

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

Key Laser Institute -

504-525-6027

Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,993	21	5.87%	\$94.89
↑ 789%	↑ 600%	↓ 22%	↑ 27%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	1,425	40	\$224.21	\$5.61	2.81%	-	7.5%	\$74.74	3
1 May 2021 — 31 May 2021	9,071	358	\$1,992.60	\$5.57	3.95%	-	5.87%	\$94.89	21
Change	7,646 ↑ 537%	318 ↑ 795%	\$1,768.39 ↑ 789%	\$0.04 ↓ 1%	1.14% ↑ 41%	0 ↔ -	1.63% ↓ 22%	\$20.15 ↑ 27%	18 ↑ 600%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Apr '21	1,425	40	\$224.21	\$5.61	2.81%	-	3	7.5%	\$74.74
May '21	9,071	358	\$1,992.60	\$5.57	3.95%	-	21	5.87%	\$94.89
Total	10,496	398	\$2,216.81	\$5.57	3.79%	-	24	6.03%	\$92.37

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	9,071	358	\$1,992.60	\$5.57	3.95%	-	21	5.87%	\$94.89

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
key laser	20	7	\$12.49	\$1.78	35.00%	-	3	42.86%	\$4.16
dissolve fat cells	1	1	\$1.10	\$1.10	100.00%	-	1	100.00%	\$1.10
key laser institute portland reviews	2	3	\$12.96	\$4.32	150.00%	-	1	33.33%	\$12.96
dr key portland	1	2	\$34.90	\$17.45	200.00%	-	1	50.00%	\$34.90
fat loss procedures	1	1	\$5.22	\$5.22	100.00%	-	1	100.00%	\$5.22
key laser institute	17	7	\$24.86	\$3.55	41.18%	-	1	14.29%	\$24.86
coolsculpting portland	4	4	\$30.25	\$7.56	100.00%	-	1	25.00%	\$30.25
coolsculpting portland oregon	1	1	\$5.87	\$5.87	100.00%	-	1	100.00%	\$5.87
cool sculpting	54	11	\$53.56	\$4.87	20.37%	-	1	9.09%	\$53.56
cool sculpting portland oregon	4	4	\$51.24	\$12.81	100.00%	-	1	25.00%	\$51.24

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
CoolSculpting® Fat Reduction - CoolSculpting in Portland, OR - Biggest CoolSculpting® Promo keylaser.beautysculpt.net/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Portland, OR	873	62	\$458.52	\$7.40	7.10%	-	7.5	12.10%	\$61.14
[Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	94	20	\$116.93	\$5.85	21.28%	-	4.3	21.65%	\$27.00
[Dynamic Headline] [Dynamic Display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	34	9	\$50.70	\$5.63	26.47%	-	2.7	29.67%	\$18.99
Key Laser Institute - Fat Reduction in Portland, OR - Non-Surgical Fat Reduction keylaser.beautysculpt.net/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,893	63	\$291.37	\$4.62	3.33%	-	2	3.17%	\$145.69
Key Laser Institute - Fat Reduction in Portland, OR - Non-Surgical Fat Reduction keylaser.beautysculpt.net/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	868	43	\$226.94	\$5.28	4.95%	-	2	4.65%	\$113.47

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

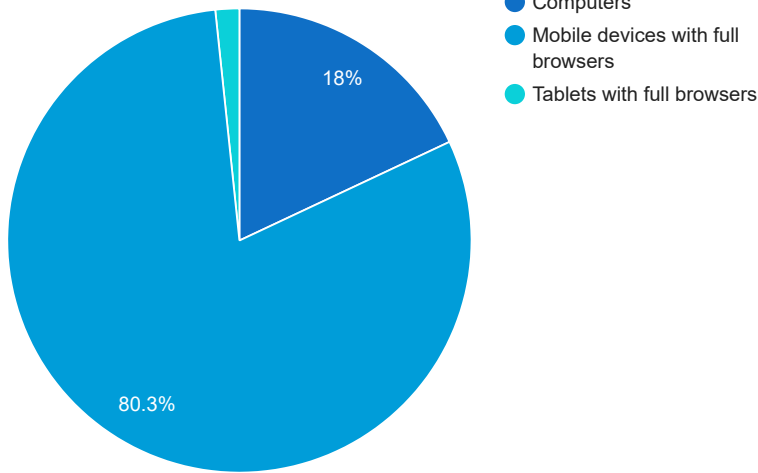
Search Impr Share

19.02%

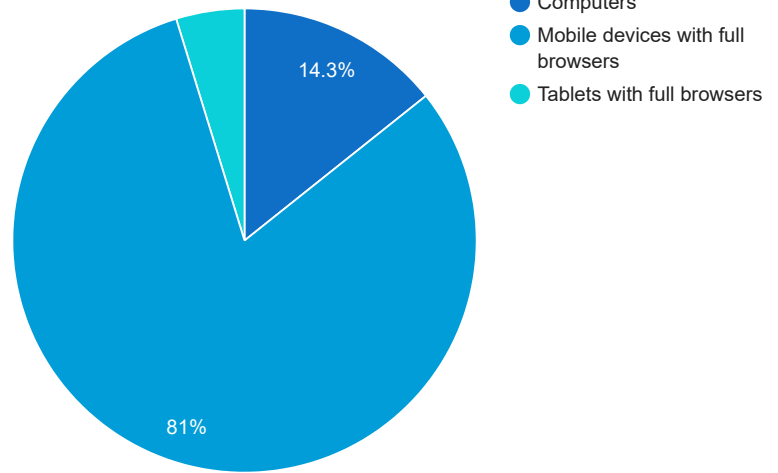
↓ 26%

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	7,010	283	\$1,600.53	\$5.66	4.04%	-	17	6.01%	\$94.15
Computers	1,821	65	\$358.91	\$5.52	3.57%	-	3	4.62%	\$119.64
Tablets with full browsers	240	10	\$33.16	\$3.32	4.17%	-	1	10%	\$33.16

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	9,071	358	\$1,992.60	\$5.57	3.95%	-	21	5.87%	\$94.89

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	14
Calls From Ads (MS)	4
Calls from Website	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