

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

Injection Gal

789-638-2262

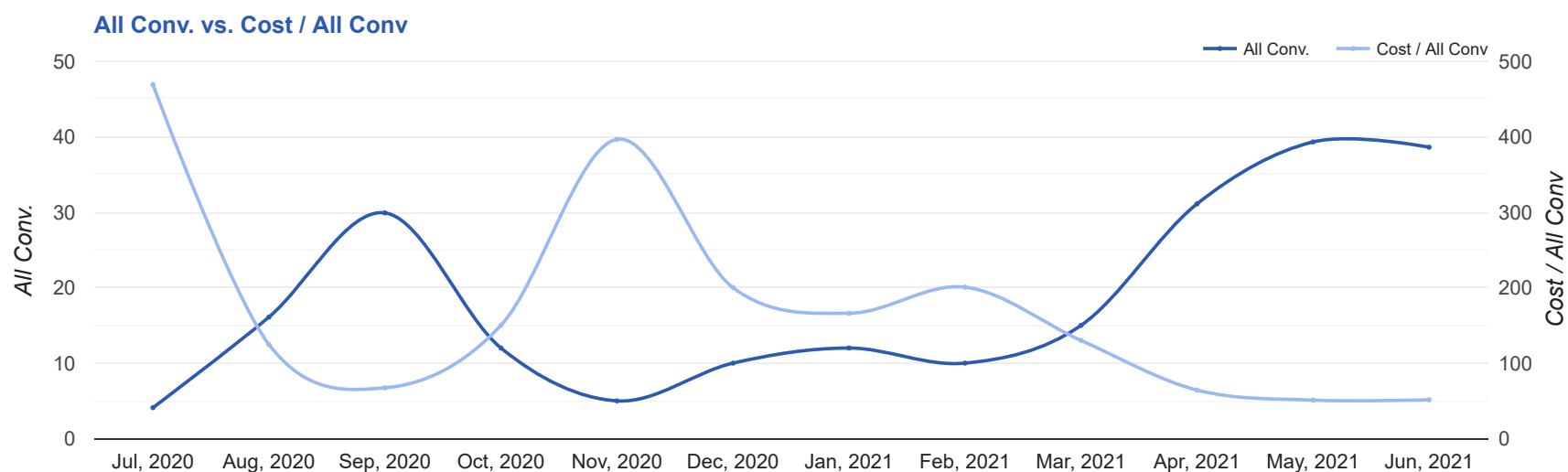
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,985	38.6	11.53%	\$51.38
↓ 1%	↓ 2%	↑ 11%	↑ 1%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	6,941	379	\$1,999.95	\$5.28	5.46%	-	10.36%	\$50.94	39.3
1 Jun 2021 — 30 Jun 2021	6,339	335	\$1,985.15	\$5.93	5.28%	-	11.53%	\$51.38	38.6
Change	602 ↓ 9%	44 ↓ 12%	\$14.80 ↓ 1%	\$0.65 ↑ 12%	0.18% ↓ 3%	0 ↔ -	1.17% ↑ 11%	\$0.44 ↑ 1%	0.62 ↓ 2%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	31.1	8.71%	\$64.31
May '21	6,941	379	\$1,999.95	\$5.28	5.46%	-	39.3	10.36%	\$50.94
Jun '21	6,339	335	\$1,985.15	\$5.93	5.28%	-	38.6	11.53%	\$51.38
<b>Total</b>	<b>66,163</b>	<b>3,789</b>	<b>\$23,635.56</b>	<b>\$6.24</b>	<b>5.73%</b>	<b>-</b>	<b>223</b>	<b>5.89%</b>	<b>\$105.99</b>

## Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	6,339	335	\$1,985.15	\$5.93	5.28%	-	38.6	11.53%	\$51.38

# Top Keywords - 1 Jun 2021 — 30 Jun 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting cost	9	7	\$53.94	\$7.71	77.78%	-	4.2	60.43%	\$12.75
cool sculpting	29	12	\$82.35	\$6.86	41.38%	-	3	25.00%	\$27.45
cool sculpting reno nv	5	5	\$64.68	\$12.94	100.00%	-	2	40.00%	\$32.34
coolsculpting reno	15	11	\$122.41	\$11.13	73.33%	-	2	18.18%	\$61.20
liposuction	12	8	\$31.48	\$3.94	66.67%	-	2	25.00%	\$15.74
body sculpting	2	2	\$9.77	\$4.88	100.00%	-	2	100.00%	\$4.88
optavia	12	4	\$13.99	\$3.50	33.33%	-	2	50.00%	\$7.00
sculpsure vs coolsculpting	1	1	\$4.77	\$4.77	100.00%	-	1	100.00%	\$4.77
bbl cost nevada	1	1	\$3.79	\$3.79	100.00%	-	1	100.00%	\$3.79
how much is a bbl	1	1	\$4.43	\$4.43	100.00%	-	1	100.00%	\$4.43

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

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
<a href="#">Huge CoolSculpting Promotion - CoolSculpting in Reno, NV - Biggest CoolSculpting® Promo</a> <a href="https://injectiongal.mysculpt.net/">injectiongal.mysculpt.net/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV	547	54	\$441.02	\$8.17	9.87%	-	8.8	16.24%	\$50.29
<a href="#">Injection Gal Aesthetics - Fat Reduction in Reno, NV - Non-Surgical Fat Reduction</a> <a href="https://injectiongal.mysculpt.net/">injectiongal.mysculpt.net/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,441	85	\$392.98	\$4.62	3.48%	-	6	7.06%	\$65.50
<a href="#">Huge CoolSculpting Promotion - CoolSculpting in Reno, NV - 2021 CoolSculpting Discount</a> <a href="https://injectiongal.mysculpt.net/">injectiongal.mysculpt.net/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV	56	13	\$85.02	\$6.54	23.21%	-	3.2	24.85%	\$26.32
<a href="#">Huge CoolSculpting Promotion - CoolSculpting in Reno, NV - Biggest CoolSculpting® Promo</a> <a href="https://injectiongal.mysculpt.net/">injectiongal.mysculpt.net/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV	111	8	\$105.35	\$13.17	7.21%	-	3	37.50%	\$35.12
<a href="#">Injection Gal Aesthetics - Fat Reduction in Reno, NV - Non-Surgical Fat Reduction</a> <a href="https://injectiongal.mysculpt.net/">injectiongal.mysculpt.net/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	730	50	\$269.62	\$5.39	6.85%	-	2	4.00%	\$134.81

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

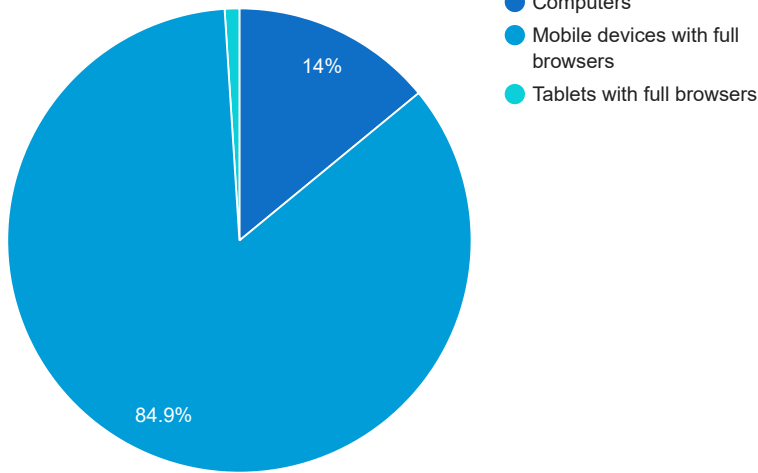
Search Impr Share

27%

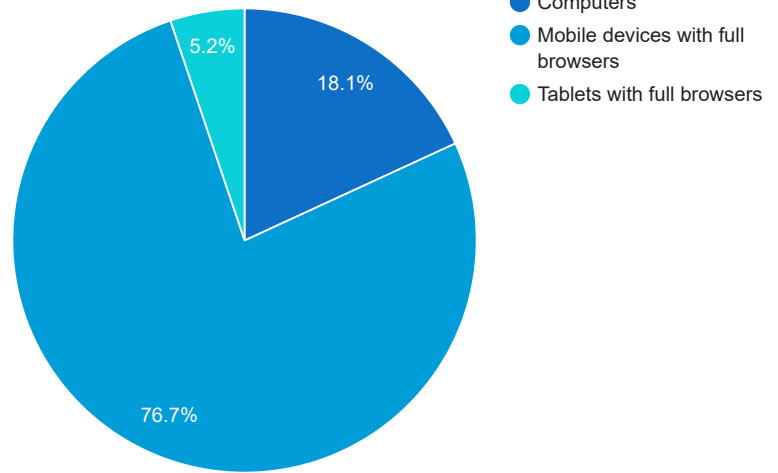
↓ 5%

## 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	5,064	291	\$1,686.12	\$5.79	5.75%	-	29.6	10.19%	\$56.89
Computers	1,105	39	\$278.79	\$7.15	3.53%	-	7	17.95%	\$39.83
Tablets with full browsers	170	5	\$20.24	\$4.05	2.94%	-	2	40%	\$10.12

## 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	6,339	335	\$1,985.15	\$5.93	5.28%	-	38.6	11.53%	\$51.38

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

ALL CONV.

Submit lead form

21

Click to Call

17.6

## 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