

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

Island Laser

590-531-5768

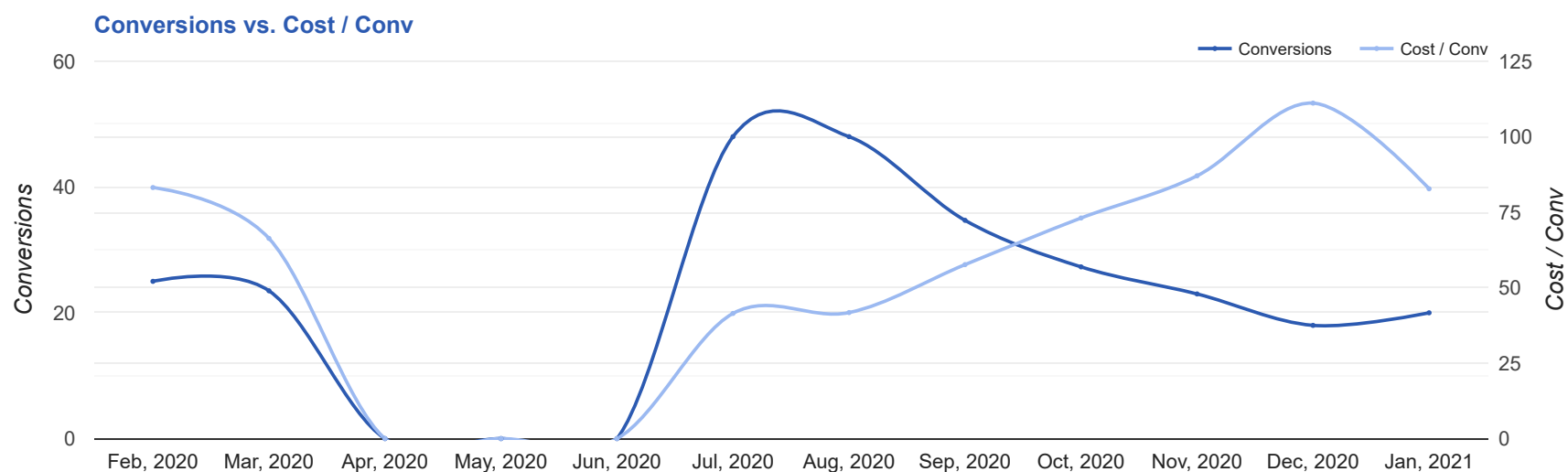
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,655	20	5.05%	\$82.74
↓ 17%	↑ 11%	↑ 25%	↓ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	10,598	444	\$1,999.98	\$4.50	4.19%	-	18	4.05%	\$111.11	18.14%
1 Jan 2021 — 31 Jan 2021	7,979	396	\$1,654.82	\$4.18	4.96%	-	20	5.05%	\$82.74	16.83%
Change	2,619 ↓ 25%	48 ↓ 11%	\$345.16 ↓ 17%	\$0.32 ↓ 7%	0.77% ↑ 18%	--	2 ↑ 11%	1% ↑ 25%	\$28.37 ↓ 26%	1.31% ↓ 7%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '20	5,685	307	\$2,078.68	\$6.77	5.4%	-	25	8.14%	\$83.15	60.01%
Mar '20	3,731	219	\$1,558.27	\$7.12	5.87%	-	23.5	10.73%	\$66.31	56.96%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jul '20	7,711	577	\$1,990.30	\$3.45	7.48%	-	48	8.32%	\$41.46	40.78%
Aug '20	13,977	705	\$2,003.29	\$2.84	5.04%	-	48	6.81%	\$41.74	23.69%
Sep '20	14,277	662	\$1,997.78	\$3.02	4.64%	-	34.7	5.24%	\$57.62	26.56%
Oct '20	13,447	594	\$1,996.60	\$3.36	4.42%	-	27.3	4.6%	\$73.06	20.34%
Nov '20	11,031	471	\$2,001.66	\$4.25	4.27%	-	23	4.88%	\$87.03	18.99%
Dec '20	10,598	444	\$1,999.98	\$4.50	4.19%	-	18	4.05%	\$111.11	18.14%
Jan '21	7,979	396	\$1,654.82	\$4.18	4.96%	-	20	5.05%	\$82.74	16.83%
Total	88,436	4,375	\$17,281.38	\$3.95	4.95%	-	267.5	6.11%	\$64.60	23.41%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta smartlipo	4,236	230	\$443.34	\$1.93	5.43%	-	11	4.78%	\$40.30	13.64%
search beta emsculpt	3,743	166	\$1,211.48	\$7.30	4.43%	-	9	5.42%	\$134.61	22.9%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

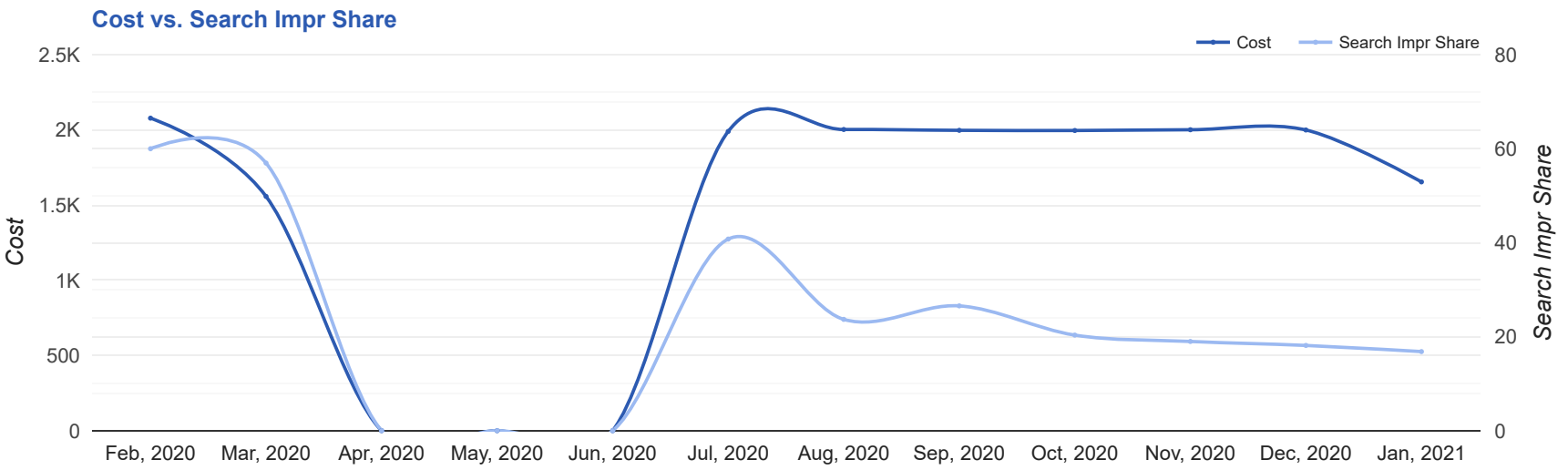
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Island Medical Laser - Melt Away Fat: Body Contouring - Top Surgeon in Long Island islandlaser.com/ --/ -- Top Long Island Surgeon for Body Contouring. Specializing in Laser Assisted Liposuction.	2,914	168	\$317.49	\$1.89	5.77%	-	7	4.17%	\$45.36
55% Off Emsculpt® Special - Our Lowest Pricing Ever - Island Medical Laser islandlaser.com// Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	200	12	\$168.68	\$14.06	6.00%	-	5	41.67%	\$33.74
Emsculpting Long Island - 55% Off Emsculpt Deal - Our Lowest Pricing Ever islandlaser.com// Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	9	4	\$89.52	\$22.38	44.44%	-	1.5	37.50%	\$59.68
Island Medical Laser - Best Price in Long Island - #1 Provider in Long Island islandlaser.com/ --/ -- Leading Emsculpt Provider in Long Island. Build Muscle + Burn Fat. Free Consultation	178	8	\$114.91	\$14.36	4.49%	-	1	12.50%	\$114.91
55% Off Emsculpt® Special - Our Lowest Pricing Ever - Island Medical Laser islandlaser.com// Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	630	26	\$185.21	\$7.12	4.13%	-	1	3.85%	\$185.21

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

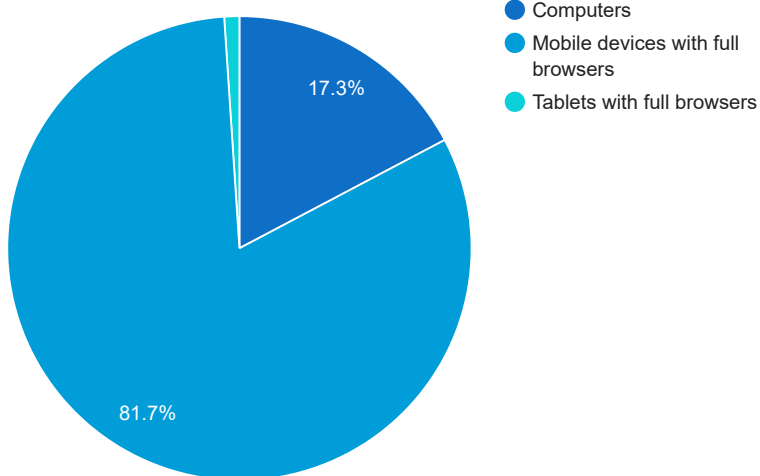
Budget Coverage



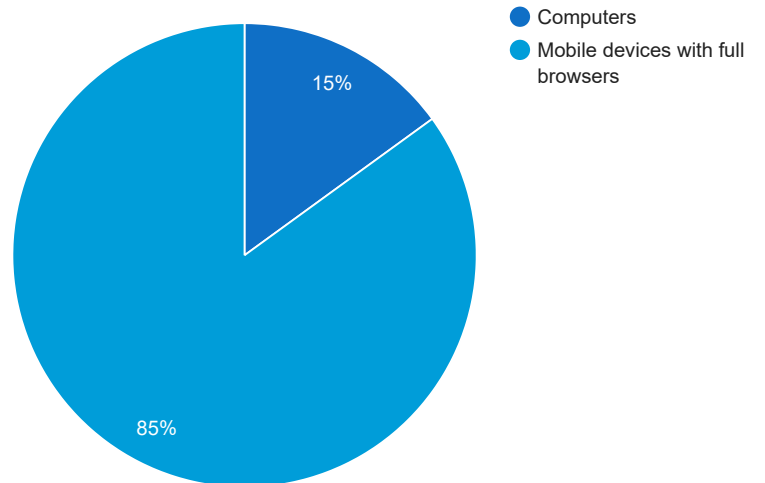
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	2,078.68	60.01
Mar, 2020	1,558.27	56.96
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,990.30	40.78
Aug, 2020	2,003.29	23.69
Sep, 2020	1,997.78	26.56
Oct, 2020	1,996.60	20.34
Nov, 2020	2,001.66	18.99
Dec, 2020	1,999.98	18.14
Jan, 2021	1,654.82	16.83

Cost and Conversions by Device

Cost



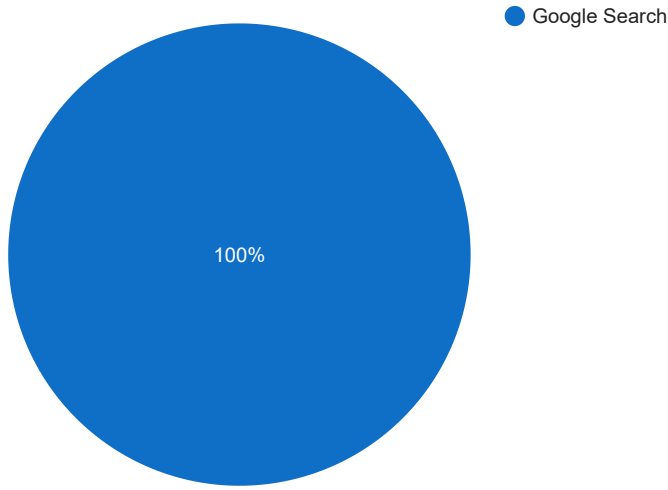
Conversions



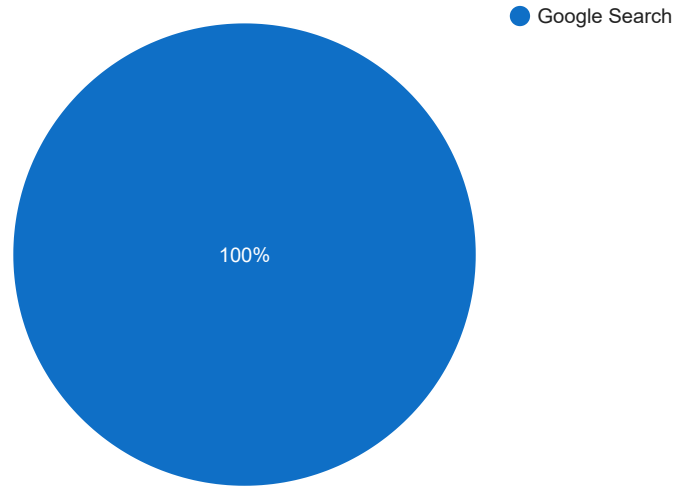
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	6,469	336	\$1,351.62	\$4.02	5.19%	-	17	5.06%	\$79.51
Computers	1,338	52	\$285.84	\$5.50	3.89%	-	3	5.77%	\$95.28
Tablets with full browsers	172	8	\$17.36	\$2.17	4.65%	-	0	0%	\$0.00

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	7,979	396	\$1,654.82	\$4.18	4.96%	-	20	5.05%	\$82.74

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	13
Phone Call	4
Click to Call	3

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