

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

KP Aesthetics

149-784-9225

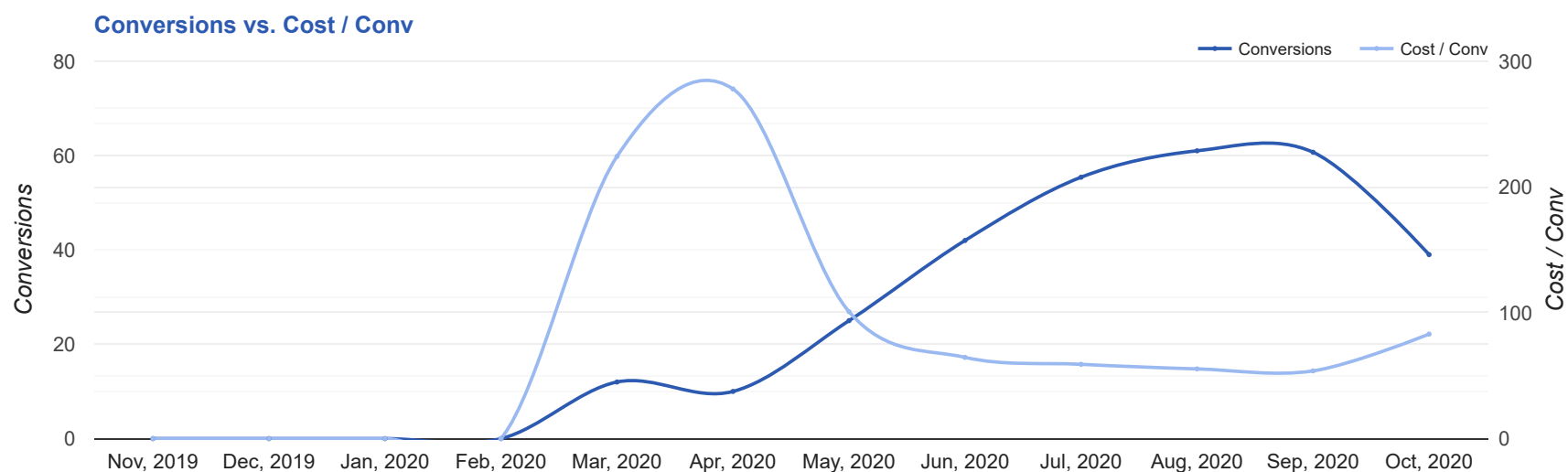
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,240	39	7.6%	\$83.07
↓ 1%	↓ 36%	↓ 21%	↑ 54%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	16,987	630	\$3,265.06	\$5.18	3.71%	-	60.7	9.63%	\$53.82	30.2%
1 Oct 2020 — 31 Oct 2020	13,143	513	\$3,239.80	\$6.32	3.9%	-	39	7.6%	\$83.07	25.59%
Change	3,844 ↓ 23%	117 ↓ 19%	\$25.26 ↓ 1%	\$1.14 ↑ 22%	0.19% ↑ 5%	--	21.67 ↓ 36%	2.03% ↓ 21%	\$29.25 ↑ 54%	4.61% ↓ 15%

Performance by Month - 1 Nov 2019 — 31 Oct 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%	-	61	8.47%	\$55.41	27%
Sep '20	16,987	630	\$3,265.06	\$5.18	3.71%	-	60.7	9.63%	\$53.82	30.2%
Oct '20	13,143	513	\$3,239.80	\$6.32	3.9%	-	39	7.6%	\$83.07	25.59%
Total	80,177	3,436	\$23,857.73	\$6.94	4.29%	-	305	8.88%	\$78.22	32.39%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,147	274	\$1,990.61	\$7.27	5.32%	-	35	12.77%	\$56.87	36.61%
search beta laser hair removal	3,739	112	\$492.26	\$4.40	3%	-	2	1.79%	\$246.13	21.47%
search beta coolsculpting exp reach	3,314	89	\$427.91	\$4.81	2.69%	-	1	1.12%	\$427.91	17.8%
search beta hydrfacial	943	38	\$329.02	\$8.66	4.03%	-	1	2.63%	\$329.02	88.58%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

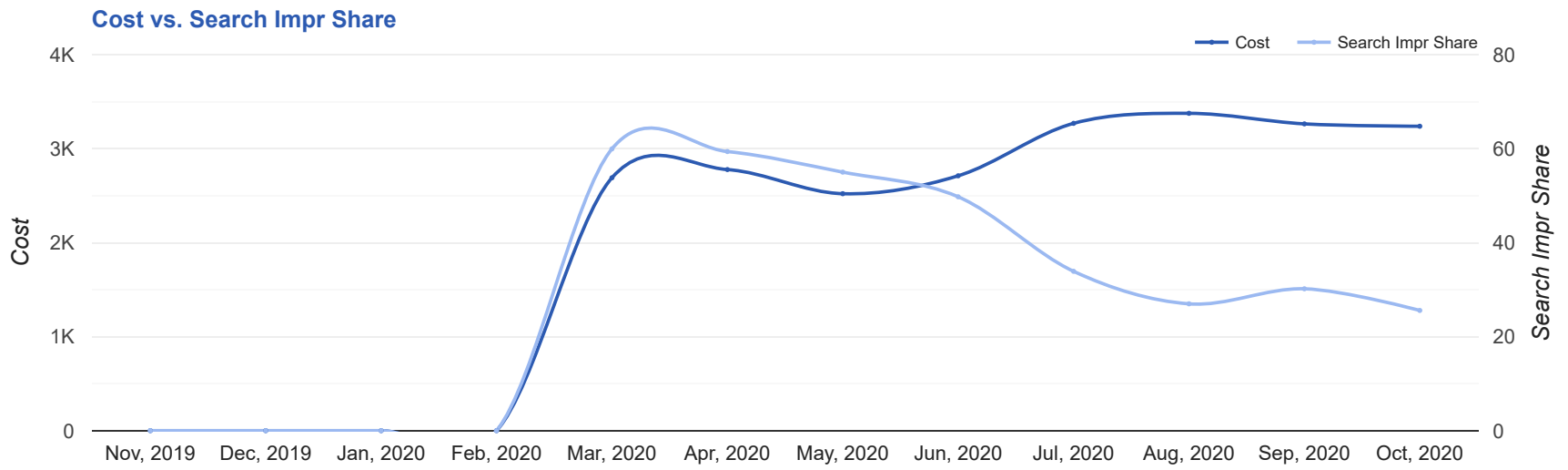
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/--/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	1,929	132	\$1,140.14	\$8.64	6.84%	-	21.4	16.21%	\$53.28
KP Aesthetics - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/--/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	1,330	49	\$224.50	\$4.58	3.68%	-	3.3	6.71%	\$68.24
CoolSculpting Deal \$1,000 Off - Freeze Away Stubborn Fat - Top Provider in Newtown Square www.kpaesthetics.com/ CoolSculpting Deal. Freeze Fat. Top Provider in Newtown Square, PA. Free Virtual Consult.	271	9	\$58.30	\$6.48	3.32%	-	2	22.22%	\$29.15
{Keyword: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.	1,465	39	\$183.02	\$4.69	2.66%	-	1.5	3.85%	\$122.01
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/--/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	179	13	\$109.04	\$8.39	7.26%	-	1.3	10.15%	\$82.61

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

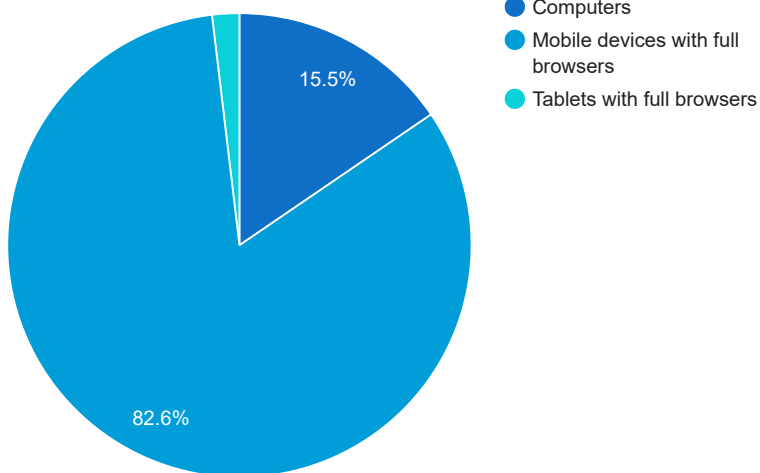
Budget Coverage



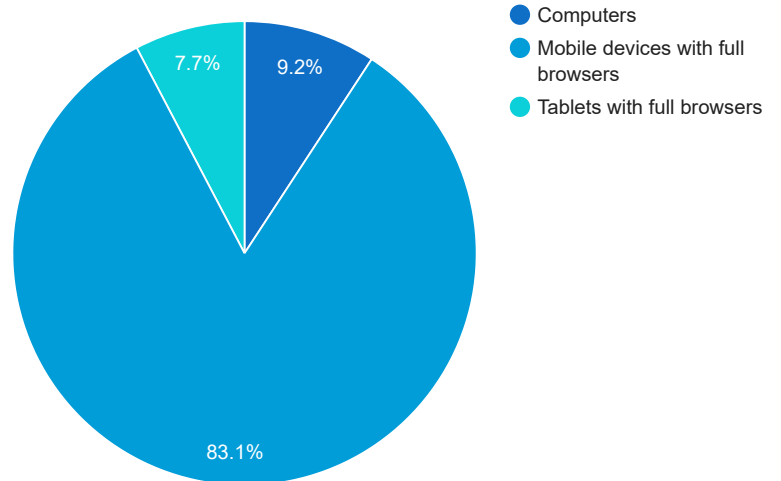
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	2,691.52	59.98
Apr, 2020	2,778.78	59.41
May, 2020	2,521.91	55.03
Jun, 2020	2,712.57	49.78
Jul, 2020	3,270.63	33.92
Aug, 2020	3,377.46	27
Sep, 2020	3,265.06	30.20
Oct, 2020	3,239.80	25.59

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	10,550	427	\$2,677.34	\$6.27	4.05%	-	32.4	7.59%	\$82.56
Computers	2,246	71	\$501.14	\$7.06	3.16%	-	3.6	5.03%	\$140.38
Tablets with full browsers	347	15	\$61.32	\$4.09	4.32%	-	3	20%	\$20.44

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	13,143	513	\$3,239.80	\$6.32	3.9%	-	39	7.6%	\$83.07

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	24
Phone Call	13
Click to Call	2

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