

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

KP Aesthetics

149-784-9225

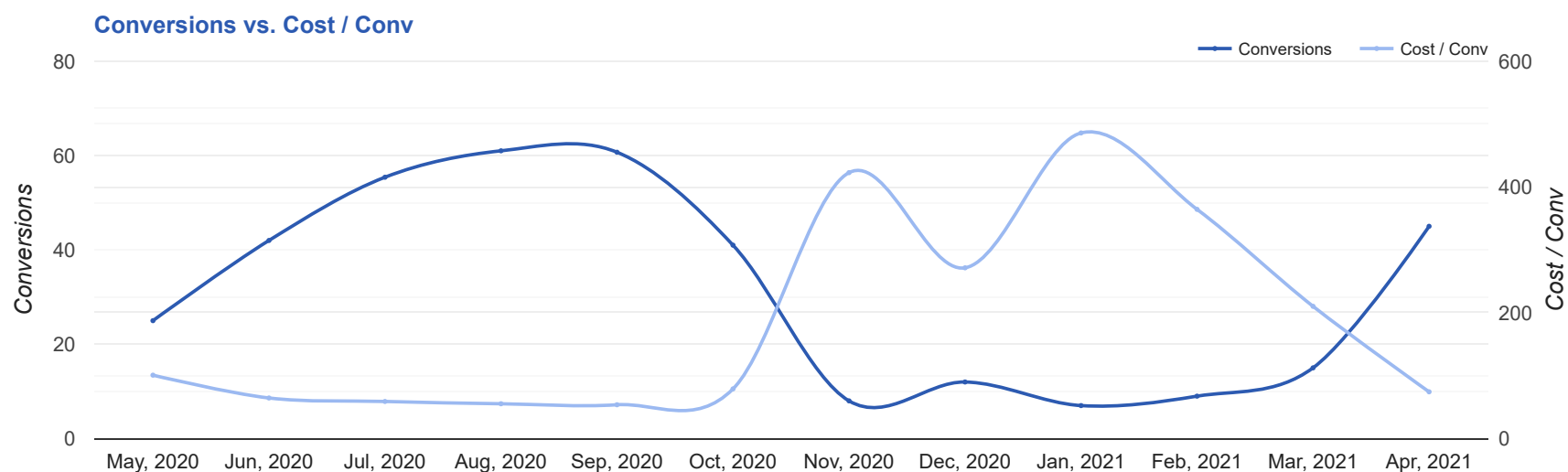
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,347	45	7.69%	\$74.38
↑ 6%	↑ 200%	↑ 126%	↓ 65%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	8,486	440	\$3,154.47	\$7.17	5.19%	-	15	3.41%	\$210.30	39.68%
1 Apr 2021 — 30 Apr 2021	9,840	585	\$3,347.28	\$5.72	5.95%	-	45	7.69%	\$74.38	42.56%
Change	1,354 ↑ 16%	145 ↑ 33%	\$192.81 ↑ 6%	\$1.45 ↓ 20%	0.76% ↑ 15%	0 ↔ -	30 ↑ 200%	4.28% ↑ 126%	\$135.92 ↓ 65%	2.88% ↑ 7%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	39.68%
Apr '21	9,840	585	\$3,347.28	\$5.72	5.95%	-	45	7.69%	\$74.38	42.56%
Total	140,812	5,807	\$38,210.53	\$6.58	4.12%	-	381	6.56%	\$100.29	27.5%

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,214	446	\$2,489.52	\$5.58	7.18%	-	38	8.52%	\$65.51	52.66%
search beta laser hair removal	2,657	95	\$497.84	\$5.24	3.58%	-	7	7.37%	\$71.12	25.93%
search beta hydrafacial	969	44	\$359.92	\$8.18	4.54%	-	0	0%	\$0.00	92.03%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

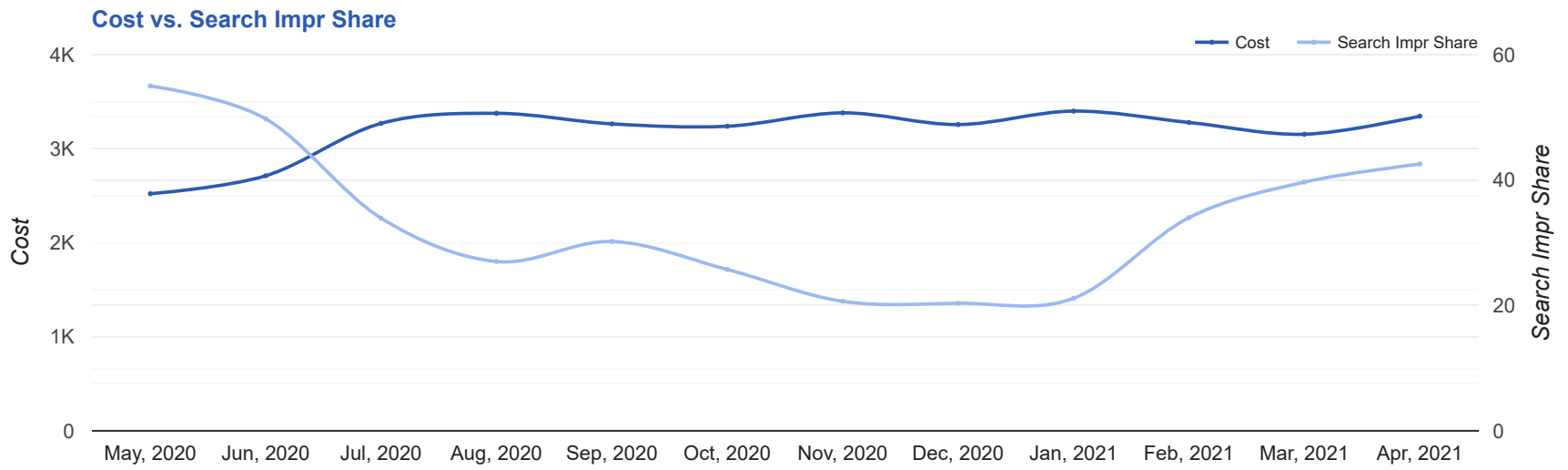
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/ --/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	2,096	151	\$1,079.41	\$7.15	7.20%	-	15.5	10.26%	\$69.64
KP Aesthetics - Fat Reduction Newtown Square - Non-Surgical Fat Reduction www.kpaesthetics.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,947	133	\$558.85	\$4.20	6.83%	-	5	3.76%	\$111.77
CoolSculpting® Newtown Square - Apr Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} www.kpaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	116	11	\$54.05	\$4.91	9.48%	-	3.5	31.82%	\$15.44
{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.	1,188	32	\$137.01	\$4.28	2.69%	-	3	9.38%	\$45.67
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/ --/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	138	21	\$102.95	\$4.90	15.22%	-	2	9.52%	\$51.48

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

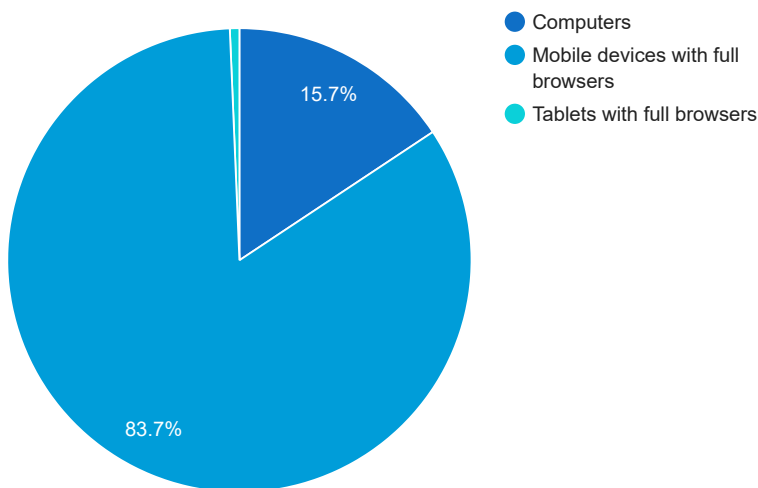
Budget Coverage



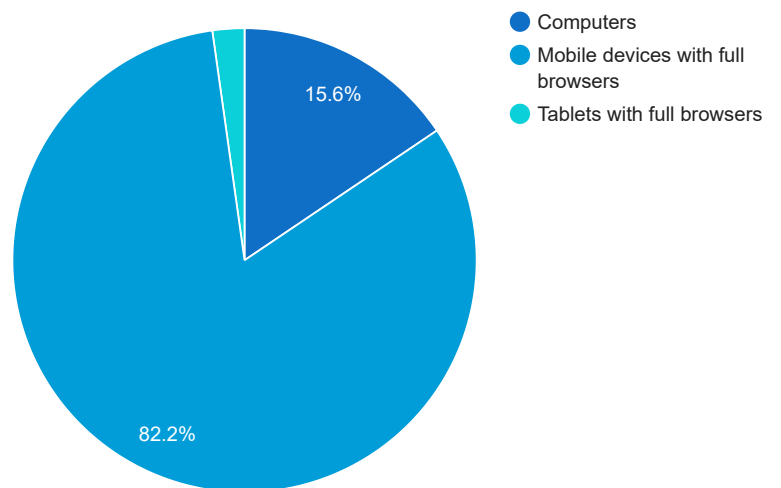
DATE	COST	SEARCH IMPR SHARE
May, 2020	2,521.91	55.03
Jun, 2020	2,712.57	49.78
Jul, 2020	3,270.63	33.92
Aug, 2020	3,377.46	27
Sep, 2020	3,265.06	30.20
Oct, 2020	3,239.80	25.73
Nov, 2020	3,382.39	20.65
Dec, 2020	3,257.92	20.34
Jan, 2021	3,401.12	21.13
Feb, 2021	3,279.92	34
Mar, 2021	3,154.47	39.68
Apr, 2021	3,347.28	42.56

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	8,267	505	\$2,800.33	\$5.55	6.11%	-	37	7.33%	\$75.68
Computers	1,446	74	\$524.78	\$7.09	5.12%	-	7	9.46%	\$74.97
Tablets with full browsers	127	6	\$22.17	\$3.70	4.72%	-	1	16.67%	\$22.17

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	9,840	585	\$3,347.28	\$5.72	5.95%	-	45	7.69%	\$74.38

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	43
Calls from Website	1
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