

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

KP Aesthetics

149-784-9225

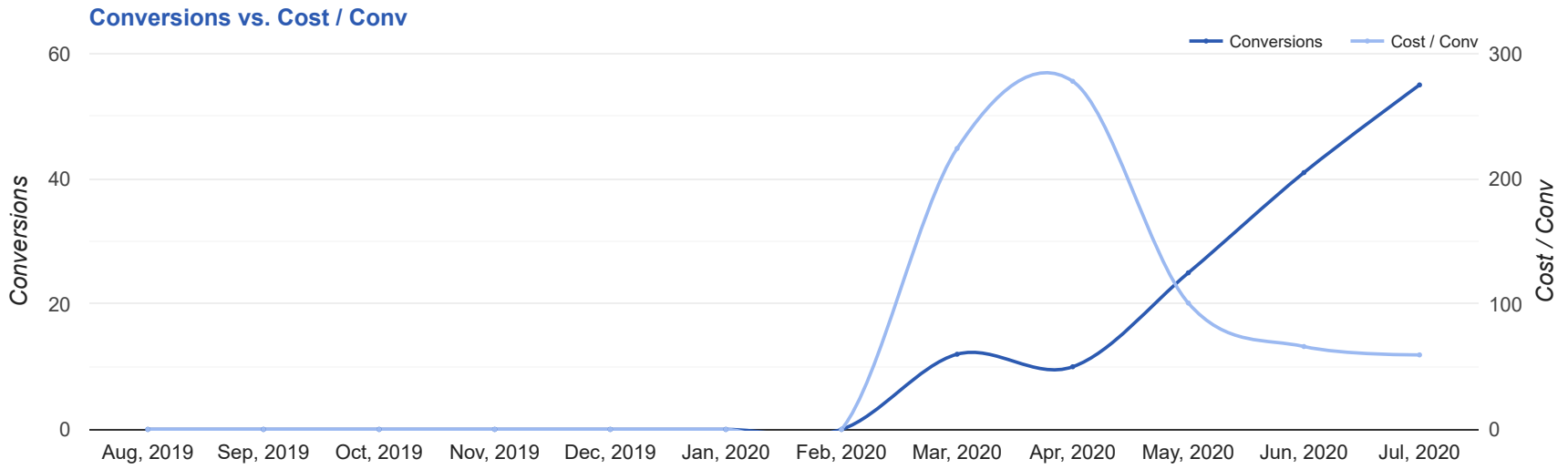
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,271	55	10.38%	\$59.47
↑ 21%	↑ 34%	↓ 15%	↓ 10%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	6,041	337	\$2,712.57	\$8.05	5.58%	-	41	12.17%	\$66.16	49.78%
1 Jul 2020 — 31 Jul 2020	10,919	530	\$3,270.63	\$6.17	4.85%	-	55	10.38%	\$59.47	34%
Change	4,878 ↑ 81%	193 ↑ 57%	\$558.06 ↑ 21%	\$1.88 ↓ 23%	0.73% ↓ 13%	--	14 ↑ 34%	1.79% ↓ 15%	\$6.69 ↓ 10%	15.78% ↓ 32%

# Performance by Month - 1 Aug 2019 — 31 Jul 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%	-	41	12.17%	\$66.16	49.78%	
Jul '20	10,919	530	\$3,270.63	\$6.17	4.85%	-	55	10.38%	\$59.47	34%	
<b>Total</b>	30,564	1,573	\$13,975.41	\$8.88	5.15%	-	143	9.09%	\$97.73	45.15%	

## Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,338	412	\$2,489.78	\$6.04	5.61%	-	49	11.89%	\$50.81	33.36%
search   beta   laser hair removal	2,973	90	\$499.14	\$5.55	3.03%	-	6	6.67%	\$83.19	31.28%
search   beta   hydrafacial	608	28	\$281.71	\$10.06	4.61%	-	0	0%	\$0.00	96.97%

# Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

## Top Text Ads

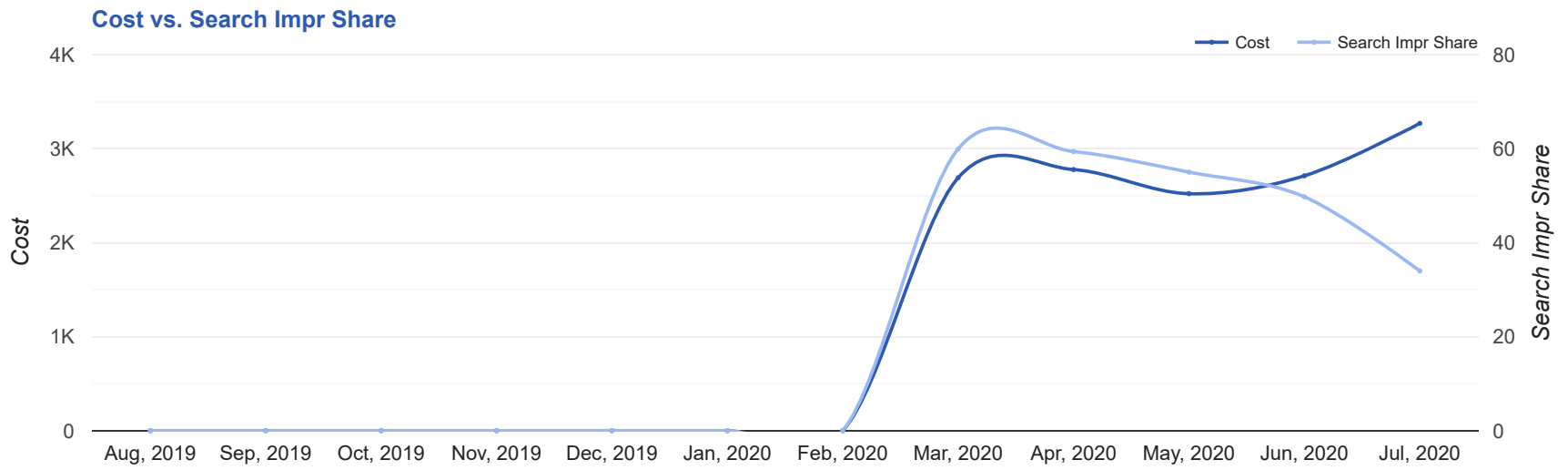
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Newtown Square - Fat Reduction Treatment - Flexible Payment Options <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,044	85	\$603.89	\$7.10	8.14%	-	13	15.25%	\$46.60
{Keyword:KP Aesthetics} - New Client Special - 25 Off All Fat Freezing <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Best CoolSculpting Deal. Top Provider in Newtown Square, PA for Fat Freezing. Free Consult	393	36	\$212.02	\$5.89	9.16%	-	6.4	17.72%	\$33.23
25% Off All CoolSculpting - Affordable & Quick Treatments - KP Aesthetics <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	24	1	\$4.71	\$4.71	4.17%	-	6	600.00%	\$0.79
{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.	1,561	45	\$278.35	\$6.19	2.88%	-	5.3	11.84%	\$52.22
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	227	19	\$113.83	\$5.99	8.37%	-	5	26.32%	\$22.77

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jul 2020 — 31 Jul 2020

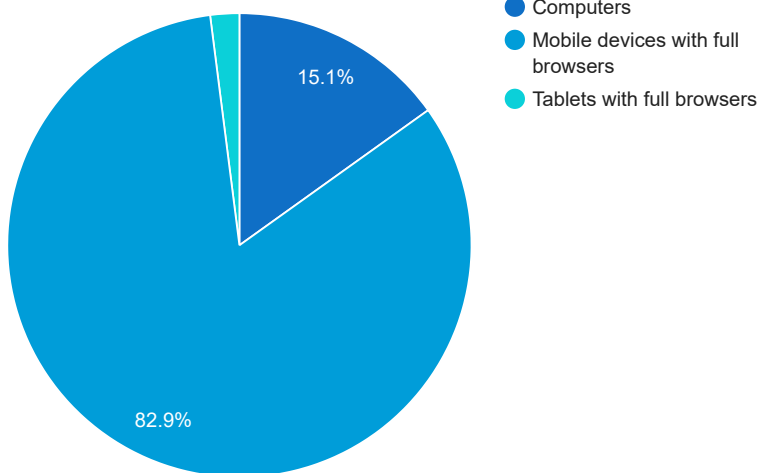
## Budget Coverage



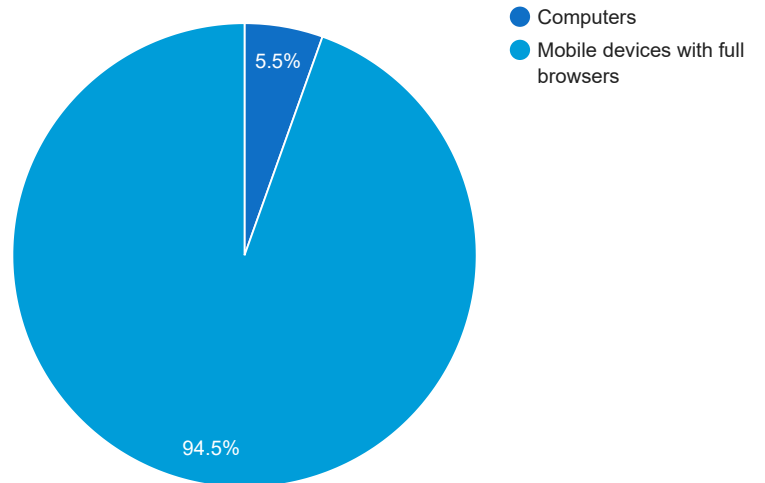
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	2,691.52	59.98
Apr, 2020	2,778.78	59.41
May, 2020	2,521.91	55.03
Jun, 2020	2,712.57	49.78
Jul, 2020	3,270.63	34

## 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	8,746	438	\$2,710.32	\$6.19	5.01%	-	52	11.87%	\$52.12
Computers	1,900	79	\$494.24	\$6.26	4.16%	-	3	3.8%	\$164.75
Tablets with full browsers	273	13	\$66.07	\$5.08	4.76%	-	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	10,919	530	\$3,270.63	\$6.17	4.85%	-	55	10.38%	\$59.47

# Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Submit lead form

37

Phone Call

18

## 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