

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

Key Laser Institute -

504-525-6027

Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,992	21.3	6.23%	\$93.75
↔ 0%	↓ 2%	↑ 2%	↑ 2%

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	9,071	358	\$1,992.60	\$5.57	3.95%	-	6.08%	\$91.61	21.8
1 Jun 2021 — 30 Jun 2021	6,219	341	\$1,992.25	\$5.84	5.48%	-	6.23%	\$93.75	21.3
Change	2,852 ↓ 31%	17 ↓ 5%	\$0.35 ↓ 0%	\$0.27 ↑ 5%	1.53% ↑ 39%	0 ↔ -	0.15% ↑ 2%	\$2.14 ↑ 2%	0.50 ↓ 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
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%	-	21.8	6.08%	\$91.61
Jun '21	6,219	341	\$1,992.25	\$5.84	5.48%	-	21.3	6.23%	\$93.75
Total	16,715	739	\$4,209.06	\$5.70	4.42%	-	46	6.22%	\$91.50

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	6,219	341	\$1,992.25	\$5.84	5.48%	-	21.3	6.23%	\$93.75

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
coolsculpting near me	11	8	\$118.49	\$14.81	72.73%	-	3	37.50%	\$39.50
cool sculpting price	1	1	\$3.61	\$3.61	100.00%	-	1	100.00%	\$3.61
cool sculpting cost	8	7	\$35.88	\$5.13	87.50%	-	1	14.29%	\$35.88
how fast does coolsculpting work	1	1	\$2.40	\$2.40	100.00%	-	1	100.00%	\$2.40
cool sculpting	45	16	\$118.83	\$7.43	35.56%	-	1	6.25%	\$118.83
sculpsure	1	1	\$1.75	\$1.75	100.00%	-	1	100.00%	\$1.75
coolsculpting	42	6	\$44.59	\$7.43	14.29%	-	1	16.67%	\$44.59
lipomatic	1	2	\$3.48	\$1.74	200.00%	-	1	50.00%	\$3.48
coolsculpting price	1	1	\$14.76	\$14.76	100.00%	-	1	100.00%	\$14.76
body sculpting	3	4	\$13.26	\$3.31	133.33%	-	1	25.00%	\$13.26

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
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	879	46	\$406.57	\$8.84	5.23%	-	4	8.70%	\$101.64
CoolSculpting® in Portland, OR - Limited Time Offer June 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/06/30 00:00:00","en-US",31)}</code> keylaser.beautysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	82	4	\$42.54	\$10.63	4.88%	-	2	50.00%	\$21.27
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	212	14	\$68.40	\$4.89	6.60%	-	1.3	8.93%	\$54.72
Fat Reduction in Portland, OR - Freeze Away Body Fat - Get \$1,300 Off 8+ Treatments keylaser.beautysculpt.net/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	83	3	\$19.74	\$6.58	3.61%	-	1	33.33%	\$19.74
CoolSculpting® Fat Reduction - Limited Time Offer June 2021 - Up to \$1,300 Off keylaser.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Portland, OR	25	3	\$14.96	\$4.99	12.00%	-	1	33.33%	\$14.96

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

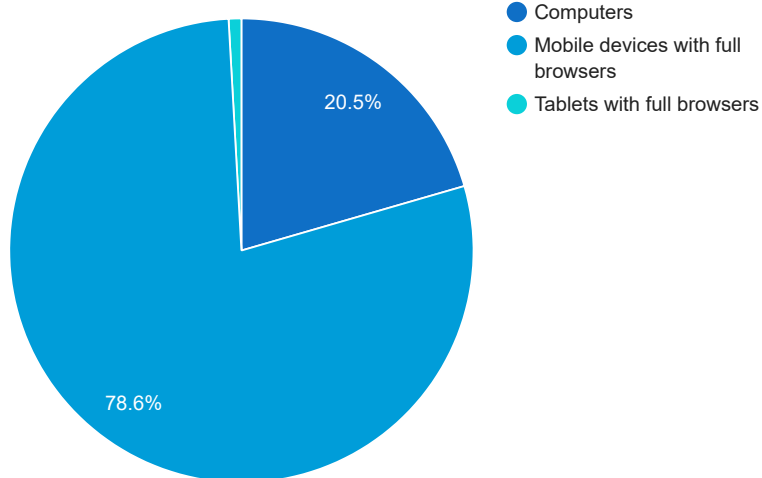
Search Impr Share

44.33%

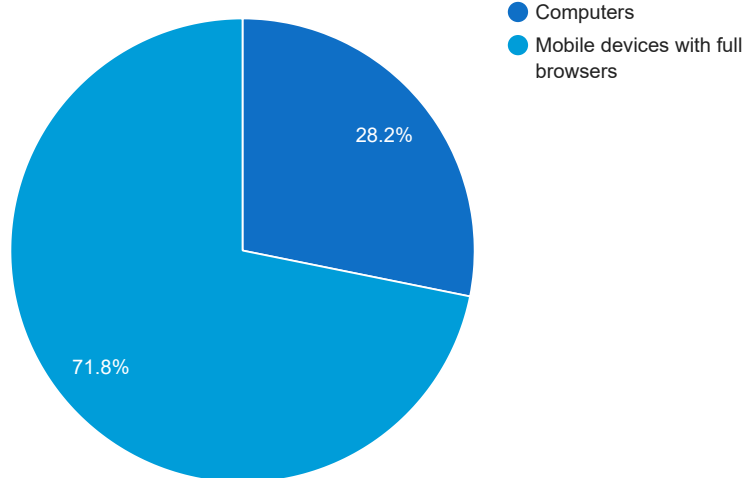
↑ 133%

Cost and Conversions by Device

Cost



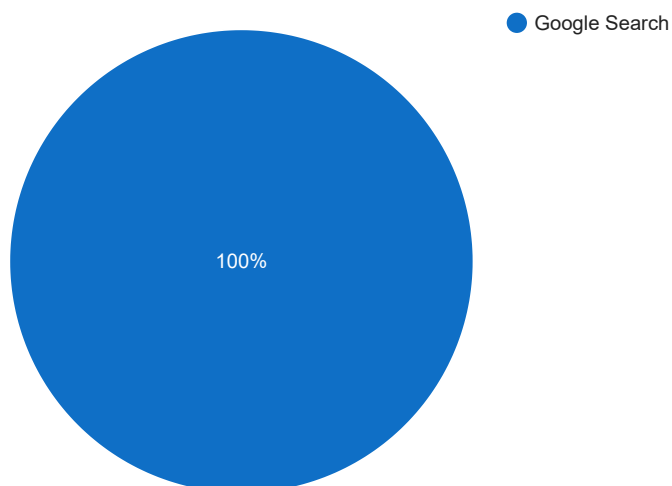
All Conv.



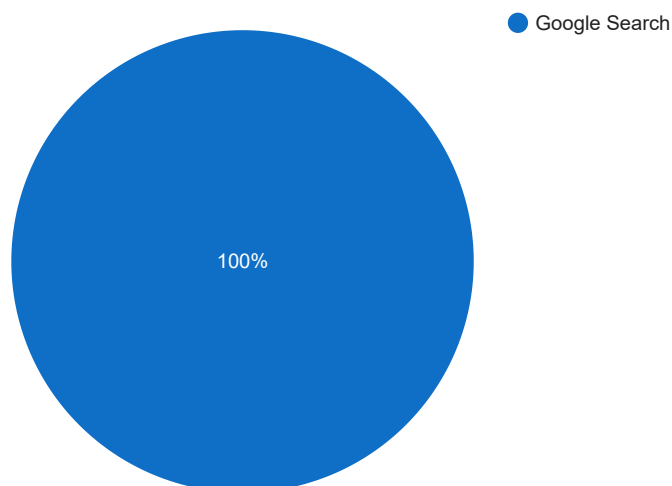
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	4,890	281	\$1,565.86	\$5.57	5.75%	-	15.3	5.43%	\$102.68
Computers	1,216	56	\$408.77	\$7.30	4.61%	-	6	10.71%	\$68.13
Tablets with full browsers	113	4	\$17.62	\$4.41	3.54%	-	0	0%	\$0.00

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	6,219	341	\$1,992.25	\$5.84	5.48%	-	21.3	6.23%	\$93.75

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	18
Calls from Website	2.3
Calls From Ads (MS)	1

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