

**Monthly Account
Performance Report
1 Apr 2020 — 30 Apr 2020**

KP Aesthetics

149-784-9225

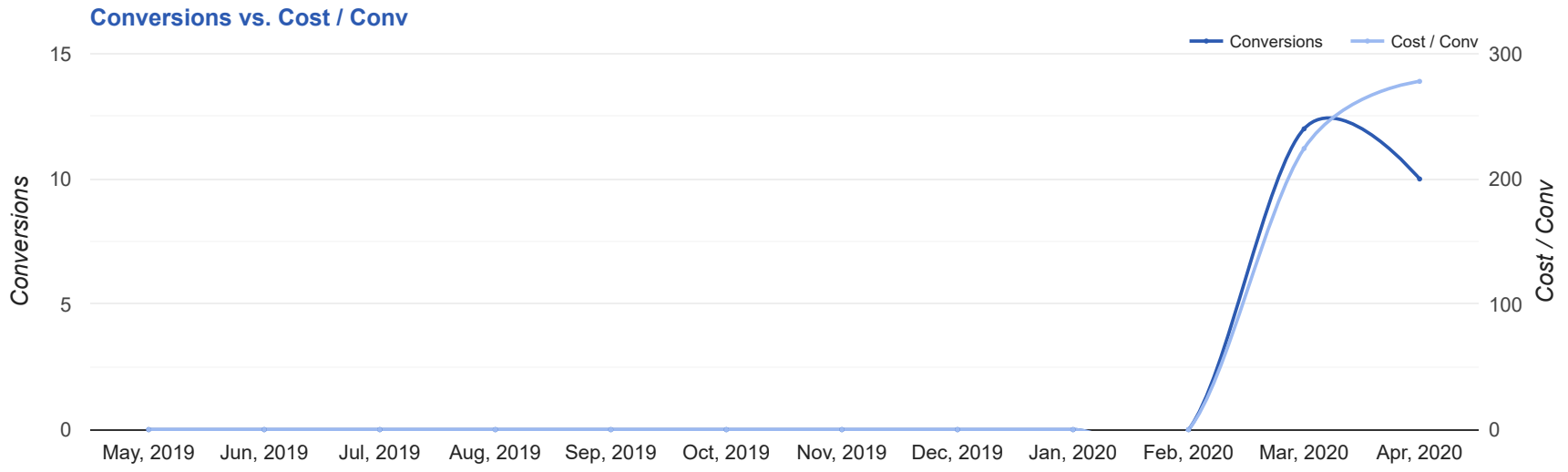
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,779	10	4.33%	\$277.88
↑ 3%	↓ 17%	↓ 27%	↑ 24%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2020 — 31 Mar 2020	4,597	202	\$2,691.52	\$13.32	4.39%	-	12	5.94%	\$224.29	59.98%
1 Apr 2020 — 30 Apr 2020	4,342	231	\$2,778.78	\$12.03	5.32%	-	10	4.33%	\$277.88	59.41%
Change	255 ↓ 6%	29 ↑ 14%	\$87.26 ↑ 3%	\$1.29 ↓ 10%	0.93% ↑ 21%	--	2 ↓ 17%	1.61% ↓ 27%	\$53.59 ↑ 24%	0.57% ↓ 1%

Performance by Month - 1 May 2019 — 30 Apr 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '20	4,597	202	\$2,691.52	\$13.32	4.39%	-	12	5.94%	\$224.29	59.98%
Apr '20	4,342	231	\$2,778.78	\$12.03	5.32%	-	10	4.33%	\$277.88	59.41%
Total	8,939	433	\$5,470.30	\$12.63	4.84%	-	22	5.08%	\$248.65	59.7%

Campaign Summary - 1 Apr 2020 — 30 Apr 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,547	104	\$1,862.42	\$17.91	6.72%	-	5	4.81%	\$372.48	86.76%
search beta laser hair removal	2,202	106	\$501.01	\$4.73	4.81%	-	4	3.77%	\$125.25	44.89%
search beta hydrafacial	216	6	\$83.35	\$13.89	2.78%	-	1	16.67%	\$83.35	96%
search beta vivace	377	15	\$332.00	\$22.13	3.98%	-	0	0%	\$0.00	95.2%

Top Performing Ads - 1 Apr 2020 — 30 Apr 2020

Top Text Ads

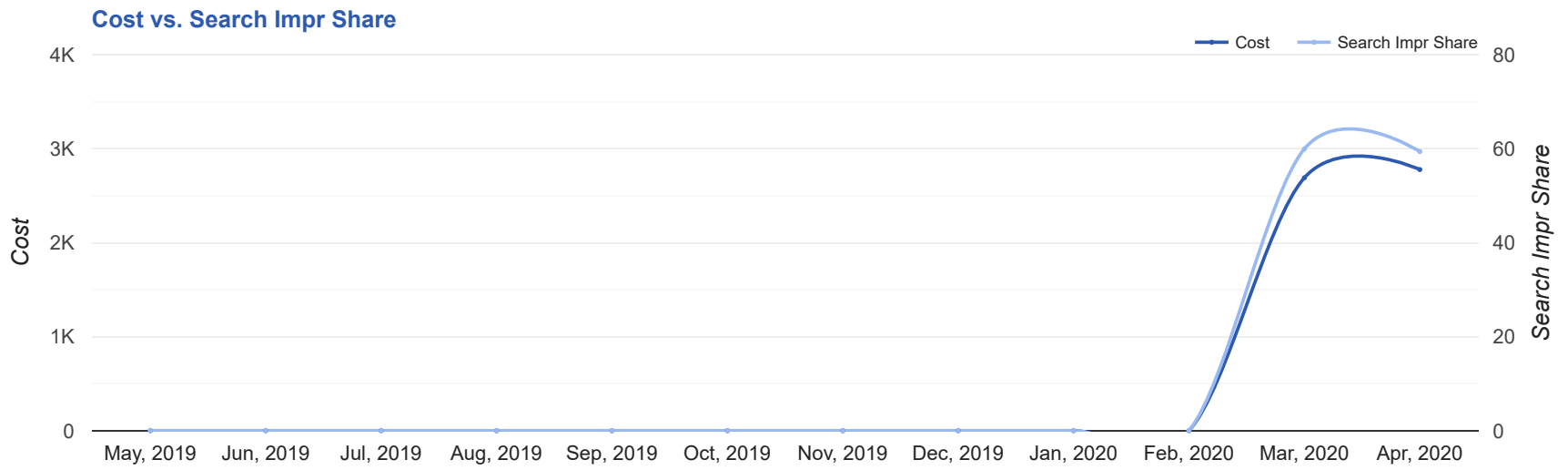
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Best Laser Hair Removal} - 64% Off Laser Hair Removal - Advanced Laser Technology www.kpaesthetics.com/--/ Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	1,117	52	\$244.08	\$4.69	4.66%	-	3	5.77%	\$81.36
#1 Provider in Newtown Square - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.kpaesthetics.com/coolsculpting/newtown_square #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newtown Square, PA. Free Consult.	918	58	\$1,112.73	\$19.18	6.32%	-	2	3.45%	\$556.37
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available www.kpaesthetics.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	48	7	\$157.55	\$22.51	14.58%	-	1	14.29%	\$157.55
{Keyword:Best Price in Newtown Square} - #1 Laser Hair Removal Special - Book A Virtual Consultation www.kpaesthetics.com/ How Much Does Laser Hair Removal Cost? Less Than You Might Think! 64% Off for New Clients.	74	8	\$28.27	\$3.53	10.81%	-	1	12.50%	\$28.27
CoolSculpting Newtown Square - #1 Fat Reduction Treatment - Book A Virtual Consultation www.kpaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	137	9	\$119.85	\$13.32	6.57%	-	1	11.11%	\$119.85

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2020 — 30 Apr 2020

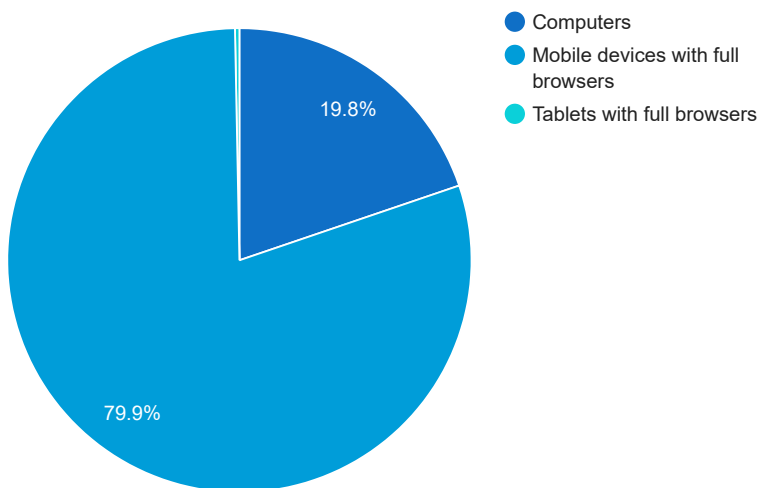
Budget Coverage



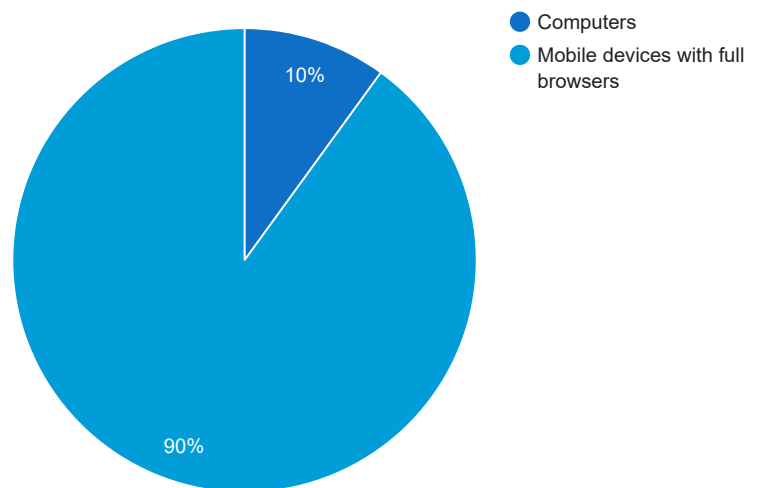
DATE	COST	SEARCH IMPR SHARE
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	2,691.52	59.98
Apr, 2020	2,778.78	59.41

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	3,335	197	\$2,220.51	\$11.27	5.91%	-	9	4.57%	\$246.72
Computers	922	32	\$549.75	\$17.18	3.47%	-	1	3.13%	\$549.75
Tablets with full browsers	85	2	\$8.52	\$4.26	2.35%	-	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	4,342	231	\$2,778.78	\$12.03	5.32%	-	10	4.33%	\$277.88

Conversion Types - 1 Apr 2020 — 30 Apr 2020

CONVERSION TYPE

CONV

Submit lead form

6

Phone Call

4

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