

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

KP Aesthetics

149-784-9225

# Key Performance Indicators (KPIs)

Cost

\$3,377

↑ 3%

Conv

59.6

↑ 8%

Conv Rate

8.28%

↓ 21%

Cost / Conv

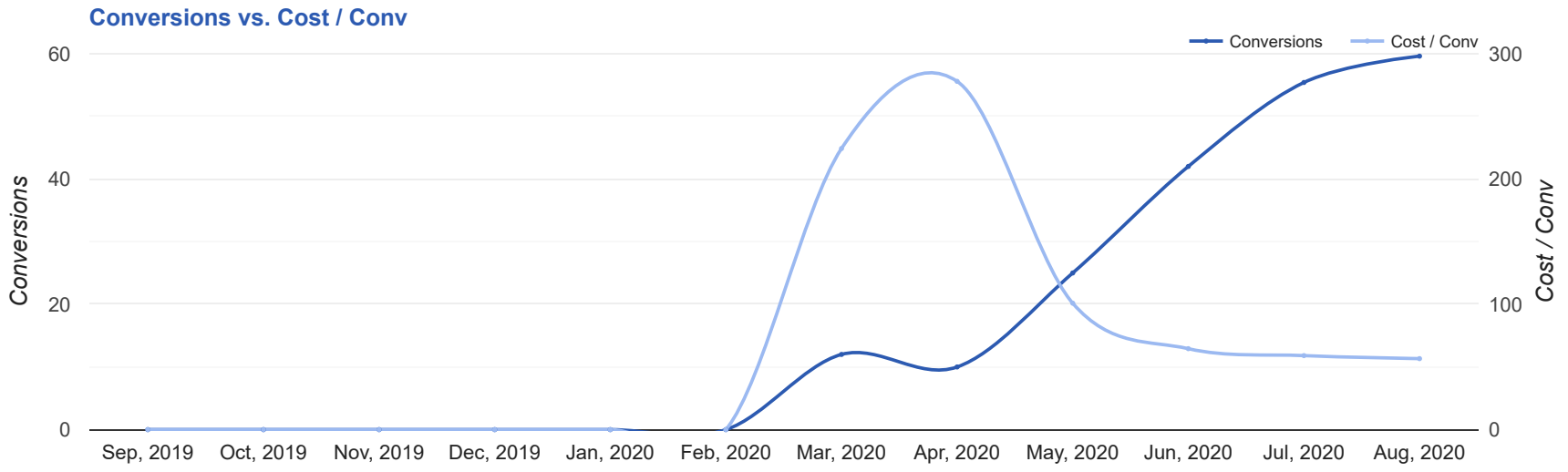
\$56.65

↓ 4%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Jul 2020 — 31 Jul 2020</b>	10,919	530	\$3,270.63	\$6.17	4.85%	-	55.4	10.45%	\$59.06	33.92%
<b>1 Aug 2020 — 31 Aug 2020</b>	19,483	720	\$3,377.46	\$4.69	3.7%	-	59.6	8.28%	\$56.65	27.01%
<b>Change</b>	8,564 ↑ 78%	190 ↑ 36%	\$106.83 ↑ 3%	\$1.48 ↓ 24%	1.15% ↓ 24%	--	4.24 ↑ 8%	2.17% ↓ 21%	\$2.41 ↓ 4%	6.91% ↓ 20%

# Performance by Month - 1 Sep 2019 — 31 Aug 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%	-	42	12.46%	\$64.59	49.78%	
Jul '20	10,919	530	\$3,270.63	\$6.17	4.85%	-	55.4	10.45%	\$59.06	33.92%	
Aug '20	19,483	720	\$3,377.46	\$4.69	3.7%	-	59.6	8.28%	\$56.65	27.01%	
<b>Total</b>	<b>50,047</b>	<b>2,293</b>	<b>\$17,352.87</b>	<b>\$7.57</b>	<b>4.58%</b>	<b>-</b>	<b>204</b>	<b>8.9%</b>	<b>\$85.06</b>	<b>35.77%</b>	

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	14,835	589	\$2,480.19	\$4.21	3.97%	-	48.6	8.25%	\$51.01	28.48%
search   beta   laser hair removal	3,777	100	\$502.43	\$5.02	2.65%	-	9	9%	\$55.83	19.77%
search   beta   hydrafacial	871	31	\$394.84	\$12.74	3.56%	-	2	6.45%	\$197.42	96.75%

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

## Top Text Ads

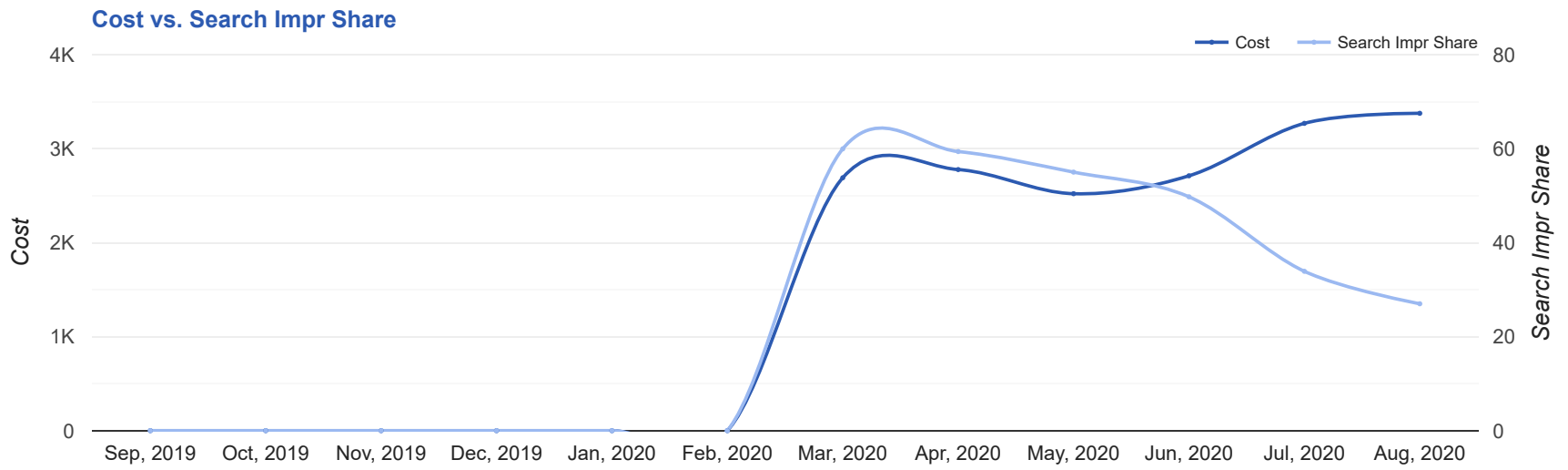
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">KP Aesthetics - CoolSculpting Newtown Square - Fat Reduction Treatment</a> <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> --/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	7,539	331	\$1,279.94	\$3.87	4.39%	-	25	7.55%	\$51.20
{Keyword:KP Aesthetics} - <a href="#">CoolSculpting Newtown Square - Fat Reduction Treatment</a> <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> --/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	1,314	63	\$342.59	\$5.44	4.79%	-	6	9.52%	\$57.10
<a href="#">CoolSculpting Newtown Square - Fat Reduction Treatment - Flexible Payment Options</a> <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,408	85	\$334.57	\$3.94	2.49%	-	4.6	5.44%	\$72.42
<a href="#">CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Newtown Square</a> <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> CoolSculpting Deal. Freeze Fat. Top Provider in Newtown Square, PA. Free Virtual Consult.	776	14	\$71.95	\$5.14	1.80%	-	4	28.57%	\$17.99
<a href="#">Best Laser Hair Removal - 64% Off Laser Hair Removal - Advanced Laser Technology</a> <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> --/ -- Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	1,486	33	\$131.71	\$3.99	2.22%	-	4	12.12%	\$32.93

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

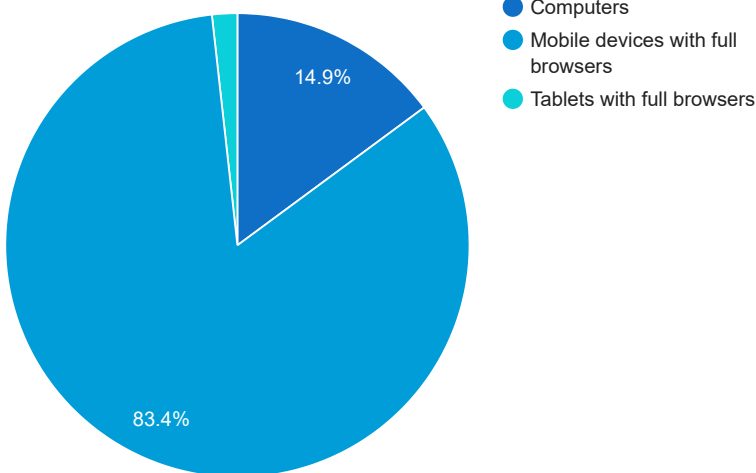
## Budget Coverage



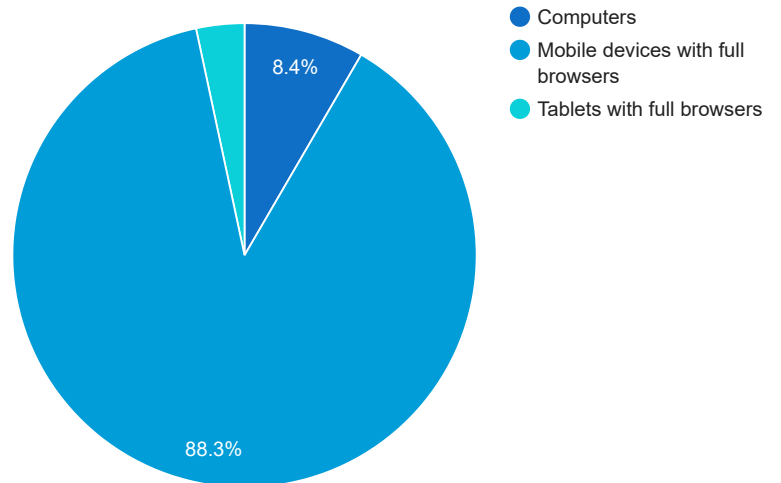
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	2,691.52	59.98
Apr, 2020	2,778.78	59.41
May, 2020	2,521.91	55.03
Jun, 2020	2,712.57	49.78
Jul, 2020	3,270.63	33.92
Aug, 2020	3,377.46	27.01

## 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	16,088	628	\$2,815.42	\$4.48	3.9%	-	52.6	8.38%	\$53.50
Computers	2,906	78	\$502.63	\$6.44	2.68%	-	5	6.41%	\$100.53
Tablets with full browsers	489	14	\$59.41	\$4.24	2.86%	-	2	14.29%	\$29.71

### 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	19,483	720	\$3,377.46	\$4.69	3.7%	-	59.6	8.28%	\$56.65

# Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Submit lead form

46.6

Phone Call

13

## 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