

**Monthly Account
Performance Report
1 May 2020 — 31 May 2020**

KP Aesthetics

149-784-9225

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,522	25	9.16%	\$100.88
↓ 9%	↑ 150%	↑ 112%	↓ 64%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2020 — 30 Apr 2020	4,342	231	\$2,778.78	\$12.03	5.32%	-	10	4.33%	\$277.88	59.41%
1 May 2020 — 31 May 2020	4,665	273	\$2,521.91	\$9.24	5.85%	-	25	9.16%	\$100.88	55.06%
Change	323 ↑ 7%	42 ↑ 18%	\$256.87 ↓ 9%	\$2.79 ↓ 23%	0.53% ↑ 10%	--	15 ↑ 150%	4.83% ↑ 112%	\$177.00 ↓ 64%	4.35% ↓ 7%

Performance by Month - 1 Jun 2019 — 31 May 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%
May '20	4,665	273	\$2,521.91	\$9.24	5.85%	-	25	9.16%	\$100.88	55.06%
Total	13,604	706	\$7,992.21	\$11.32	5.19%	-	47	6.66%	\$170.05	58.02%

Campaign Summary - 1 May 2020 — 31 May 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,036	159	\$1,932.00	\$12.15	7.81%	-	21	13.21%	\$92.00	83.48%
search beta laser hair removal	2,395	105	\$502.42	\$4.78	4.38%	-	4	3.81%	\$125.61	41.22%
search beta hydrafacial	234	9	\$87.49	\$9.72	3.85%	-	0	0%	\$0.00	95.18%

Top Performing Ads - 1 May 2020 — 31 May 2020

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#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.	1,249	95	\$1,106.90	\$11.65	7.61%	-	13	13.68%	\$85.15
#1 Cool Sculpting Deal 25% off - 25% Off Cool Sculpting in PA - CoolSculpting Newtown Square www.kpaesthetics.com/coolsculpting/newtown_square #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Newtown Square, PA.	120	12	\$127.40	\$10.62	10.00%	-	3	25.00%	\$42.47
#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.	78	8	\$82.89	\$10.36	10.26%	-	3	37.50%	\$27.63
Laser Hair Removal in PA - Permanent Hair Reduction - Book A Virtual Consultation www.kpaesthetics.com/ Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	1,091	41	\$189.64	\$4.63	3.76%	-	3	7.32%	\$63.21
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.	28	1	\$35.24	\$35.24	3.57%	-	1	100.00%	\$35.24

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2020 — 31 May 2020

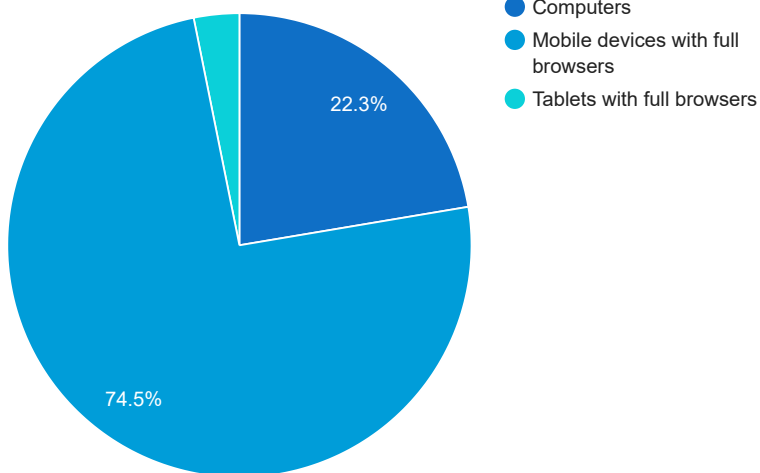
Budget Coverage



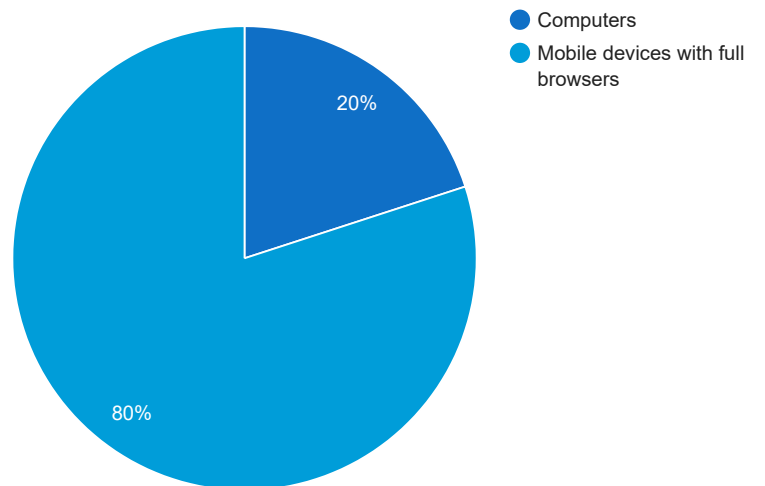
DATE	COST	SEARCH IMPR SHARE
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	2,691.52	59.98
Apr, 2020	2,778.78	59.41
May, 2020	2,521.91	55.06

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	3,593	219	\$1,878.53	\$8.58	6.1%	-	20	9.13%	\$93.93
Computers	998	49	\$563.61	\$11.50	4.91%	-	5	10.2%	\$112.72
Tablets with full browsers	74	5	\$79.77	\$15.95	6.76%	-	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	4,665	273	\$2,521.91	\$9.24	5.85%	-	25	9.16%	\$100.88

Conversion Types - 1 May 2020 — 31 May 2020

CONVERSION TYPE

CONV

Submit lead form

22

Phone 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