

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

KP Aesthetics

149-784-9225

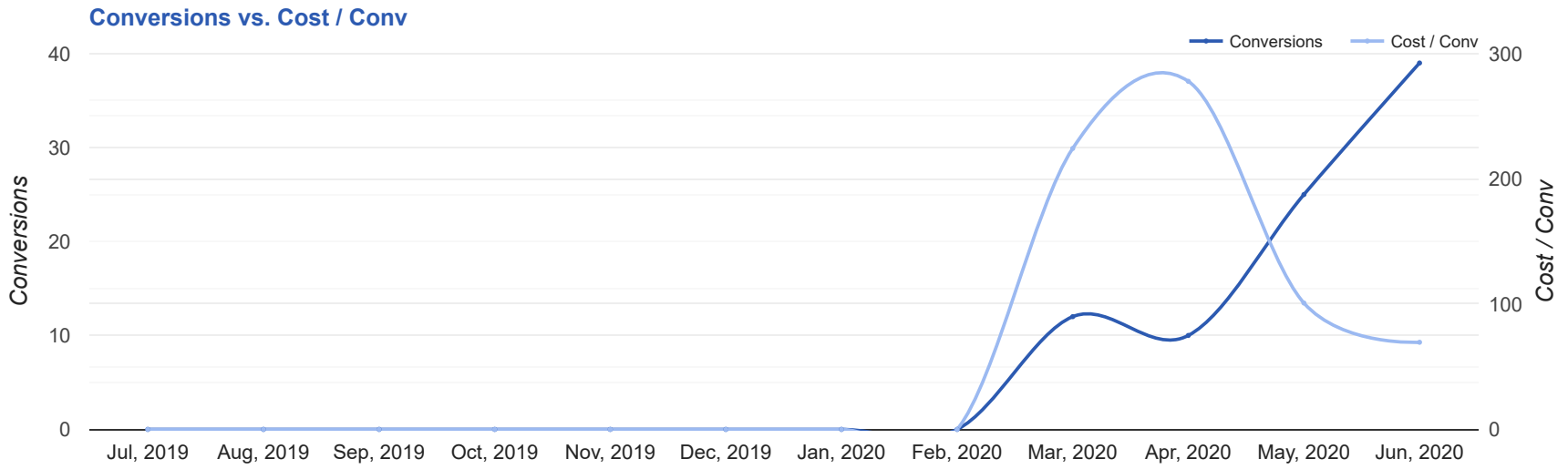
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,713	39	11.57%	\$69.55
↑ 8%	↑ 56%	↑ 26%	↓ 31%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2020 — 31 May 2020	4,665	273	\$2,521.91	\$9.24	5.85%	-	25	9.16%	\$100.88	55.03%
1 Jun 2020 — 30 Jun 2020	6,041	337	\$2,712.57	\$8.05	5.58%	-	39	11.57%	\$69.55	49.79%
Change	1,376 ↑ 29%	64 ↑ 23%	\$190.66 ↑ 8%	\$1.19 ↓ 13%	0.27% ↓ 5%	--	14 ↑ 56%	2.41% ↑ 26%	\$31.33 ↓ 31%	5.24% ↓ 10%

# Performance by Month - 1 Jul 2019 — 30 Jun 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	55.03%
Jun '20	6,041	337	\$2,712.57	\$8.05	5.58%	-	39	11.57%	\$69.55	49.79%
<b>Total</b>	19,645	1,043	\$10,704.78	\$10.26	5.31%	-	86	8.25%	\$124.47	55.21%

## Campaign Summary - 1 Jun 2020 — 30 Jun 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,584	214	\$1,985.83	\$9.28	8.28%	-	26	12.15%	\$76.38	78.57%
search   beta   laser hair removal	2,992	105	\$500.27	\$4.76	3.51%	-	9	8.57%	\$55.59	35.63%
search   beta   hydrafacial	465	18	\$226.47	\$12.58	3.87%	-	4	22.22%	\$56.62	88.27%

# Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

## Top Text Ads

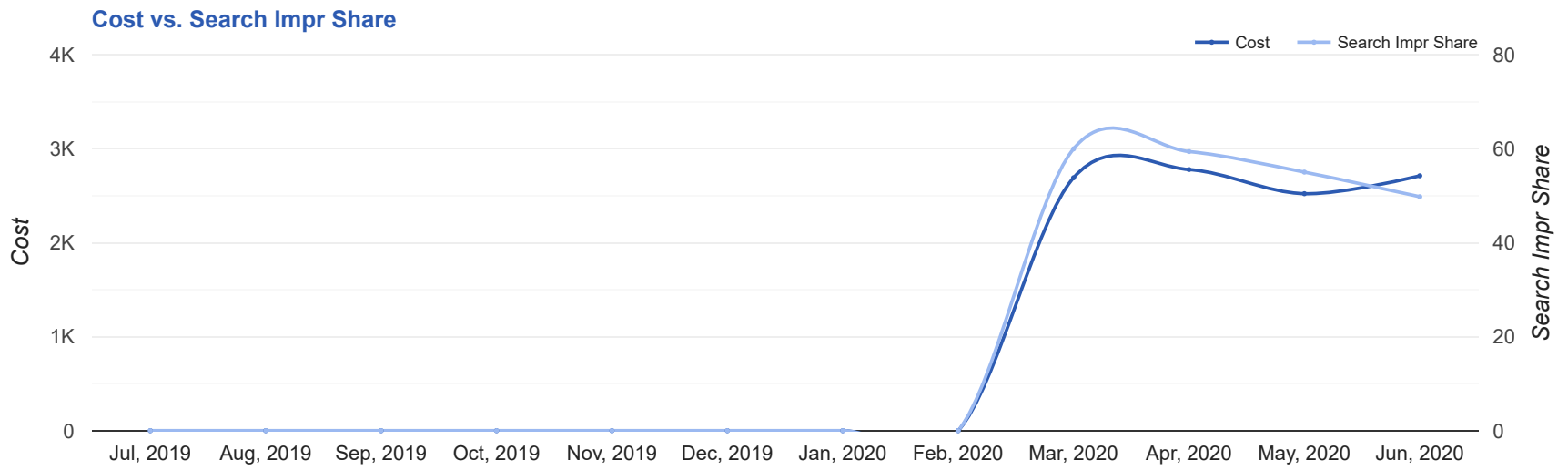
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Newtown Square - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://www.kpaesthetics.com/coolsculpting/newtown_square">www.kpaesthetics.com/coolsculpting/newtown_square</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newtown Square, PA. Free Consult.	344	22	\$389.66	\$17.71	6.40%	-	8	36.36%	\$48.71
{Keyword:Best Laser Hair Removal} - 64% Off Laser Hair Removal - Advanced Laser Technology <a href="http://www.kpaesthetics.com/--/--">www.kpaesthetics.com/--/--</a> Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	1,485	46	\$193.00	\$4.20	3.10%	-	7	15.22%	\$27.57
CoolSculpting Newtown Square - Fat Reduction Treatment - Flexible Payment Options <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	445	40	\$275.42	\$6.89	8.99%	-	5.5	13.75%	\$50.08
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Newtown Square <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> CoolSculpting Deal. Freeze Fat. Top Provider in Newtown Square, PA. Free Virtual Consult.	416	33	\$300.20	\$9.10	7.93%	-	3	9.09%	\$100.07
Hydrating Facial Treatment - Cleanse + Exfoliate + Hydrate - The Best Skin of Your Life <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Cleanse, Extract, & Hydrate with Super Serums. Replenish Your Skin with Vital Nutrients.	207	10	\$166.46	\$16.65	4.83%	-	3	30.00%	\$55.49

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2020 — 30 Jun 2020

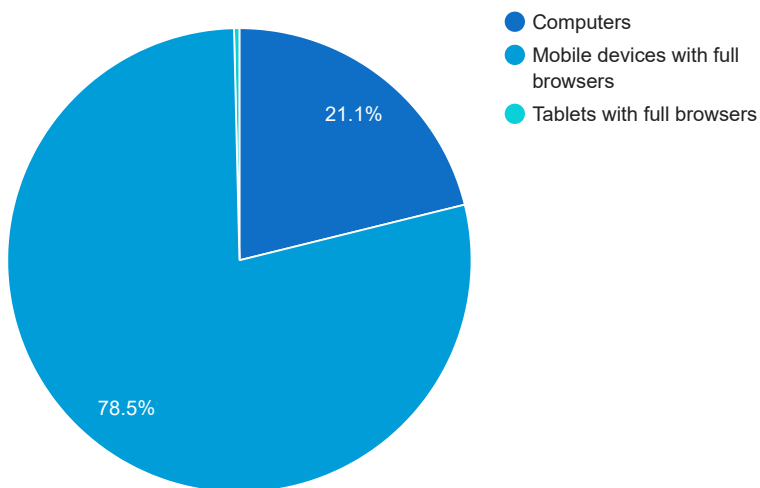
## Budget Coverage



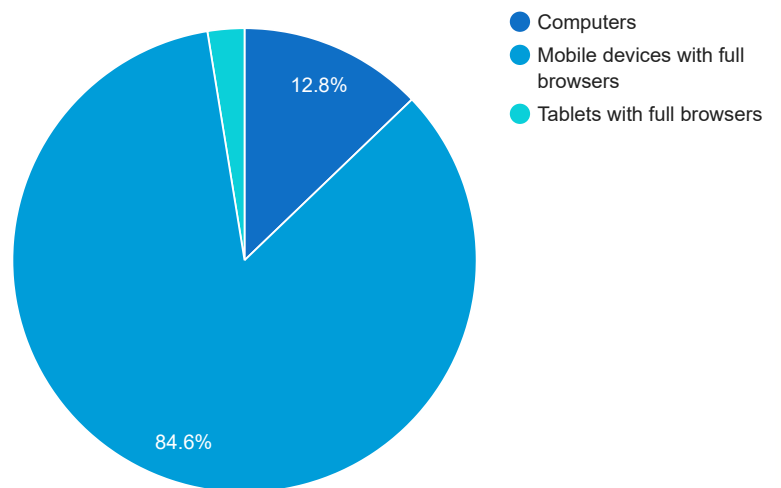
DATE	COST	SEARCH IMPR SHARE
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	2,691.52	59.98
Apr, 2020	2,778.78	59.41
May, 2020	2,521.91	55.03
Jun, 2020	2,712.57	49.79

## 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	4,739	273	\$2,128.83	\$7.80	5.76%	-	33	12.09%	\$64.51
Computers	1,212	60	\$573.65	\$9.56	4.95%	-	5	8.33%	\$114.73
Tablets with full browsers	90	4	\$10.09	\$2.52	4.44%	-	1	25%	\$10.09

### 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	6,041	337	\$2,712.57	\$8.05	5.58%	-	39	11.57%	\$69.55

# Conversion Types - 1 Jun 2020 — 30 Jun 2020

CONVERSION TYPE

CONV

Submit lead form

23

Phone Call

16

## 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