

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

KP Aesthetics

149-784-9225

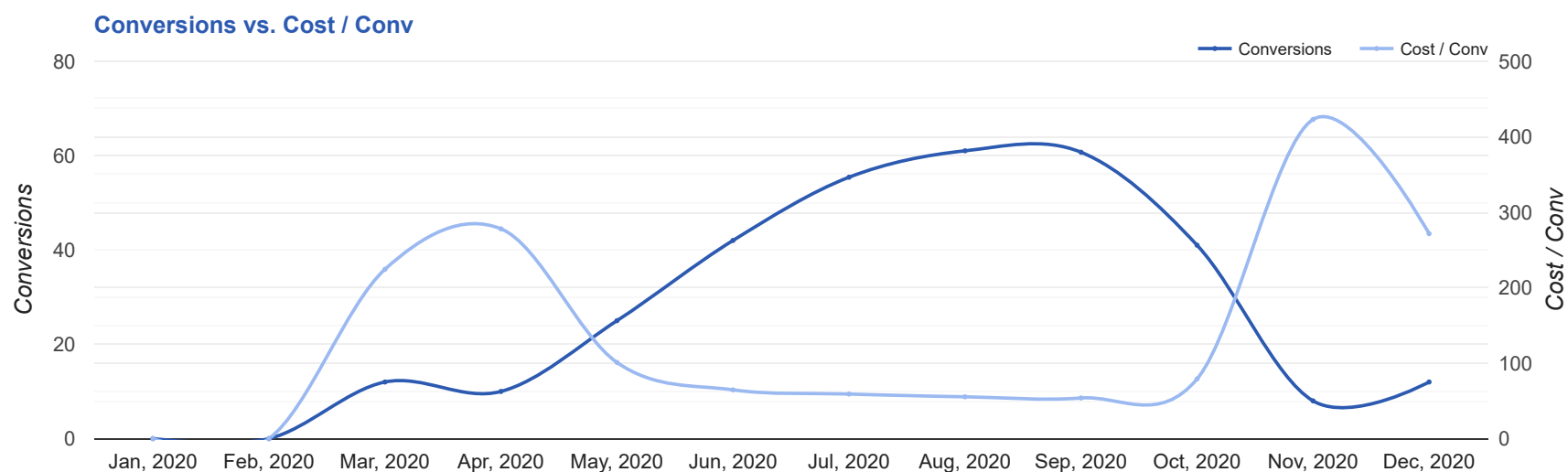
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,258	12	2.33%	\$271.49
↓ 4%	↑ 50%	↑ 33%	↓ 36%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	14,831	457	\$3,382.39	\$7.40	3.08%	-	8	1.75%	\$422.80	20.65%
1 Dec 2020 — 31 Dec 2020	16,254	515	\$3,257.92	\$6.33	3.17%	-	12	2.33%	\$271.49	20.36%
<b>Change</b>	1,423 ↑ 10%	58 ↑ 13%	\$124.47 ↓ 4%	\$1.07 ↓ 14%	0.09% ↑ 3%	--	4 ↑ 50%	0.58% ↑ 33%	\$151.31 ↓ 36%	0.29% ↓ 1%

# Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	41	7.99%	\$79.02	25.73%
Nov '20	14,831	457	\$3,382.39	\$7.40	3.08%	-	8	1.75%	\$422.80	20.65%
Dec '20	16,254	515	\$3,257.92	\$6.33	3.17%	-	12	2.33%	\$271.49	20.36%
<b>Total</b>	<b>111,262</b>	<b>4,408</b>	<b>\$30,498.04</b>	<b>\$6.92</b>	<b>3.96%</b>	<b>-</b>	<b>327</b>	<b>7.42%</b>	<b>\$93.27</b>	<b>27.89%</b>

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

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	12,582	388	\$2,492.23	\$6.42	3.08%	-	9	2.32%	\$276.91	19.64%
search   beta   hydrafacial	780	27	\$265.87	\$9.85	3.46%	-	2	7.41%	\$132.94	76.48%
search   beta   laser hair removal	2,892	100	\$499.82	\$5.00	3.46%	-	1	1%	\$499.82	19.6%

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

## Top Text Ads

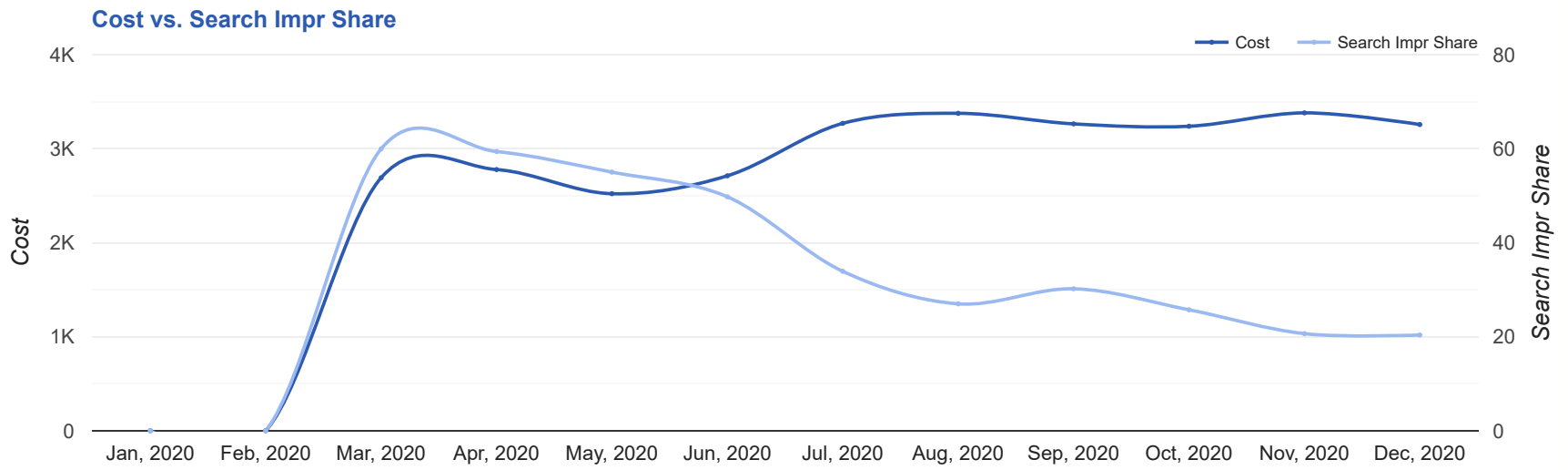
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Newtown Square - Freeze Away Stubborn Fat - Top Provider in Newtown Square <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newtown Square, PA	244	9	\$86.89	\$9.65	3.69%	-	2	22.22%	\$43.45
Fat Reduction Treatment - Freeze Fat with CoolSculpting - Best Prices. FDA-Cleared. <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	793	30	\$119.06	\$3.97	3.78%	-	2	6.67%	\$59.53
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	3,484	103	\$585.87	\$5.69	2.96%	-	2	1.94%	\$292.94
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.	606	21	\$170.56	\$8.12	3.47%	-	2	9.52%	\$85.28
Non-Surgical Lipo Alternative - CoolSculpting® Newtown Square - No Surgery & Minimal Downtime <a href="http://www.kpaesthetics.com/">www.kpaesthetics.com/</a> Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	228	9	\$61.50	\$6.83	3.95%	-	1	11.11%	\$61.50

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

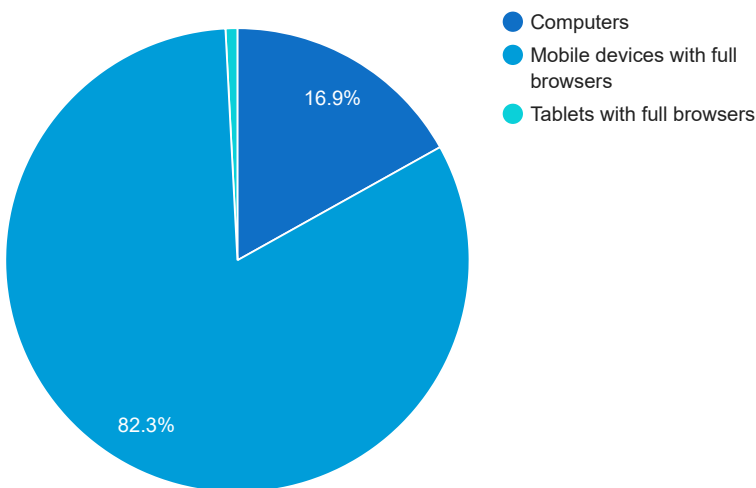
## Budget Coverage



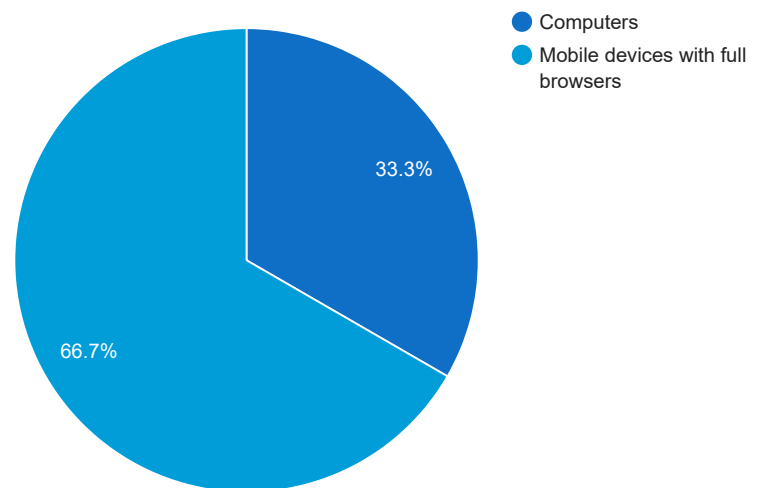
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	2,691.52	59.98
Apr, 2020	2,778.78	59.41
May, 2020	2,521.91	55.03
Jun, 2020	2,712.57	49.78
Jul, 2020	3,270.63	33.92
Aug, 2020	3,377.46	27
Sep, 2020	3,265.06	30.20
Oct, 2020	3,239.80	25.73
Nov, 2020	3,382.39	20.65
Dec, 2020	3,257.92	20.36

## 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	13,598	443	\$2,680.63	\$6.05	3.26%	-	8	1.81%	\$335.08
Computers	2,352	64	\$550.44	\$8.60	2.72%	-	4	6.25%	\$137.61
Tablets with full browsers	304	8	\$26.85	\$3.36	2.63%	-	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	16,254	515	\$3,257.92	\$6.33	3.17%	-	12	2.33%	\$271.49

# Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE

CONV

Submit lead form

7

Click to Call

5

## 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