

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

KP Aesthetics

149-784-9225

Key Performance Indicators (KPIs)

Cost

\$3,265

↓ 3%

Conv

59.7

↔ 0%

Conv Rate

9.47%

↑ 14%

Cost / Conv

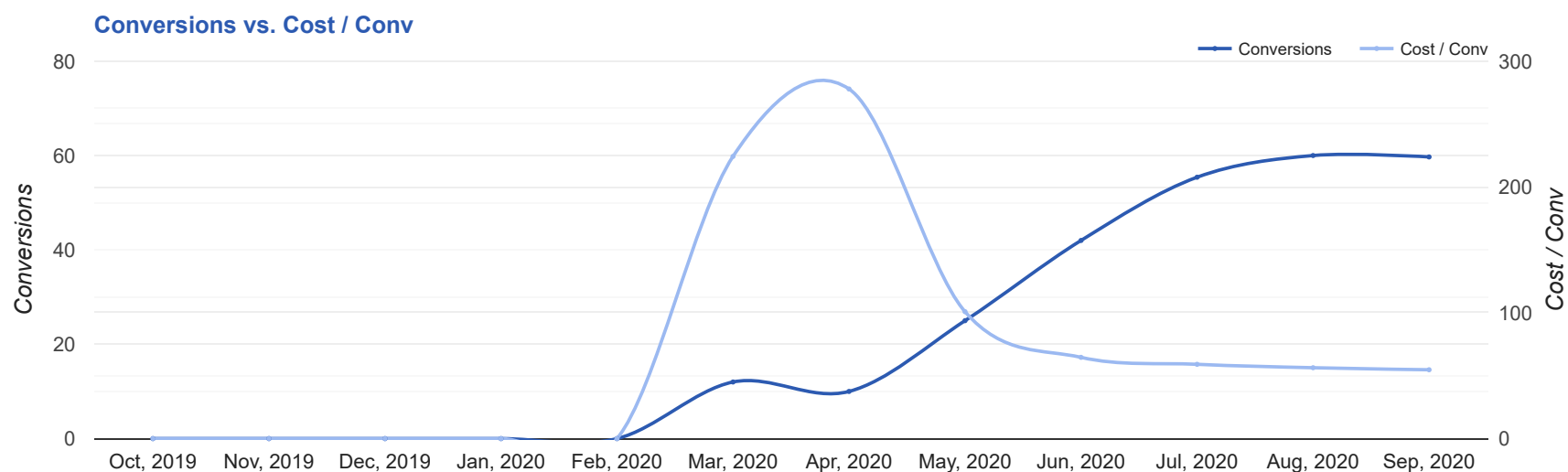
\$54.72

↓ 3%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	19,483	720	\$3,377.46	\$4.69	3.7%	-	60	8.33%	\$56.34	27%
1 Sep 2020 — 30 Sep 2020	16,987	630	\$3,265.06	\$5.18	3.71%	-	59.7	9.47%	\$54.72	30.19%
Change	2,496 ↓ 13%	90 ↓ 12%	\$112.40 ↓ 3%	\$0.49 ↑ 10%	0.01% ↑ 0%	--	0.28 ↓ 0%	1.14% ↑ 14%	\$1.62 ↓ 3%	3.19% ↑ 12%

Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	60	8.33%	\$56.34	27%
Sep '20	16,987	630	\$3,265.06	\$5.18	3.71%	-	59.7	9.47%	\$54.72	30.19%
Total	67,034	2,923	\$20,617.93	\$7.05	4.36%	-	264	9.03%	\$78.10	34.17%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	12,585	485	\$2,470.60	\$5.09	3.85%	-	43.7	9%	\$56.57	30.73%
search beta laser hair removal	3,491	111	\$500.01	\$4.50	3.18%	-	9	8.11%	\$55.56	24.35%
search beta hydrafacial	911	34	\$294.45	\$8.66	3.73%	-	7	20.59%	\$42.06	95.97%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

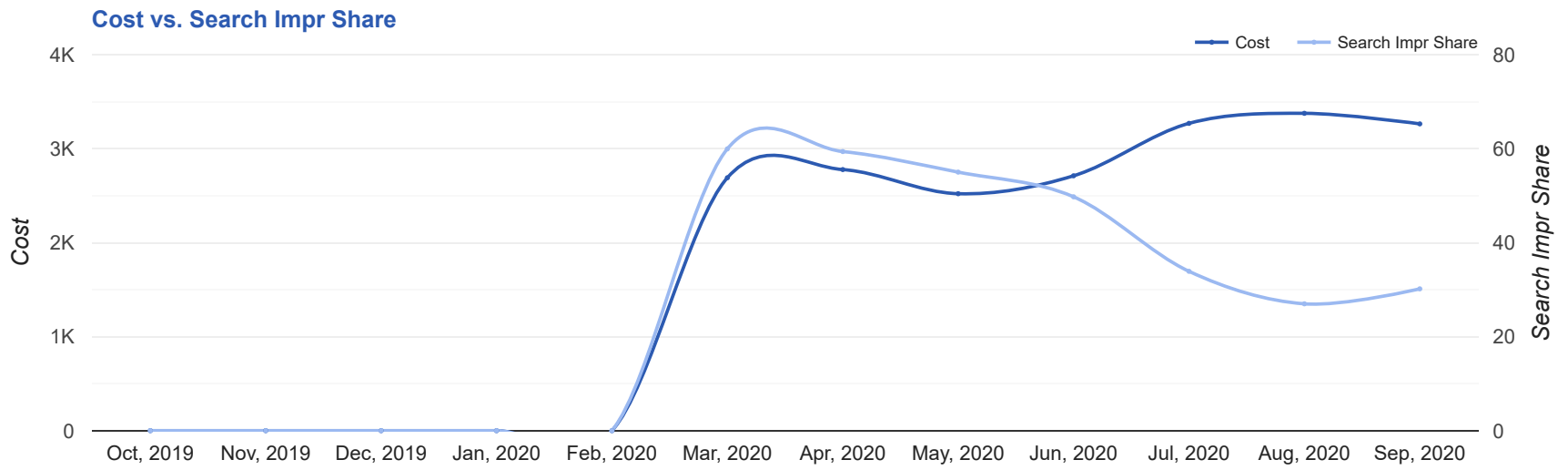
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
KP Aesthetics - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/ --/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	6,875	243	\$1,093.82	\$4.50	3.53%	-	13.9	5.73%	\$78.58
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/ --/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	1,346	72	\$496.94	\$6.90	5.35%	-	11	15.28%	\$45.18
CoolSculpting Newtown Square - Fat Reduction Treatment - Flexible Payment Options www.kpaesthetics.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,250	55	\$225.70	\$4.10	2.44%	-	7	12.73%	\$32.24
Hydrating Facial Treatment - Cleanse + Exfoliate + Hydrate - The Best Skin of Your Life www.kpaesthetics.com/ Cleanse, Extract, & Hydrate with Super Serums. Replenish Your Skin with Vital Nutrients.	788	29	\$262.63	\$9.06	3.68%	-	7	24.14%	\$37.52
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.	1,199	41	\$122.91	\$3.00	3.42%	-	4	9.76%	\$30.73

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

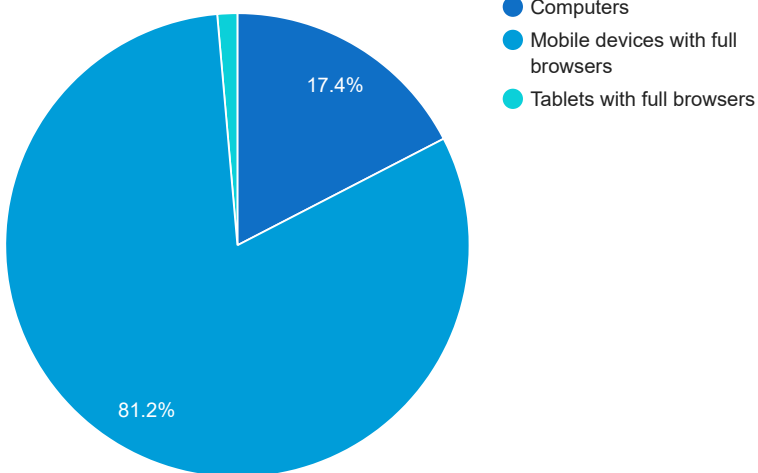
Budget Coverage



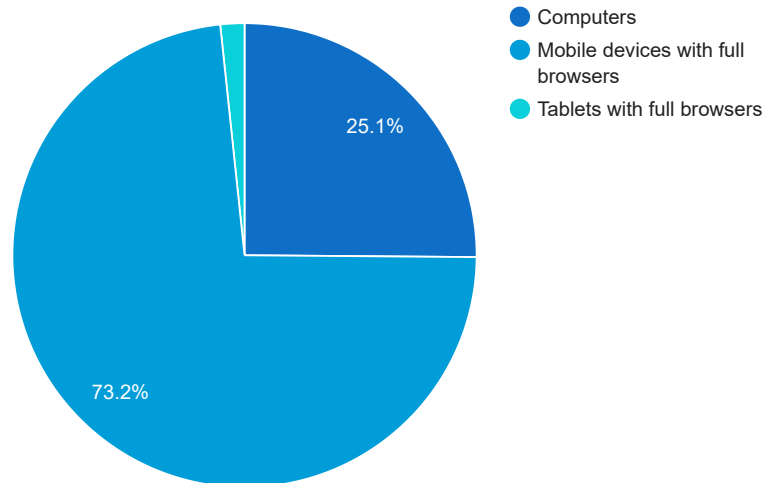
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	2,691.52	59.98
Apr, 2020	2,778.78	59.41
May, 2020	2,521.91	55.03
Jun, 2020	2,712.57	49.78
Jul, 2020	3,270.63	33.92
Aug, 2020	3,377.46	27
Sep, 2020	3,265.06	30.19

Cost and Conversions by Device

Cost



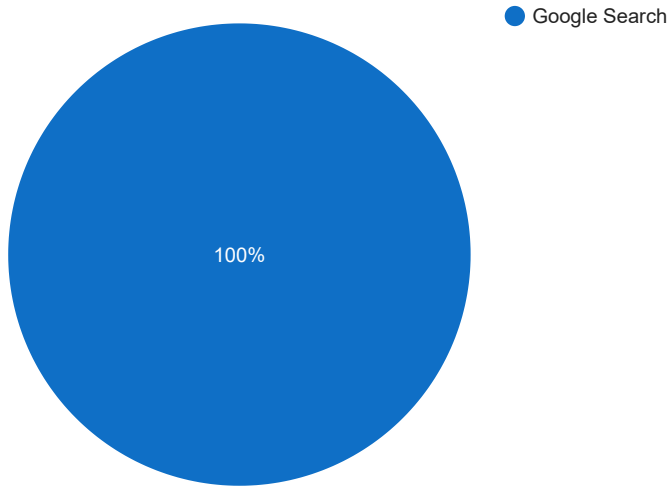
Conversions



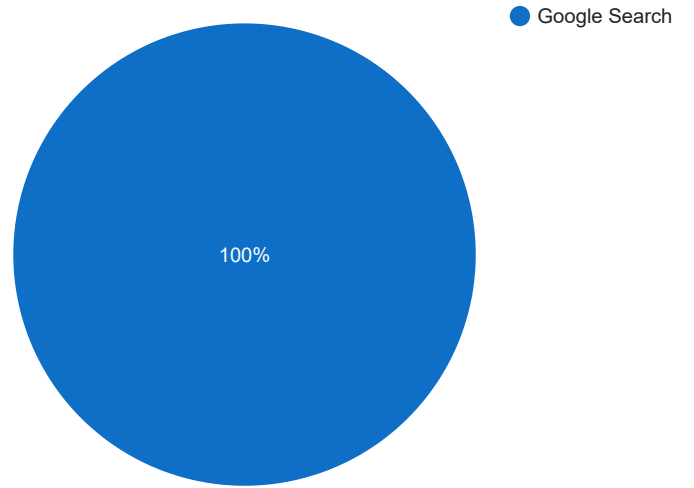
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	14,057	531	\$2,651.17	\$4.99	3.78%	-	43.7	8.22%	\$60.71
Computers	2,569	88	\$568.45	\$6.46	3.43%	-	15	17.05%	\$37.90
Tablets with full browsers	361	11	\$45.44	\$4.13	3.05%	-	1	9.09%	\$45.44

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	16,987	630	\$3,265.06	\$5.18	3.71%	-	59.7	9.47%	\$54.72

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Submit lead form	41.7
Phone Call	17
Click to Call	1

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