

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

KP Aesthetics

149-784-9225

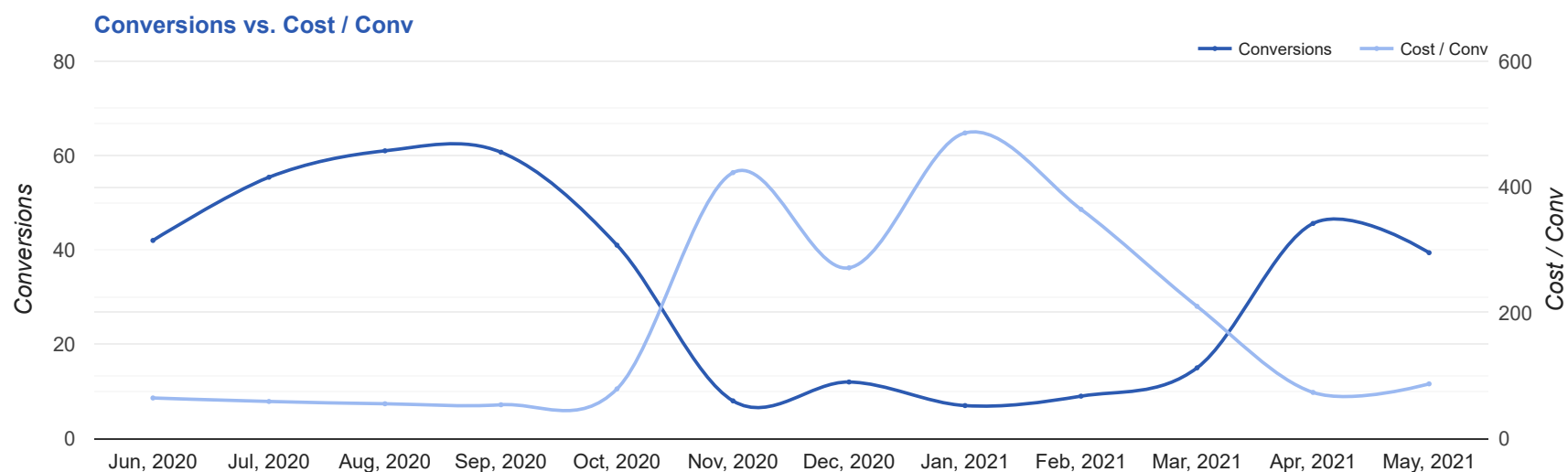
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,432	39.4	6.39%	\$87.05
↑ 3%	↓ 14%	↓ 18%	↑ 19%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	9,840	585	\$3,347.28	\$5.72	5.95%	-	45.6	7.79%	\$73.44	42.58%
1 May 2021 — 31 May 2021	10,743	617	\$3,431.65	\$5.56	5.74%	-	39.4	6.39%	\$87.05	46.73%
Change	903 ↑ 9%	32 ↑ 5%	\$84.37 ↑ 3%	\$0.16 ↓ 3%	0.21% ↓ 4%	0 ↔ -	6.16 ↓ 14%	1.40% ↓ 18%	\$13.61 ↑ 19%	4.15% ↑ 10%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	45.6	7.79%	\$73.44	42.58%
May '21	10,743	617	\$3,431.65	\$5.56	5.74%	-	39.4	6.39%	\$87.05	46.73%
Total	146,890	6,151	\$39,120.27	\$6.36	4.19%	-	396	6.44%	\$98.79	27.9%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,588	464	\$2,507.64	\$5.40	7.04%	-	35.4	7.63%	\$70.80	61.03%
search beta laser hair removal	3,193	106	\$488.83	\$4.61	3.32%	-	4	3.77%	\$122.21	28.89%
search beta hydrafacial	962	47	\$435.18	\$9.26	4.89%	-	0	0%	\$0.00	84.44%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

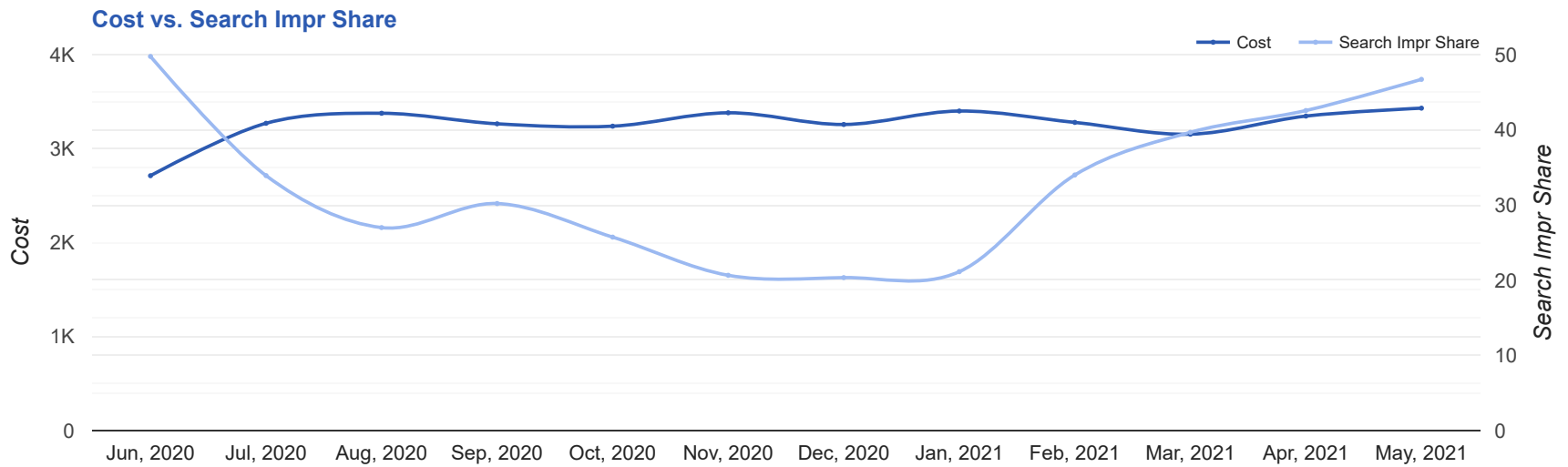
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/--/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	2,296	174	\$1,088.72	\$6.26	7.58%	-	17.6	10.09%	\$62.04
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	2,203	131	\$531.87	\$4.06	5.95%	-	8	6.11%	\$66.48
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/--/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	277	16	\$92.24	\$5.76	5.78%	-	2	12.50%	\$46.12
{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/--/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation	212	30	\$158.00	\$5.27	14.15%	-	2	6.67%	\$79.00
{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.	1,430	42	\$171.88	\$4.09	2.94%	-	2	4.76%	\$85.94

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

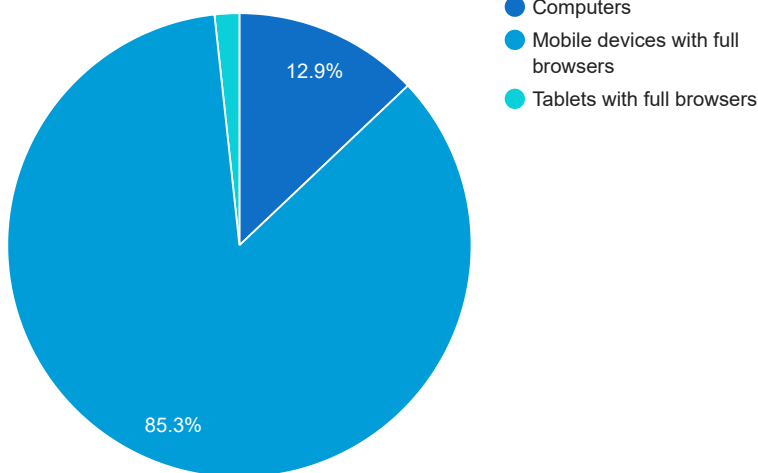
Budget Coverage



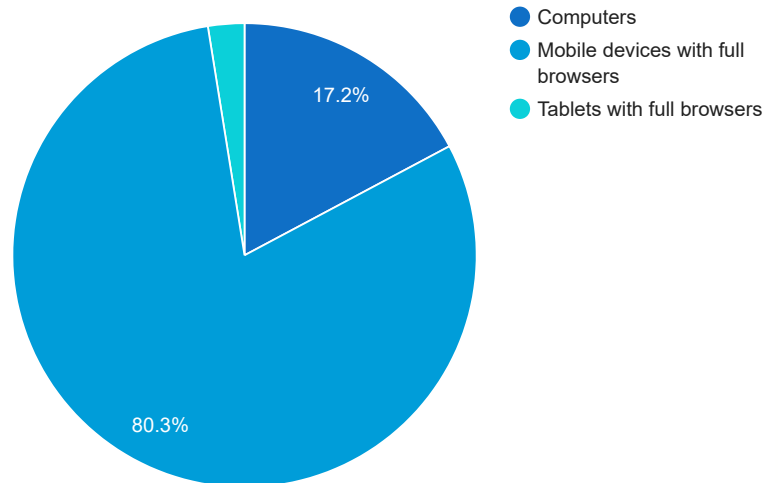
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	2,712.57	49.78
Jul, 2020	3,270.63	33.92
Aug, 2020	3,377.46	27
Sep, 2020	3,265.06	30.20
Oct, 2020	3,239.80	25.73
Nov, 2020	3,382.39	20.65
Dec, 2020	3,257.92	20.34
Jan, 2021	3,401.12	21.13
Feb, 2021	3,279.92	34
Mar, 2021	3,154.47	39.68
Apr, 2021	3,347.28	42.58
May, 2021	3,431.65	46.73

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	8,868	532	\$2,928.91	\$5.51	6%	-	31.7	5.95%	\$92.48
Computers	1,736	72	\$443.74	\$6.16	4.15%	-	6.8	9.38%	\$65.74
Tablets with full browsers	139	13	\$59.00	\$4.54	9.35%	-	1	7.69%	\$59.00

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	10,743	617	\$3,431.65	\$5.56	5.74%	-	39.4	6.39%	\$87.05

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Submit lead form

38.4

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 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