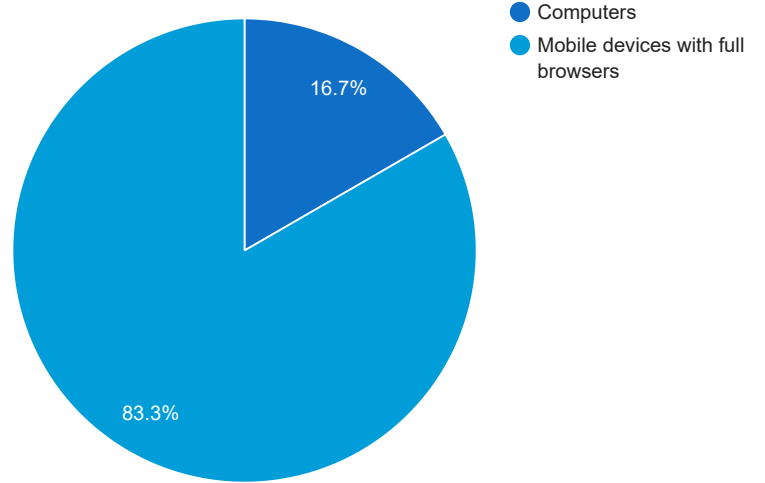
↑ 13%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,310	283	\$1,496.51	\$5.29	5.33%	-	25	8.83%	\$59.86
Computers	1,385	68	\$465.53	\$6.85	4.91%	-	5	7.35%	\$93.11
Tablets with full browsers	145	6	\$37.21	\$6.20	4.14%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	6,840	357	\$1,999.25	\$5.60	5.22%	-	30	8.4%	\$66.64

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

ALL CONV.

Submit lead form

22

Click to Call

8

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