

**Monthly Account
Performance Report
1 Mar 2021 — 31 Mar 2021**

KP Aesthetics

149-784-9225

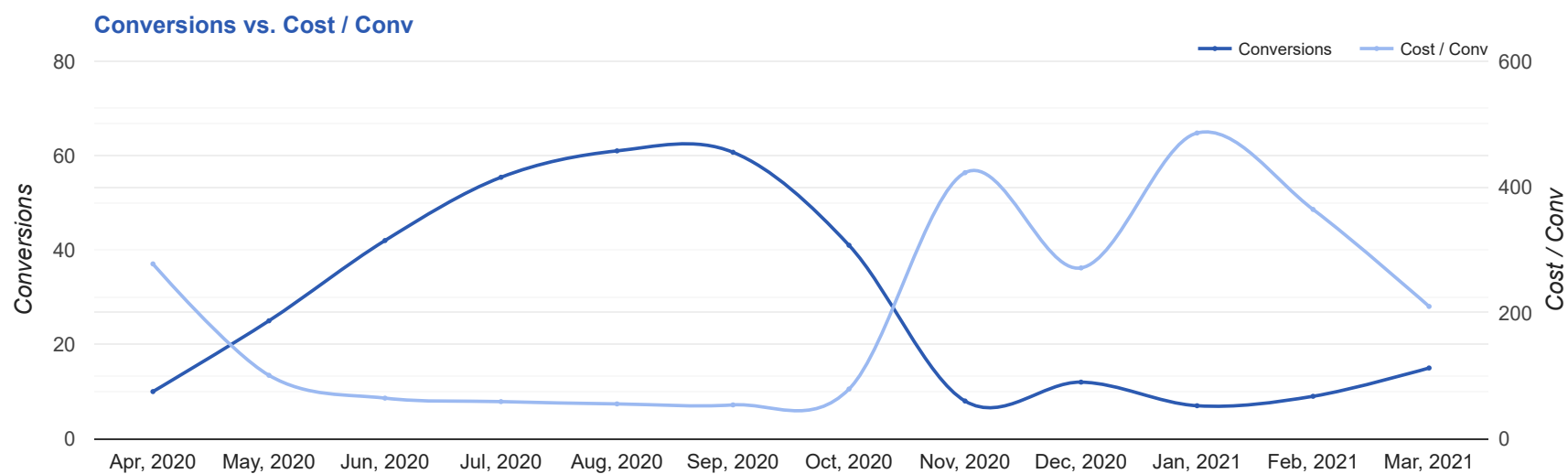
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,154	15	3.41%	\$210.30
↓ 4%	↑ 67%	↑ 23%	↓ 42%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	6,660	324	\$3,279.92	\$10.12	4.86%	-	9	2.78%	\$364.44	34%
1 Mar 2021 — 31 Mar 2021	8,486	440	\$3,154.47	\$7.17	5.19%	-	15	3.41%	\$210.30	39.42%
Change	1,826 ↑ 27%	116 ↑ 36%	\$125.45 ↓ 4%	\$2.95 ↓ 29%	0.33% ↑ 7%	0 ↔ -	6 ↑ 67%	0.63% ↑ 23%	\$154.14 ↓ 42%	5.42% ↑ 16%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	20.34%
Jan '21	13,503	483	\$3,401.12	\$7.04	3.58%	-	7	1.45%	\$485.87	21.13%
Feb '21	6,660	324	\$3,279.92	\$10.12	4.86%	-	9	2.78%	\$364.44	34%
Mar '21	8,486	440	\$3,154.47	\$7.17	5.19%	-	15	3.41%	\$210.30	39.42%
Total	135,314	5,453	\$37,642.03	\$6.90	4.03%	-	346	6.35%	\$108.79	27.26%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,677	328	\$2,483.41	\$7.57	5.78%	-	13	3.96%	\$191.03	50.97%
search beta laser hair removal	2,561	97	\$495.08	\$5.10	3.79%	-	2	2.06%	\$247.54	25.22%
search beta hydrafacial	248	15	\$175.98	\$11.73	6.05%	-	0	0%	\$0.00	99.04%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

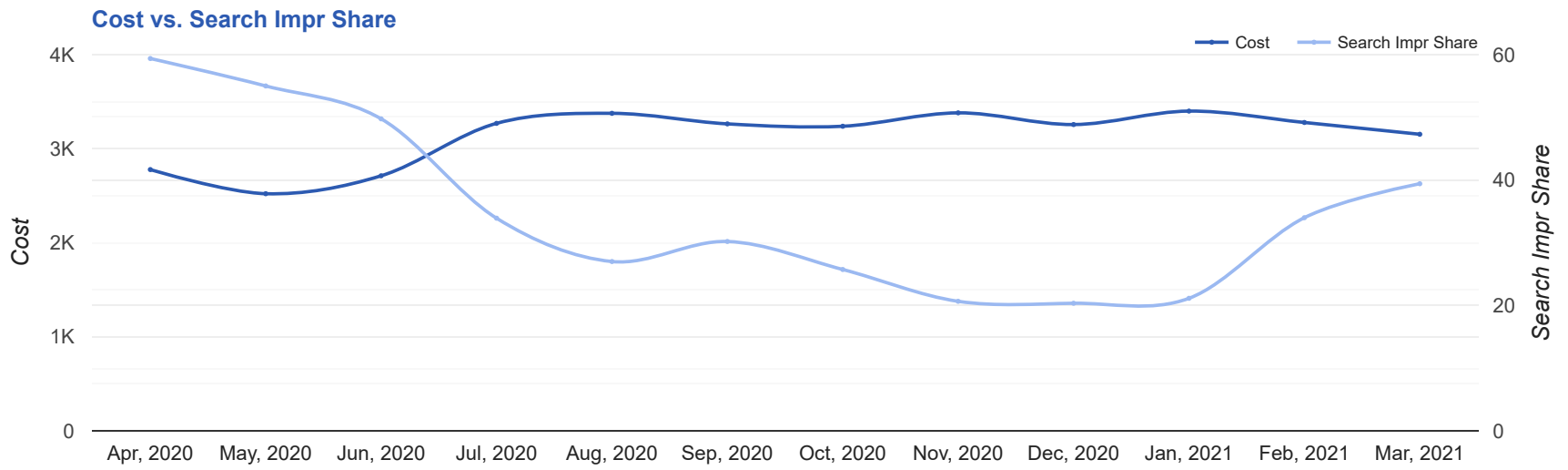
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Newtown Square - Non-Surgical Fat Reduction - Top Provider in Newtown Square www.kpaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	268	26	\$214.38	\$8.25	9.70%	-	3	11.54%	\$71.46
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/ -- -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	298	23	\$164.65	\$7.16	7.72%	-	3	13.04%	\$54.88
CoolSculpting® Newtown Square - Freeze Away Stubborn Fat - Best Prices. FDA-Cleared. www.kpaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	232	20	\$147.86	\$7.39	8.62%	-	2.5	12.50%	\$59.14
Non-Surgical Lipo Alternative - CoolSculpting® Newtown Square - No Surgery & Minimal Downtime www.kpaesthetics.com/ CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	318	19	\$93.38	\$4.91	5.97%	-	2	10.53%	\$46.69
Non-Surgical Lipo Alternative - CoolSculpting® Newtown Square - No Surgery & Minimal Downtime www.kpaesthetics.com/ Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	388	18	\$124.18	\$6.90	4.64%	-	1	5.56%	\$124.18

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

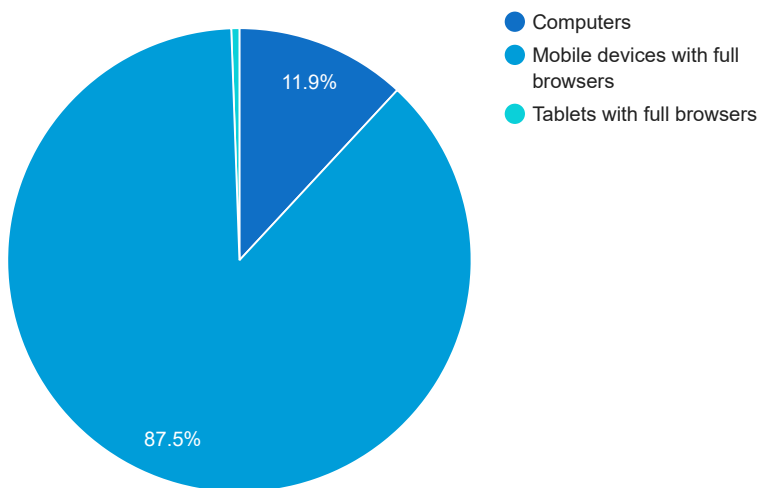
Budget Coverage



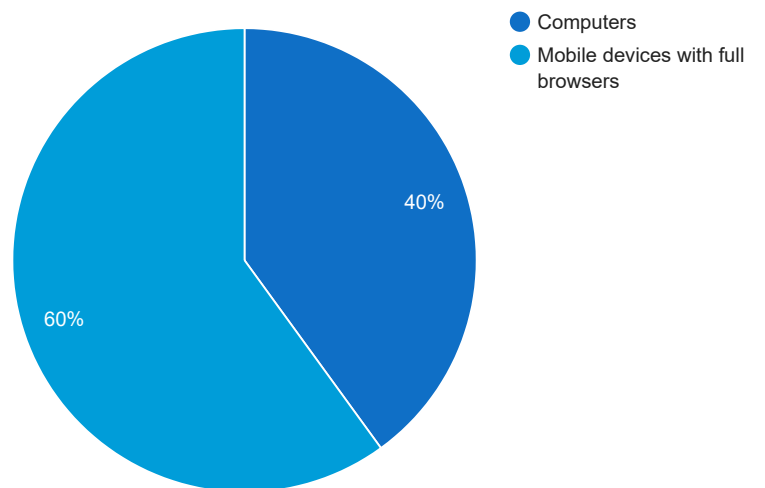
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	2,778.78	59.41
May, 2020	2,521.91	55.03
Jun, 2020	2,712.57	49.78
Jul, 2020	3,270.63	33.92
Aug, 2020	3,377.46	27
Sep, 2020	3,265.06	30.20
Oct, 2020	3,239.80	25.73
Nov, 2020	3,382.39	20.65
Dec, 2020	3,257.92	20.34
Jan, 2021	3,401.12	21.13
Feb, 2021	3,279.92	34
Mar, 2021	3,154.47	39.42

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	7,264	377	\$2,761.26	\$7.32	5.19%	-	9	2.39%	\$306.81
Computers	1,133	58	\$375.47	\$6.47	5.12%	-	6	10.34%	\$62.58
Tablets with full browsers	89	5	\$17.74	\$3.55	5.62%	-	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	8,486	440	\$3,154.47	\$7.17	5.19%	-	15	3.41%	\$210.30

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

CONV

Submit lead form

12

Calls from Website

3

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 page 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